



Race Guide Advertising Information

Sail Marblehead 2007: The Halifax Ocean Race

The Official Guide to the town's most important International Race, with Stories and Pictures of Marblehead and the Key Race Events.

Advertising Opportunities

The biennial sailing race from Marblehead, MA to Halifax, Nova Scotia started in 1905. It is organized jointly by the Boston Yacht Club of Marblehead and the Royal Nova Scotia Yacht Squadron in Halifax.

The Official race guide offers a unique opportunity to advertise your goods and services and the attractions of Marblehead to some 2000 international sailors along with the crowds of camp followers and spectators who will be spending the better part of a week in Marblehead in July. While preparing for the race and attending key functions these visitors will be provisioning boats, looking for accommodations, sightseeing, shopping and eating out.

Distribution

The distribution is between 5,000 and 7,000 copies. Widely distributed to racers, fans, local residents and press, this colorful guide contains feature profiles of the selling community; the event schedule along with other essential information for the race participants. It is an effective advertising and professional medium aimed at an affluent audience. Advertising in the Race Guide displays a clear signal that your business supports Marblehead as a premier yachting center.

The 2007 rates and specifications are listed on the following page. Please provide advertisement by April 15, 2007. One-color ads: camera-ready form. Color ads: color separations and color keys. Should you require assistance, the publisher can provide artwork, typesetting and final color separation services at reasonable rates. (For questions on specifications on artwork and printing, contact your representative or email: mhor2007@marbleheadtohalifax.com.)

Terms

All advertising will be placed on a first-come first-served basis. Payment must accompany contract.

CONTACT INFORMATION:

Hannah Manry	781-599-0858	HannahStringer AT comcast.net
Patrick Doyle	617-290-5060	Patrick AT DoyleMarblehead.com
Ray Abbott	781-631-5809	RCAMHEAD AT aol.com
Jeannie Garrard		j.w.garrard AT comcast.net
Peter Barnet		peter AT promosis.com

Sponsors link to Race Guide advertising: [www. Marblehead to Halifax Race \(MOHR\)](http://www.Marblehead to Halifax Race (MOHR))



MARBLEHEAD – TO - HALIFAX 2007 OCEAN RACE Advertiser's Price List

2007 BYC rates – US Dollars

Advertisement	Color	Black & White
Outside Back Cover	\$3,750.00	N/A
Inside Back Cover	\$3,000.00	N/A
Inside Front Cover	\$3,000.00	N/A
Full Page	\$1,500.00	\$800.00
Half Page	\$1,000.00	\$550.00
Quarter Page	N/A	\$350.00

2007 RNSYS – Canadian Dollars

Outside Back Cover	\$4,500.00	N/A
Inside Back Cover	\$3,500.00	N/A
Inside Front Cover	\$3,500.00	N/A
Full Page	\$2,100.00	\$1,200.00
Half Page	\$1,300.00	\$750.00
Quarter Page	N/A	\$450.00

Advertising will be on 80 lb. Coated (glossy) stock. Color screens between 133 to 150 lines. Black and White ads require 133 lines screens.

Please provide advertisement to Paul Madore c/o the Boston Yacht Club by April 1, 2007. One-color Ads: camera-ready form. Color Ads: color separations and color keys. Should you require assistance, the publisher can provide artwork, typesetting and final color separation services at reasonable rates. For questions on specifications on artwork & printing, contact us at paulmadore AT comcast.net.

Banner at Club

Small Banner	\$300.00
Large Banner	\$450.00

Skippers Bags: We welcome all items for the Skippers Bags. Estimated 125 – 150 bags to be distributed to the skipper of each racing vessel. Boat will be in Marblehead, Salem and surrounding harbors for 3 to 7 days.



Marblehead to Halifax Ocean Race Guide Advertising Contract

Name of Company: _____

Billing Address: _____

City

State

Zip Code

Tel: _____ Fax: _____

Email: _____

2007 BYC rates – US Dollars

Advertisement	Color	Black & White
Outside Back Cover	<input type="checkbox"/> \$3,750.00	N/A
Inside Back Cover	<input type="checkbox"/> \$3,000.00	N/A
Inside Front Cover	<input type="checkbox"/> \$3,000.00	N/A
Full Page	<input type="checkbox"/> \$1,500.00	<input type="checkbox"/> \$800.00
Half Page	<input type="checkbox"/> \$1,000.00	<input type="checkbox"/> \$550.00
Quarter Page	N/A	<input type="checkbox"/> \$350.00

2007 RNSYS – Canadian Dollars

Outside Back Cover	<input type="checkbox"/> \$4,500.00	N/A
Inside Back Cover	<input type="checkbox"/> \$3,500.00	N/A
Inside Front Cover	<input type="checkbox"/> \$3,500.00	N/A
Full Page	<input type="checkbox"/> \$2,100.00	<input type="checkbox"/> \$1,200.00
Half Page	<input type="checkbox"/> \$1,300.00	<input type="checkbox"/> \$750.00
Quarter Page	N/A	<input type="checkbox"/> \$450.00

Person authorized by advertiser to determine copy, copy changes and to approve advertisements:

Name: _____
Advertisers Signature

Title: _____
Guide Representative's Signature

Date: _____

Payment received: _____ Regular Billing: _____

Make checks payable to: Boston Yacht Club, 1 Front Street, Marblehead, MA 01945
Telephone: (781) 631-3100