



# 38TH ANNUAL KEY WEST WORLD CHAMPIONSHIP PROGRAM 2018 ADVERTISING RATE CARD

Ad Size	4/C	Ad Size	4/C
Full	\$935	Inside Front Cover	\$1650
1/2 Page	\$495	Inside Back Cover	\$1650
1/4 Page	\$395	Back Cover	\$2200

\$40 to change a client/agency-supplied file. (applies to all sizes)

## Payment Terms

**Ad deadline is September 14th 5:00pm EST.**

Ad production per insertion:

All display-advertising orders requires credit card payment with artwork. Full payment is due with this ad insertion order.

Ad space available on a first come first serve basis.

## Digital Ad Specifications

Superboat only accepts .tiff, .eps, or print quality PDF files in cmyk color format.

All images used in our ads should be in cmyk format, at a resolution of 300 dpi. Superboat does not accept files in rgb format.

All tiff and eps files should be flattened. Illustrator files should be saved as eps with images embedded and fonts converted to outline.

Email your ad to [ignacio@myrockgroup.com](mailto:ignacio@myrockgroup.com)

## Ad Production Per Insertion:

Full Page  
1/2 Page Horizontal  
1/4 Page Vertical

## Final Trim

8.5" w x 11" h  
8" w x 5" h  
3.875" w x 5" h

## Bleed

8.75" w x 11.25" h  
no bleed required  
no bleed required

**Note:** Please include an 1/8" bleed on all sides and keep text at least 1/4" from trim to allow for trim on full page ads.  
**Ad deadline is October 2nd.** We accept .tiff, .eps, or print quality PDF files. Please make sure all fonts are converted to paths.

Business or Organization Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_

**Super Boat International Productions, Inc.**  
1323 20th Terrace,  
Key West, FL 33040  
Ph: 305-296-6166 • Fax: 305-296-9770 • Web: Superboat.com

Send Insertion Order by fax or email

**Fax Insertion Order to:**  
Super Boat International Productions, Inc.  
305-296-9770

**Attach Insertion Order to email and send to:**  
[superboatracing@gmail.com](mailto:superboatracing@gmail.com)

## Advertising Order:

\_\_\_ 1/4 Page \_\_\_ 1/2 Page \_\_\_ Full Page

\_\_\_ Inside FC \_\_\_ Inside BC \_\_\_ Back Cover

TOTAL \$ \_\_\_\_\_

## Credit Card Payment:

\_\_\_ Visa \_\_\_ MasterCard

\_\_\_ Discover \_\_\_ American Express

Card # \_\_\_\_\_

Exp. Date \_\_\_\_\_ CVV Code \_\_\_\_\_

Authorized Signature \_\_\_\_\_

\* It is not the responsibility of the Publisher for errors in advertisements if ad was received past material deadline. All Ad placement and Design/Production fees must be paid in full.