



Mahogany & Chrome



Advertising Specifications and Rates

Mahogany & Chrome Advertising Advantages:

- A full-color publication of the Heartland Classics Chapter of the Antique and Classic Boat Society
- Mailed quarterly to 175+ addresses plus officers of ACBS across the USA and Canada
 - Members primarily in the states of Oklahoma, Missouri, Arkansas, Kansas, Nebraska and Texas
 - Members scattered in nine other states
- Publication is viewed on line at www.heartland-classics.org which averages 60 unique hits/day
- ACBS Membership Profile:
 - Members are an active group of people who have the resources to support their interest in vintage boats
 - Members cruise area lakes and attend four to six boat shows per season
 - 64% have an income over 100,000
 - 62% own an SUV or Pickup Truck
 - 88% own multiple antique classic boats
 - 89% are interested in or have experience in restoration
 - 48% own vacation/resort property



Advertising Submission PDF Specifications:

- All high-resolution images and fonts MUST be embedded when the PDF file is saved.
- Only use Open Type or Type 1 Fonts – (No TrueType fonts or Font substitutions).
- Images MUST be SWOP (CMYK or Grayscale) TIFF or EPS between 300 and 400 dpi.
- No RGB or JPEG Images
- Do NOT nest EPS file into other EPS files.
- Do NOT embed ICC Profiles within images.
- Total area density should not exceed SWOP 300% TAC [Total Area Coverage]
- Right reading, Portrait mode, 100% size, No rotations
- Standard trim, Bleed, and Center marks in all separations, 12 points (0.167 inches, 0.423 cm) outside the trim area (NO marks included in the "live" image area)

Email files to: artdir@blbadv.com

or Mail files to: Mahogany & Chrome • 5300 Foxridge Drive • Mission, KS 66202

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Advertising Specifications and Rates (Continued)



Ad Sizes & Pricing (Please note that pricing is the same for Color or Black & White ads):

Full Page (Cost: \$125.00 per issue):

- Nonbleed: 7.5" W x 10" H
- Bleed: 8.75" W x 11.25" H; Trim: 8.5" W x 11" H, Live Area: 7" W x 10" H

1/2 Page Horizontal (Cost: \$75.00 per issue):

- Nonbleed: 7.5" W x 5" H
- Bleed: 8.75" W x 5.75" H; Trim: 8.5" W x 5.5" H; Live Area: 7.5" W x 5" H

1/2 Page Vertical (Cost: \$75.00 per issue):

- Nonbleed: 3.5" W x 10" H
- Bleed: 4.25" W x 11.25" H; Trim: 4" W x 11" H; Live Area: 3.625" W x 10" H

1/4 Page (Cost: \$50.00 per issue):

- 3.5" W x 5" H

1/8 Page (Cost: \$30.00 per issue):

- 3.5" W x 2.5" H

The collage displays eight different ad formats:

- Full Page:** A large ad for Hagerty insurance featuring a dog on a boat deck and the text 'REST EASY'.
- 1/2 Page Vertical:** Two vertical ads: one for Arrowhead Yacht Club & Marina and another for Citgo gas station.
- 1/2 Page Horizontal:** Two horizontal ads: one for SubTropolis Storage and another for Pine Lodge.
- 1/4 Page:** A horizontal ad for Howard Classic Boats.
- 1/8 Page:** Two small square ads: one for Bank of Lakes and another for Paints Plus.

Deadlines: Winter Issue: **December 1st** Spring Issue: **March 1st**

Summer Issue: **June 1st** Fall Issue: **October 1st**

Billing: Advertisers will receive a copy of Mahogany & Chrome and will be billed by Heartland Classics Chapter upon publication

The Trading Dock Classified Ads:

The Trading Dock is a place to buy and sell old boats and boat related items. It appears in the newsletter and on our website. Non-Heartland members may submit an ad for the low cost of \$15.00 each. The ad will appear in the next issue of the newsletter and will also appear on the website for up to six months.

For additional information, contact:

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