

WAGGONER CRUISING GUIDE

The Northwest's Best-Selling
Most Popular Boating Reference

2012

Advertising Information
Rate Card No. 19 – March 2011

Phone 425.780.5015

Fax 360.299.0535

www.waggonerguide.com

AN ESTIMATED
30,000 COPIES IN
USE ANNUALLY



DISPLAY RATES

Effective March 1, 2011 – U.S. Funds

DISPLAY SPACE	FULL-COLOR	PREMIUM PAGES (Call for availability)	RATE (U.S. Funds)
Full Page	\$2200	Back Cover	\$2800
2/3 Page	1870	Inside Front Cover	2700
1/2 Page Island	1695	Page 1 (facing inside front)	2700
1/2 Page Vert/Horiz	1430	Inside Back Cover	2500
1/3 Page Vert/Square	1100	Center Reference Pages	2500
1/4 Page Vertical	880		
1/6 Page Vert/Horiz	670		
1/8 Page Horizontal	580		
1/12 Page	490		

DISPLAY SPACE RATES ARE FOR
PRESS-READY ADVERTISEMENTS.
IF YOU DO NOT HAVE A PRESS-READY AD,
WE WOULD BE HAPPY TO HELP.
SEE DISPLAY AD PRODUCTION FOR DETAILS.



2012 print run: 9,000 copies.

All rates include a simple link to your web site and e-mail address on
www.waggonerguide.com for the year 2012.

CRUISERS' & CITY MARKETPLACE

Save 25%! The Cruisers' Marketplace is designed for products and services that don't fit in the Waggoner's geographic or general information categories. This special advertising section is located immediately in front of the index pages, the most-frequently used pages in the book.

The City Marketplace is an opportunity to market restaurants, local services of interest to boaters and area attractions on a special page available for most of the major harbor towns or cities. This page is located adjacent to the city listing in the guide for the best exposure of area businesses.

CRUISERS' & CITY MARKETPLACE ADS
ARE PRICED 25% LESS THAN THE
WAGGONER'S STANDARD RATES.

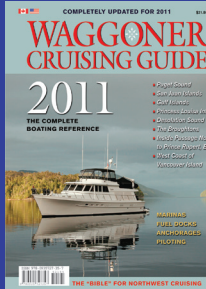
A 25% discount applies to the three size options:
1/8 page horizontal, 1/4 page vertical, and 1/2 page
horizontal or vertical.

SPACE RATES (U.S. Funds)	FULL COLOR	PRODUCTION FEE (IF NEC.)
1/2 Page	\$1070	\$125
1/4 Page	660	75
1/8 Page	435	50



WAGGONER CRUISING GUIDE

The Northwest's Best-Selling Most Popular Boating Reference



The Waggoner is the Northwest's best-selling, most popular cruising guide. Year after year, month after month, this is the book that is on the boats. Cruisers call the Waggoner "the bible."

WAGGONER CRUISING GUIDE

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Anacortes, WA 98221

Phone 425.780.5015 | Fax 360.299.0535

info@waggonerguide.com

www.waggonerguide.com

Distributed by

FINE EDGE

Nautical & Recreational Publishing

DISPLAY AD PRODUCTION

Our graphic designer will work with you to design a professional advertisement specifically to meet your company's needs. Production rates for display ads will be billed at 15% of the space rate. Changes to existing ads will be billed at \$60/hr., minimum \$10, not to exceed 15% of the space rate.

Please let us know as soon as possible if we need to produce or change your ad. Makeup materials including text, photos, logos, fonts, etc. must be received no later than September 1, 2011. Production time is limited and we may not be able to produce your ad if we are close to the print deadline.

2012 EDITION ADVERTISING DEADLINES

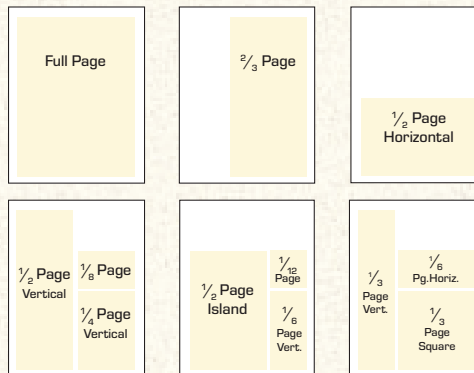
Reservation and Copy Deadline:

September 1, 2011

Waggoner Cruising Guide Published:

Mid-November, 2011

DISPLAY SPACE SIZES



DISPLAY SPACE	WIDTH	HEIGHT
Full Page	7 1/4"	10 1/4"
2/3 Page	4 11/16"	9 3/4"
1/2 Page Island	4 11/16"	7 1/4"
1/2 Page Vertical	3 7/16"	9 3/4"
1/2 Page Horizontal	7 3/16"	4 13/16"
1/3 Page Vertical	2 1/4"	9 3/4"
1/3 Page Square	4 11/16"	4 13/16"
1/4 Page Vertical	3 7/16"	4 13/16"
1/6 Page Vertical	2 1/4"	4 13/16"
1/6 Page Horizontal	4 11/16"	2 5/16"
1/8 Page Horizontal	3 7/16"	2 5/16"
1/12 Page	2 1/4"	2 5/16"

CONTRACT INFORMATION

All accounts subject to credit approval. We bill 50% with your space reservation with 30 days terms. Invoices for the final 50% will be sent out November 1 and due in 30 days, payable net 30 days in U.S. funds. Past due accounts are subject to an interest charge of 1.5% per month.

All advertising is subject to the approval of the publisher. No advertising which violates commonly accepted procedure or the intent for which the book is published will be accepted.

Advertisers and their agencies assume liability for all content, including text, representations and illustrations, and for all claims arising therefrom.

While we try to accommodate reasonable requests, except for covers, we cannot guarantee position of ads.

