

# 2018 PALM BEACH INTERNATIONAL BOAT SHOW

## Official Marine Product Source Guide & Show Directory



PALM BEACH  
INTERNATIONAL  
BOAT SHOW

### MARCH 22-25, 2018

- 13,000 copies printed & distributed at entrances and guest service booths throughout the show
- Digital edition available via [www.pbboatshow.com](http://www.pbboatshow.com)
- Digital edition shared on social media
- All exhibitors are listed in multiple cross reference directories
- Show maps with detailed location of exhibitors, transportation and parking
- Section of all seminar details and schedules
- Marine related editorial

**Ad Space Closing Date:** March 1

**Materials Due Date:** March 5



**informa**  
exhibitions



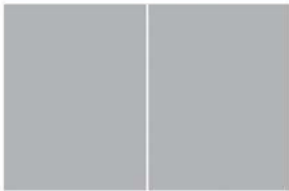
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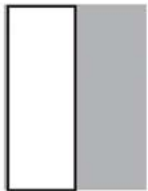
### DIMENSIONS & MECHANICAL SPECS



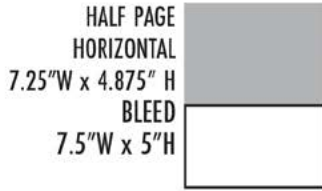
**FULL PAGE / FRONT & BACK COVER**  
 Trim: 7.25"W x 10."H  
 Bleed: 7.5"W x 10.25"H  
**NON BLEED:** No Live matter within .275" of final trim



**2 PAGE SPREAD**  
 Trim: 14.5"W x 10"H  
 Bleed: 15"W x 10.25"H



**HALF PAGE VERTICAL**  
 3.5"W x 10"H  
**BLEED**  
 3.625" w x 10.25"H



**HALF PAGE HORIZONTAL**  
 7.25"W x 4.875" H  
**BLEED**  
 7.5"W x 5"H

### AD RATES (All prices are Net)

AD SIZE	COLOR	RATE
Back Cover	4 Color only	\$ 8,200
2 Page Spread	4 Color only	\$ 6,700
Inside Back Cover	4 Color only	\$ 6,200
Inside Front Cover	4 Color only	\$ 6,200
TAB PAGE	4 Color only	\$ 4,700
Full Page	4 Color	\$ 3,700
Half Page	4 Color	\$ 2,700
Quarter Page	4 Color	\$ 2,200

All Rates Are Quoted NET.

**AD REQUIREMENTS:** ADS MUST BE SUBMITTED as HI RES PDF files  
 Photoshop or Illustrator files accepted. Image files must be no less than 300 dpi at 100% of placement size. All fonts (screen and printer) must be included. Do not use true type fonts. Color proofs are preferred.

## ADVERTISING SPACE ORDER

Advertiser: \_\_\_\_\_

Size of Ad \_\_\_\_\_ Color \_\_\_\_\_ Net Rate \$ \_\_\_\_\_

Special Instructions \_\_\_\_\_

For artwork, materials, contact: \_\_\_\_\_

Bill to: Name \_\_\_\_\_ E-Mail \_\_\_\_\_

Company \_\_\_\_\_ Telephone/Fax \_\_\_\_\_

Address \_\_\_\_\_

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