



PROPELLER

MAGAZINE

YEARBOOK

ADVERTISING OPTIONS FROM THE AMERICAN POWER BOAT ASSOCIATION

PROPELLER *The official magazine of the American Power Boat Association. Printed 6 times yearly, 4-color; gloss stock. Mailed to members and online.*

APBA YEARBOOK *Big, glossy photo annual with all the champions, records, awards, fame and fun of the season. Deadline Dec. 1.*

FILES: 300 dpi JPEG, TIFF, EPS, PDF, InDesign, Illustrator.

DEADLINE: 1st of the month prior to each issue (Feb/Apr/June/Aug/Oct/Dec).

PAYMENT: Credit card or check/money order made out to APBA. Prepay first issue please. No refund on cancellation.

SIZES: Page size is 8-1/2" x 11" - text must stay within 3/8" of trim. Full page ad sizes shown with bleed (image extends 1/8" beyond trim).

BACK COVER:

No bleed: 7.5" wide x 8-1/4" deep
 Bleed: 8-3/4" wide x 8-7/8" deep

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Ad Rates per Issue		Propeller Discounts	
AD SIZE	BASE RATE	PREPAY FULL YEAR OR BOAT SPONSOR -15%	RACE, CLUB OR CATEGORY -20%
1/12 Page	\$50.00	\$42.50	\$40.00
1/9 Page	\$90.00	\$75.00	\$72.00
1/6 Page	\$140.00	\$120.00	\$112.00
1/3 Page	\$175.00	\$150.00	\$140.00
1/2 Page	\$275.00	\$230.00	\$220.00
Full Page	\$425.00	\$360.00	\$340.00
Inside Cover/ Back Cover	\$700.00	\$595.00	\$560.00

FULL PAGE 8.75" x 11.25 53 x 68 PICAS

1/9 PAGE
 2.333" x 3.25"
 14 x 19.5
 PICAS

1/12 PAGE
 2.333" SQUARE
 14 PICAS

1/6 PAGE
 2.333" x 4.875"
 14 x 29.5
 PICAS

1/3 PAGE
 4.875" SQUARE
 29.5 PICAS