

# PONTON

and DECK BOAT®

**2018** MEDIA  
PLANNER

**N·E·T·W·O·R·K**  
DIGITAL ■ SOCIAL ■ PRINT ■ VIDEO ■ EVENTS



# PONTOON

and DECK BOAT®

**11 ISSUES**  
**PRINT & DIGITAL**

**N·E·T·W·O·R·K**  
DIGITAL • SOCIAL • PRINT • VIDEO • EVENTS



**PDB MAGAZINE IS THE ONLY MAGAZINE, WEBSITE AND SOCIAL MEDIA NETWORK THAT FOCUSES 100% ON THE PONTOON AND DECK BOAT LIFESTYLE.**

**WORLD  
WIDE WEB**

"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  
PER YEAR
- PRODUCT  
LISTINGS
- HIGH-VOLUME  
TRAFFIC

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## PONTOON

and DECK BOAT®

SMOKERCRAFT  
FAMILY OF PRODUCTS

CREATING MEMORABLE EXPERIENCES SINCE 1903

### Simrad Partners With Sea Ray



Simrad and Sea Ray have officially partnered together and are going to start pairing cutting-edge electronics with next year's Sea Ray boats.

[— Read More](#)

**SUBSCRIBE NOW!**

September  
2017



Print/Digital  
Subscription



# SOCIAL MEDIA

# PONTOON

and DECK BOAT®

**SOCIAL MEDIA IS NOT ABOUT NUMBERS, IT'S ABOUT ENGAGEMENT.**

**N.E.T.W.O.R.K**  
DIGITAL • SOCIAL • PRINT • VIDEO • EVENTS



**The Pontoon and Deck Boat 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!**

03/03 9:19 am		Looking for some ideas for the PDB Barrel Race this year. Thought			209.3K		21.6K 3.7K	 
06/28 12:18 pm		Shout out to Bill Forenski for sharing these photos and video of his A			538.6K		63.6K 9.9K	 



Tap in to one of the most powerful marketing networks in the industry. The **PDB NETWORK** connects you to thousands of qualified customers who visit our web sites, follow our social media pages and read our print and digital magazine issues.

There is no better place to reach and influence potential pontoon and deck boat buyer's than the **PDB NETWORK**.

With one purchase you will be provided with **BANNER ADS, ENHANCED LISTINGS, SOCIAL MEDIA POSTS** and monthly **WEB FEATURES**.

The power of this program is fueled by the quality people we reach and our targeted approach to pontoon and deck boat enthusiasts.

## **PDB NETWORK**

### **WE'VE GOT YOU COVERED**

#### **What you get!**

#### **1. Banner Ad - 12 months**

PDB generates over 700,000 ad impressions per year.



#### **2. Enhanced Listing - 12 months**

The most comprehensive listings in the industry. Your listing includes your company bio, link to web, social media, email and company logo.



#### **3. Monthly Social Media Posts**

We will post your company on our social media page each month. We've had posts reach up to 300,000 followers!



#### **4. Monthly Web Posts**

Your company will be featured on our web page once a month based on information that you provide us. This can include boat reviews, company profiles, promotions and/or announcements.



# 2018 RATE CARD



## 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

## PDB Magazine 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

### Advertising Deadlines

Issue	Ad Space	Ad Material	Mail
January	11/16/2017	11/23/2017	12/27/2017
Shootout	11/30/2017	12/7/2017	1/11/2018
February	12/14/2017	12/21/2017	1/19/2018
March	1/25/2018	1/25/2018	3/1/2018
April	2/22/2018	3/1/2018	3/28/2018
May	3/22/2018	3/29/2018	4/25/2018
June	4/19/2018	4/26/2018	5/22/2018
July	5/24/2018	5/31/2018	6/27/2018
August	6/21/2018	6/25/2018	7/25/2018
September	7/26/2018	8/2/2018	8/27/2018
Fall	9/20/2018	9/27/2018	10/22/2018

### Rates - Web Advertising

#### PER YEAR

Banner / Tower Ads	1,650
Enhanced Listing	775

### Distribution

PRINT & DIGITAL	PER ISSUE
• Print Readers	246,000 *
• Digital Readers	56,000
• Newsstand	7,200

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

#### 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.

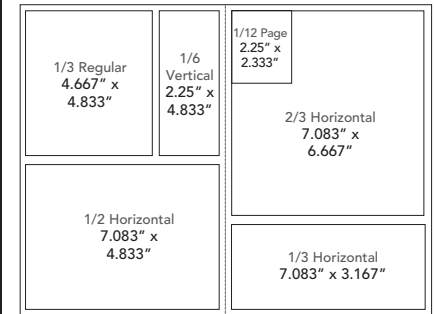
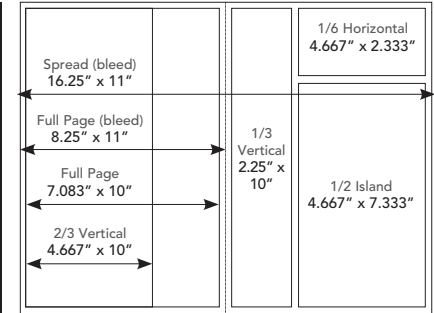
**NOTE:** Publisher will charge for additional make-ready costs, including layout, typesetting and scans. Production will be billed at cost. Publisher will not honor advertising agency's 15 percent commission if any account remains unpaid for 90 days. **Inserts/Polybag/Direct Mail/ List Rental:** Visit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

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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