

websites

Advertisers in *Blue Water Sailing* agree to the following:

Monthly visitors: 22,000

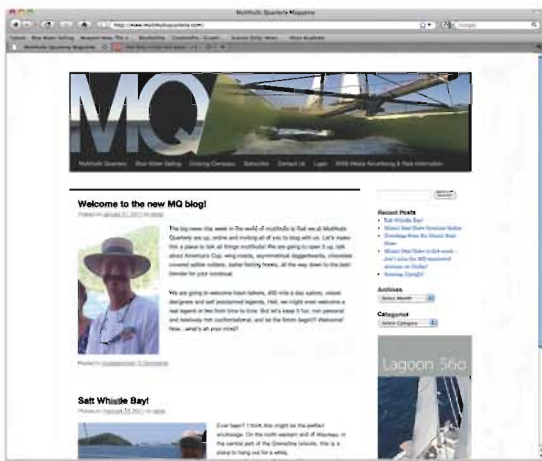
Blue Water Sailing's website, www.bwsailing.com, is the magazine's online resource for up-to-date news and notes from the cruising and sailing community. Plus, the site has a complete archives of *BWS* boat reviews, *Premier Cruising Boats*, and other articles, videos and services of interest to consumers.



bwsailing.com



cruisingcompass.com



multihullsquarterly.com

Advertising contract

- *The publisher reserves the right to reject or exclude advertising copy inappropriate to the magazine's format.
- *The publisher assumes no responsibility for errors or omissions of key codes, reader service numbers or the advertisers' index.
- *The publisher assumes no liability if, for any reason, it becomes necessary to omit an advertisement from an issue.
- *An order may be canceled by the publisher if the advertiser or agent fails to pay the account when due.
- *Earned frequency discounts will remain in effect for 60 days following the invoice date whereupon one-time rates will be applied to the overdue account.
- *Insertion orders may be canceled by the advertiser upon written notice prior to the closing date of the issue.
- *Orders specifying positions are accepted subject to the right of the publisher to determine actual positions.
- *If the publisher engages the services of a collection agency, or in the case of a suit to collect advertising charges due, it is understood that all additional expenses and costs, including attorney's fees, shall be due and payable and the advertiser agrees to pay the amount due.
- *When new material for a scheduled ad is not received by the closing date, copy run in a previous issue will be inserted.
- *Any advertising agency agrees that payment it holds, or that it will receive from an advertiser or any third party for the publisher, never becomes the property of the agency and that the agency holds or will hold such funds on the behalf of the advertiser solely for payment to the publisher.

Mechanical requirements

Blue Water Sailing is printed from digital files direct to plate. Advertisements should be delivered as digital files via e-mail or on a disk as a press ready PDF. A printed proof must be supplied. All fonts and images used in the digital files must be included as artwork or embedded in the file. The magazine is printed at 133 line screen, 266 dots per inch. We can accept application files such as InDesign with all font and image elements collected and included, but a conversion fee will be applied.

Ad submissions

Ads, in pdf format, sent via email should be sent to Sandy Parks, sandy@bwsailing.com. Ads too large to be sent via email can be uploaded to our ftp site: ftp.bwsailing.com user name: guest@bwsailing.com password: guest There is an Upload folder where ads may be placed. Underscores may be used in titles, but there may be no empty spaces. Please email sandy@bwsailing.com when files have been uploaded.