

# PONTON

and DECK BOAT®

2021 Media Planner



Digital • Print • Social Media • Video Production



**FACT!** You will sell more product, sign more dealers, retain more customers and strengthen your brand by engaging our print readers, website visitors, social media followers, and video viewers.

**PRINT + DIGITAL + SOCIAL MEDIA + VIDEO PRODUCTION**

**“The old trope that print is dead is just lazy thinking.”**

- 82,000 Distribution
- 246,000 readers
- 79% men
- 21% women
- 35-44 media age
- Pass along readership x3

**30,000 digital magazine subscribers** enjoy reading *PDB* magazine **PLUS** all of our print subscribers get delivery as well

- 40,000 email distribution list
- Add video to your ads
- Live links
- Statistics show action

You may have followers, but *not* our followers.

**PDB is 95,000 strong**



**Engagement is KEY!**

Package your advertising with exposure to our social media followers!

**See:**

- Triple Toon
- Double Toon
- Single Toon

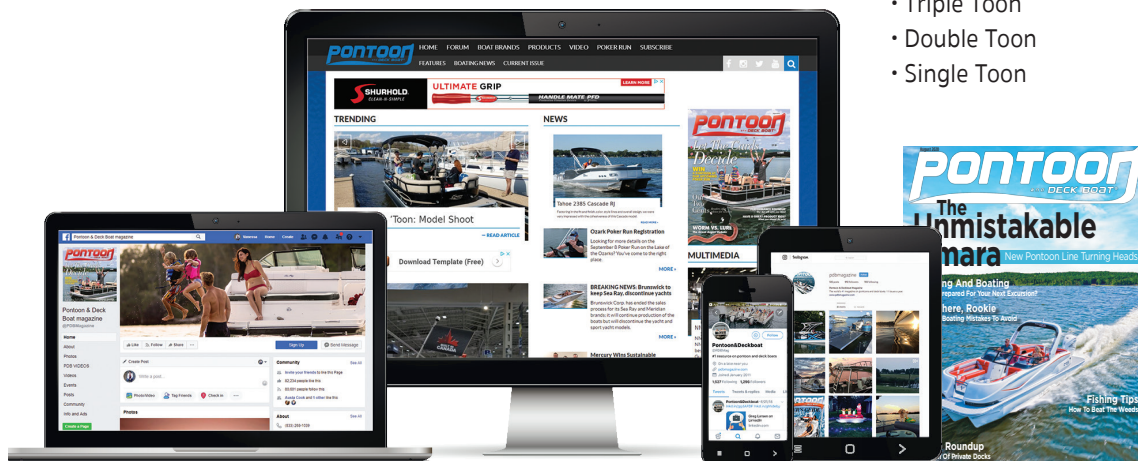
**YouTube** PDB magazine currently hosts over 120 YouTube videos. We offer video production and testing from our professional, experienced and TRUSTED staff.

**New for 2021**



Ask about being included in our Pontoon TV product reviews and test videos.

**Sponsorships available**





# EDITORIAL CALENDAR

Based on reader feedback and your input, we've restructured each issue and have a new editorial planner for 2021.

## January, 2021 Buyer's Guide

Sales Close: 11/5/2020, Ad Material: 11/12/2020, Mail: 12/15/2020

## Shootout, The Annual Boat Test Issue

Sales Close: 11/19/2020, Ad Material: 11/25/2020, Mail: 12/31/2020

## February, Lakefront Property Owners

Sales Close: 12/10/2020, Ad Material: 12/17/2020, Mail: 1/18/2021

## March, First-time Buyers

Sales Close: 1/21/2021, Ad Material: 1/28/2021, Mail: 2/24/2021

## April, The Water Sports Issue

Sales Close: 2/18/2021, Ad Material: 2/25/2021, Mail: 3/24/2021

## May, Performance

Sales Close: 3/18/2021, Ad Material: 3/25/2021, Mail: 4/21/2021

## June, DIY/Refurbish

Sales Close: 4/22/2021, Ad Material: 4/29/2021, Mail: 5/26/2021

## July, Salute the Troops

Sales Close: 5/20/2021, Ad Material: 5/27/2021, Mail: 6/24/2021

## August, The Deck Boat Issue

Sales Close: 6/24/2021, Ad Material: 7/1/2021, Mail: 7/29/2021

## September, Towing

Sales Close: 7/22/2021, Ad Material: 7/29/2021, Mail: 8/25/2021

## The Fall Issue, What's New

Sales Close: 9/23/2021, Ad Material: 9/30/2021, Mail: 10/27/2021

Our PDB digital network packages help you expand your demographic reach by targeting millennials, new boaters, and social media influenced buyers.



## Triple 'Toon *Limited to the first 20 advertisers!*

### What you get

- 12 month banner ad
- 12 month mobile ad
- 36 Facebook posts (with mentions and tags)
- Monthly industry updates
- 12 month enhanced listing
- 12 month web ad
- 36 Instagram posts (with brand, mention and tags)
- 2 full-featured lifestyle web articles

| <i>If you buy...</i>         | <i>Triple 'Toon cost...</i> |
|------------------------------|-----------------------------|
| <b>9-11 print insertions</b> | \$750/month                 |
| <b>6-8 print insertions</b>  | \$800/month                 |
| <b>3-5 print insertions</b>  | \$850/month                 |
| <b>1-2 print insertions</b>  | \$900/month                 |
| <b>0 print insertions</b>    | \$2,500/month               |

## Double 'Toon

### What you get

- 12 month banner ad
- 12 month enhanced listing
- 12 Facebook posts (with mentions and tags)
- 12 Instagram posts (with brand, mention and tags)

| <i>If you buy...</i>         | <i>Double 'Toon cost...</i> |
|------------------------------|-----------------------------|
| <b>9-11 print insertions</b> | \$500/month                 |
| <b>6-8 print insertions</b>  | \$550/month                 |
| <b>3-5 print insertions</b>  | \$600/month                 |
| <b>1-2 print insertions</b>  | \$650/month                 |
| <b>0 print insertions</b>    | \$1,500/month               |

## Single 'Toon

### What you get

- 12 month banner ad
- 12 month enhanced listing
- 6 Facebook posts (with mentions and tags)
- 6 Instagram posts (with brand, mention and tags)

| <i>If you buy...</i>         | <i>Single 'Toon cost...</i> |
|------------------------------|-----------------------------|
| <b>9-11 print insertions</b> | \$300/month                 |
| <b>6-8 print insertions</b>  | \$350/month                 |
| <b>3-5 print insertions</b>  | \$400/month                 |
| <b>1-2 print insertions</b>  | \$450/month                 |
| <b>0 print insertions</b>    | \$1,000/month               |

## PLUS!

*10% of your buy will be invested back to boost your social media posts!*

# Advertising Deadlines

|          | Ad Space   | Ad Material | Mail       |            | Ad Space  | Ad Material | Mail       |
|----------|------------|-------------|------------|------------|-----------|-------------|------------|
| January  | 11/5/2020  | 11/12/2020  | 12/15/2020 | June       | 4/22/2021 | 4/29/2021   | 5/26/2021  |
| Shootout | 11/19/2020 | 11/25/2020  | 12/31/2020 | July       | 5/20/2021 | 5/27/2021   | 6/24/2021  |
| February | 12/10/2020 | 12/17/2020  | 1/18/2021  | August     | 6/24/2021 | 7/1/2021    | 7/29/2021  |
| March    | 1/21/2021  | 1/28/2021   | 2/24/2021  | September  | 7/22/2021 | 7/29/2021   | 8/25/2021  |
| April    | 2/18/2021  | 2/25/2021   | 3/24/2021  | Fall Issue | 9/23/2021 | 9/30/2021   | 10/27/2021 |
| May      | 3/18/2021  | 3/25/2021   | 4/21/2021  |            |           |             |            |

## Web Ad Rates

|                    |                |
|--------------------|----------------|
| 1016x132 Banner Ad | \$2,800 a year |
| 300x600 Column Ad  | \$1,300 a year |
| 300x250 News Ad    | \$1,300 a year |
| 320x50 Mobile Ad   | \$1,000 a year |
| Enhanced Listing   | \$1,000 a year |

## Print Ad Rates

| FOURCOLOR      | 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  |

# Page Specifications

**Magazine Trim:** 8" x 10-3/4"

**Full Page Live Area:** 7-1/16" x 10"

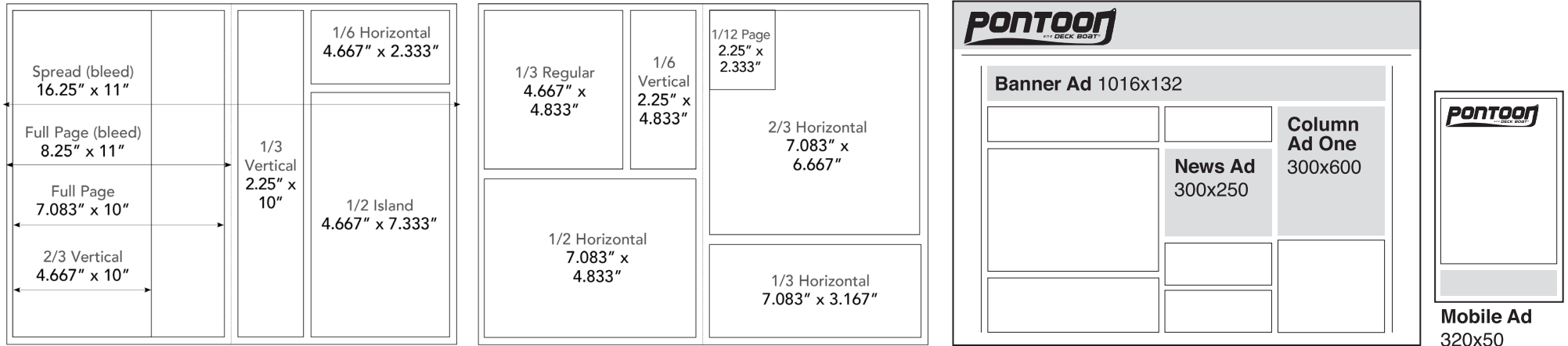
**Spread Live Area:** 15-1/4" x 11"

**Spread Bleed:** 16-1/4" x 11"

**Full Page Bleed:** 8-1/4" x 11"

**Binding Method:** Saddle Stitched

## Print and Web Ad Size Specifications



### 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. 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 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.



## ***STAY IN TOUCH***



**Greg Larsen**

**208.542.2216**

Group Publisher, Sales, Marketing

[Glarsen@pdbmagazine.com](mailto:Glarsen@pdbmagazine.com)



**Brady Kay**

**208.542.2251**

Executive Editor

[Blk@pdbmagazine.com](mailto:Blk@pdbmagazine.com)