



**The Newport Harbor Guide** is a full-size, full-color, annual magazine that comes out in May, both in print and online. Recognized as the premier marine resource for the Newport waterfront, the *Guide* features practical information on the Harbor, award-winning maps, plus commentary on events and points of interest throughout the Narragansett Bay area.

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

**Target Market**—If you have a product or service you want the marine and yachting community to know about, you should be advertising in the **Newport Harbor Guide!** Anyone in the world can read it on the web, and the articles can be translated into over 20 languages.

You'll also be happy to know your ad supports the charitable work of the Seamen's Institute—Newport's only non-profit organization dedicated to providing services and 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.
- **RACK CARDS**—20,000 rack cards are distributed to high profile yacht clubs and boat shows world-wide to promote visiting Newport and Narragansett Bay environs.
- **ONLINE**— A complete "virtual" copy of the **Newport Harbor Guide** is available world-wide. Advertisers are indexed for easy searching, and all links within your ads and directory listings are live, including websites, emails and street directions right to your door.

In addition, when advertisers link their websites to our established site, it optimizes both our sites' ranking with the Internet search engines, such as Google and Bing.

**Visit:** [www.NewportHarborGuide.com](http://www.NewportHarborGuide.com) and flip the pages to view and easily search the complete current magazine.

## 2012 Ad Specifications

UNIT SIZE	WIDTH	HEIGHT
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 (B&W)	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 0.25" past trim on all sides. Keep all live matter 0.375" away from trim edges.

### One-Inch Directory Ad (B&W)—\$250

Stand out in the Directory with your logo and up to 6 lines of text. (Vector logos preferred, 300 dpi minimum, B&W only, save as PDF, EPS, TIFF or hi rez image file). Includes design set-up fees and weblink.

**Only \$150 with any display ad.**

**Group Ads, Broker Ads and Special Editorial Focus Ads** — See separate rate sheets at [www.NewportHarborGuide.com](http://www.NewportHarborGuide.com) for details. Design fees billed separately at \$50/hr.

## 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, minimum 300 dpi.

**PC Users**—Supply all files in PDF format per above.

**MAC Users**—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 also be supplied.

## Art Work Delivery Options

**Email** your PDF or compressed files (Stuffit or Zip) to [NHGproduction@cox.net](mailto:NHGproduction@cox.net).

**Hand deliver, ship or mail** Color proofs and files on CD/DVD to the address below.

## Orders, Inquiries & Proofs

**Mail to:** **Newport Harbor Guide**  
Attn: Charlotte Johnson  
c/o Seamen's Institute of Newport  
18 Market Square  
Newport, RI 02840 USA

**Contact:** Charlotte E. Johnson, Advertising Director  
Email: [Charlotte@NewportHarborGuide.com](mailto:Charlotte@NewportHarborGuide.com)  
Landline: 401.847.4454  
Cell Phone: 401.226.1206  
FAX: 401.841.9668