



The *Newport Harbor Guide* is a full-size, full-color, magazine that comes out annually in May. It is the premier marine resource for the Newport waterfront, featuring practical information relating to the Harbor along with commentary on events and local points of interest.

The **Directory** serves as an easy reference to the area's marine services & supplies, provisioning, transportation, attractions, retail outlets, restaurants, health care providers, and much more!

Target Market—If you have a business or service on or near Narragansett Bay that you want the marine and yachting community to know about, you must advertise in the *Newport Harbor Guide*! You'll be happy to know your ad also supports the charitable work of the Seamen's Institute—Newport's only non-profit dedicated to providing a safe haven for men and women of the sea.

Circulation

- **PRINT**—12,000 copies to marine and yachting interests in Newport, throughout Narragansett Bay, southern New England and the East Coast from Maine to Florida, plus Bermuda, the Caribbean, Great Britain, Europe, and the Mediterranean.
- **ONLINE**—The complete "virtual" magazine on our website gets over 23,000 hits annually.
- **RACK CARDS**—20,000 rack cards are distributed to high profile yacht clubs and boat shows world-wide to promote the magazine, our website and online publication.

Online Publication

In addition to the printed issue, a complete "virtual" *Newport Harbor Guide* magazine is published online by BlueToad. All advertisers are indexed for easy searching. Linking your website to an established website like ours optimizes your site's ranking with Internet search engines, such as Google and Bing. In addition, the articles can be translated into over 20 languages and viewed worldwide!

Visit: www.NewportHarborGuide.com to flip the pages and easily search the complete current magazine online.

Ad Specifications

<u>UNIT SIZE</u>	<u>WIDTH</u>	<u>HEIGHT</u>
Double Page Spread	16 3/4"	10 7/8"
Full Page	8 3/8"	10 7/8"
2/3 Page (vertical)	4 5/8"	10"
1/2 Page (vertical)	4 5/8"	7 3/8"
1/2 Page (horizontal)	7"	4 7/8"
1/3 Page (vertical)	2 1/4"	10"
1/3 Page (square)	4 5/8"	4 7/8"
1/6 Page (vertical)	2 1/4"	4 7/8"
1/6 Page (horizontal)	4 5/8"	2 3/8"
One-Inch Directory	2 1/4"	1"



Full Page Ads — Document size for both bleed and non-bleed full page ads must measure 8.375 x 10.875. For bleed ads, extend bleed .25" past trim on all sides. Keep all live matter .375" away from trim edges.

Production Specifications

PDF — High resolution, press-optimized PDF files are preferred. Fonts must be embedded, no TrueType fonts unless converted to outlines. Convert all colors to CMYK. All images must be CMYK, 300 dpi minimum.

PC—All files must be supplied in PDF format per above.

MAC—Quark, InDesign, Photoshop (saved as TIFF or EPS, not JPEG), Illustrator (with type converted to paths and saved as EPS file). All images CMYK, 300 dpi at 100% of final print size. All colors CMYK. All printer and screen fonts must be supplied. Use stylized fonts rather than application shortcuts for bold, italic and underline. A color proof at 100% must be supplied.

Where to Send Your Ad — email PDF or compressed files (Stuffit or Zip) to NHGproduction@cox.net Files on CD/DVD and your color proofs can be delivered or mailed to *Newport Harbor Guide* at the address below.

Directory Display Ads & Listings

(click here to see samples and guidelines)

One-Inch Block Ad (B&W)—\$225

To really stand out in the Directory section, email us your logo and up to 6 lines of text. (Vector logos preferred, min. 300 dpi, CMYK saved as EPS, TIFF, PDF, or hi rez image file) Includes set up charges and website link. If you already have a color display ad, the additional cost is only \$125.

Standard Directory Listing—\$100 (FREE with display ads). Two full lines with your Company Name, Street address/GPS location, Phone number and website. Choose up to two listing categories when you place your order. The BlueToad online publication links directly to your website.

Orders, Inquiries & Proofs

Mail to: **Newport Harbor Guide**
Attn: Charlotte Johnson
18 Market Square
Newport, RI 02840 USA

Contact: Charlotte E. Johnson, Advertising Director
Email: CharlotteEJohnson@cox.net
Landline: 401.847.4454
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