

Pontoon & Deck Boat

M A G A Z I N E

P D B

N • E • T • W • O • R • K



2016
MEDIA
PLANNER

Digital

Social

Print

Video

Events


WORLD WIDE WEB


Pontoon & Deck Boat
MAGAZINE **PDB**
N.E.T.W.O.R.K

"When the internet became such a powerful tool to find information, our answer was easy.... be the best."



- MORE CONTENT
- UPDATED DAILY
- WEB EXCLUSIVES
- 1,689,890 IMPRESSIONS/YEAR
- PRODUCT LISTINGS
- HIGH VOLUME TRAFFIC


Subscribe for industry updates, shootout videos & what's new for 2014. 

Home Forum Boat Brands PDB Days Products Video **Subscribe** Search 

Pontoon & Deck Boat **PDB**
MAGAZINE




WANTAGE Pontoon Guard Patent Pending **Customize & Protect Your Pontoon!** Affordable • Easy to Install **Order Now**


Bennington 2575 QSD



Current Issue

September 2015

-  Print/Digital Subscription Combo
-  Digital Only Subscription
-  Preview Issue



Pontoon & Deck Boat **PDB**
MAGAZINE
PROPS 3 STEPS
Pontoon Redemption
A second chance...
September 2015 \$27

SOCIAL MEDIA

Social media is NOT about numbers, it's about ENGAGEMENT.

Actual results:

| Published | Post | Type | Targeting | Reach | Engagement |
|------------------------|---|---|---|--|--|
| 08/04/2015 10:38 am |  There's a reason pontoons continue to lead all segments of the boating industry. These manufactur |  |  | 296.8K  | 47.1K  11.5K  |
| 08/19/2015 9:15 am |  TEST DRIVE THIS BOAT AT PDB DAYS! www.pdbdays.com You've got to see Premier's latest and |  |  | 178.3K  | 13K  7.4K  |

The PDB NETWORK provides you with the highest engagement rate in the industry. As part of your advertising package your products will be strategically placed within our social media outlets. There's nothing like it.

PDB Magazine 2016 Advertising Rates Rates - Print Advertising

| FOUR COLOR | 1X | 6X | 11X |
|----------------|----------|----------|----------|
| Spread 2-Page | \$20,626 | \$18,615 | \$17,695 |
| Back Cover | \$11,344 | \$10,240 | \$9,732 |
| Full Page | \$10,313 | \$9,306 | \$8,721 |
| Two-Third Page | \$8,066 | \$7,278 | \$6,922 |
| Half Page | \$6,153 | \$5,554 | \$5,279 |
| Third Page | \$4,300 | \$3,878 | \$3,310 |
| Sixth Page | \$2,366 | \$2,133 | \$1,821 |

Rates - Web Advertising

PER YEAR

| | |
|--------------------|-------|
| Banner / Tower Ads | 1,650 |
| Enhanced Listing | 775 |

MECHANICAL REQUIREMENTS

Materials **MUST** be submitted in electronic format. If you need assistance in this matter, please contact your sales rep.

FOLLOWING ARE GUIDELINES IN SUPPLYING YOUR MATERIALS:

PHOTOS: Tiff preferred, EPS acceptable. All files RGB. Never CMYK. All photos should be provided at 350 dpi. Internet Web photos at 72 dpi are not acceptable for print media. Artwork: Adobe Photoshop, Adobe Illustrator (Mac, PC) all text converted to outlines.

ARTWORK: Adobe Photoshop, Adobe Illustrator (Mac, PC) all text converted to outlines. All files must be CMYK. No RGB.

ADS: Indesign; **NO PageMaker.** Include ALL fonts (printer and screen). Also send all artwork and photos. All files must be CMYK. **No RGB.** High-resolution (350 dpi) PDF files are also acceptable. Two color ad material must be supplied as four color process. Magazines are printed at 175 line screen.

MEDIA SUPPORTED: CD, DVD, e-mail, FTP. Contact your account executive for e-mail and FTP address. Harris Publishing, Inc. is not responsible for electronic files that print incorrectly due to problems with your file. We reserve the right to substitute fonts in such cases where the fonts are not supplied with the ad file. Fonts will be chosen to match as closely as possible.

COMMISSIONS: 15 percent to recognized agencies for agency-supplied ads.

NOTE: Publisher will charge for additional make-ready costs, including layout, typesetting and scans. Production will be billed at cost. Publisher will not honor advertising agency's 15 percent commission if any account remains unpaid for 90 days. **Inserts/Polybag/Direct Mail/List Rental:** Visit with your account executive for details and pricing. Advertiser Index provided for all advertisers.

TERMS AND CONDITIONS

Print cancellations not accepted after closing date. Online cancellations can be made anytime subject to short rate and per-day adjustments. All

PAGE SIZE SPECIFICATIONS

Magazine Trim Size:

8" x 10-3/4"

Full Page Live Area:

7-1/16" x 10"

Spread Live Area:

15-1/8" x 10"

Spread Bleed Size:

16-1/4" x 11"

Full Page Bleed Size:

8-1/4" x 11"

Binding Method:

Saddle Stitched

Advertising Deadlines

| Issue | Ad Space | Ad Material | Mail |
|-----------|------------|-------------|------------|
| January | 11/12/2015 | 11/19/2015 | 12/23/2015 |
| Shootout | 12/3/2015 | 12/10/2015 | 1/18/2016 |
| February | 12/17/2015 | 12/24/2015 | 1/28/2016 |
| March | 1/21/2016 | 1/28/2016 | 2/25/2016 |
| April | 2/18/2016 | 2/25/2016 | 3/28/2016 |
| May | 3/17/2016 | 3/24/2016 | 4/21/2016 |
| June | 4/21/2016 | 4/28/2016 | 5/26/2016 |
| July | 5/19/2016 | 5/26/2016 | 6/22/2016 |
| August | 6/23/2016 | 6/30/216 | 7/28/2016 |
| September | 7/21/2016 | 7/28/2016 | 8/23/2016 |
| Fall | 9/29/2016 | 10/6/2016 | 11/1/2016 |

Distribution

PRINT & DIGITAL

- Print Readers
- Digital Readers
- Newsstand

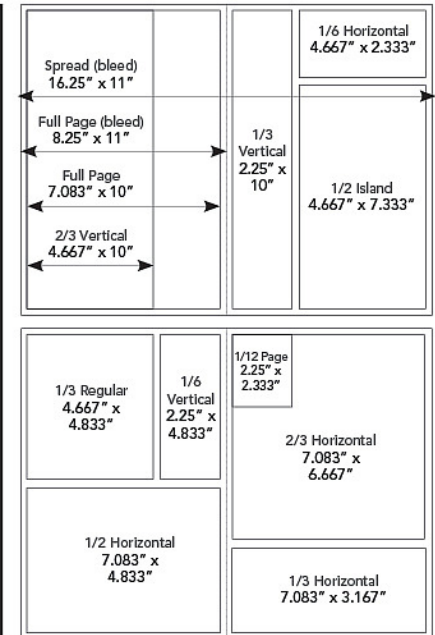
PER ISSUE

246,000*
56,000
7,200

* Print issue includes 82,000 copies plus 3x pass around (from readership survey). **309,200 Total**

advertisements are subject to acceptance by publisher and the advertising contract is therefore deemed to have been entered into in Idaho Falls, Idaho, and governed by the laws of the State of Idaho. Both publisher and advertiser consent to that jurisdiction. Orders are accepted subject to the terms and provisions of our current Advertising Rate Card, which will prevail in case of any inconsistency or conflict with advertiser's order. Publisher reserves the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher. Publisher is not responsible for the content of advertisements nor for claims arising from contents of advertisements. Publisher will not honor advertising agency's 15 percent commission if any account remains unpaid for 90 days. Should any monies required to be paid hereunder not be paid as set forth in the invoice, the advertiser shall pay publisher, in addition to the monies owed, a delinquent charge equivalent to the maximum legal rate of interest and expenses of collection including attorney's fees. Should reproduction materials for scheduled advertisement fail to arrive by deadline date, publisher reserves the right to repeat most recent material on hand.

AD SIZE SPECIFICATIONS



* Call a sales representative today for complete details.

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