



**Key West 2011**  
**January 17 - 21, 2011**

**Official Notice & Conditions of Race**  
**Advertising Rates and Specifications**

**Notice of Race:** High quality, 4 color, 32-36 pages, 8.5" x 11", action photos, logistics, and event information

Ad Size	Price
Full page (Inside covers)	\$ 2,750
Full Page	\$ 2,200
Half Page	\$ 1,375
Quarter Page	\$ 875

**Publication Date:** June 2010

**Circulation:** 3 - 4,000 (10% International)

**Audience:** Event Participants, Boat owners, Sponsors, VIPs, Yacht Owners, Media, Sailing Industry Leaders

**Ad Commitment Deadline:** April 15, 2010

**Ad Delivery Deadline:** May 15, 2010

**Ad Requirements:**

**Trim Size:** 8.5" x 11"

**Binding:** Saddle-stitched

The following are the fractional page units accepted:

	Width		Height
Full page	7.5"	x	10"
Full page (with bleed)	8.75"	x	11.25"
1/2 page (Vertical)	3.75"	x	10"
1/2 page (Horizontal)	7.5"	x	5"
1/4 page (Vertical)	3.75"	x	5"

**Bleeds:** Available on covers and full page ads only, with no live matter within .25" of final trim size. Bleed required on full-page ads is .125".

**Digital Ad Requirements:**

**Advertising will only be accepted in the following formats:**

- **PDF** (PDF/X-1a:2001 preferred format) Press optimized; composite CMYK; all fonts embedded; 300 dpi artwork. All files submitted as PDF must be prepared with all fonts embedded. If you are using Adobe Acrobat Professional, please use the "Preflight" feature (Advanced > Preflight) to check for any problems in your file before you send it to Premiere Racing.
- **InDesign CS3** (or lower) files, Macintosh format, supplied with ALL fonts used and all relevant graphic art (tif, eps) files used. Use InDesign's "Preflight" and "Package" tools (File > Preflight).
- **Adobe Illustrator CS3** (or lower) files, with fonts converted to outlines ("Create Outlines") and all links embedded. All artwork must be in CMYK format.
- **Adobe Photoshop CS3** (or lower) files supplied at 300 ppi, CMYK, with all layers flattened. Please save as a .tif file.

**Templates** for ads (in InDesign or PDF format) are available for download at [http://graphiclanguageonline.com/KWRW2011\\_templates.html](http://graphiclanguageonline.com/KWRW2011_templates.html)

**Microsoft Office users, please note:**

- **Microsoft Office** programs, such as **Word, PowerPoint, and Publisher**, are **NOT accepted in native file format**. If you wish to submit an ad created in one of these programs, please create a high resolution PDF of your file, with all fonts embedded, ALL graphics in CMYK color format, and submit the PDF as your ad file. Consult the documentation that came with your program for specifics on how to create a PDF.

**Additional Requirements:**

- **ALL** artwork and colors used in color advertising **MUST be in CMYK** format — **NOT RGB or SPOT** colors. Any artwork submitted in RGB or spot color formats will result in additional processing charge.
- Any digital scans should be a minimum of 300 ppi (pixels per inch).
- Compressed file formats such as JPEG and GIF are **NOT** recommended, due to poor reproduction quality.
- All fonts must be Postscript Type 1 fonts. TrueType and Multiple Master fonts will often cause undesirable results. Please include screen AND printer fonts with your ad.
- Please include an accurate printout of your ad when shipping.
- Ads may be shipped on CD or DVD. Ad files are also accepted via email. See below for shipping information.

**Film and Camera Ready Art:**

- Please contact Premiere Racing if you need to send your ad as film or camera ready art. There will be an additional charge for any film or camera-ready art costs incurred.

**Completeness and Reproduction Quality:**

- Ads must be submitted complete. Any ad setup work, composition or changes must be arranged in advance and will be billed additionally.
- Reproduction quality cannot be guaranteed when Premiere Racing's specifications are not adhered to or if material is received after the ad delivery deadline.
- Ad files not meeting Premiere Racing's specifications will incur an additional processing charge.

**Credit Policy:**

Net 30 days. All ad materials will be held for a period of one year, and then discarded unless return is requested in writing.

**Contacts and Mailing Instructions:**

Primary point of contact for advertising is:  
 Mike Trovato  
 Email: [Mike@Premiere-Racing.com](mailto:Mike@Premiere-Racing.com)  
 Phone: 508-775-5212 / Fax: 781-639-9171

Send your ad materials to:  
 Jim Herrmann  
 graphicLanguageOnline  
 37 Modelane  
 Rochester, NY 14618  
 585-242-7871

**Materials can be submitted via e-mail to:** [PRI@graphiclanguageonline.com](mailto:PRI@graphiclanguageonline.com)

- If you email your ad in native file format please compress your files (Zip or Stuffed). Please also include a reference a pdf file.

Files can be sent via FTP. Contact Jim Herrmann (email above) for specifics.