

# SHORE

IN PRINT AND ONLINE

## BOATING LAKE OF THE OZARKS

### The Best of Print & Online.

#### Authentic Engagement with a Critical Audience.

Shore Magazine combines the best of print and online. Conceived by two highly respected media companies, this tabletop, oversized bi-annual boating publication targets this niche audience with an innovative flair/look. Content rich, each issue will be valued for its unique style, reaching the boating audience in its own amazing fashion. You'll want to be in every issue!

#### Who We Reach

SHORE is distributed free at boat shows, events related to the marine industry, and a host of other targeted locations. Available at marinas and other targeted, high-traffic locations.

#### Added Value

Each entire issue is also in digital form on the SHORE website:  
[SHOREBOATINGMAG.com](http://SHOREBOATINGMAG.com)

#### Frequency

Bi-annual

#### Cover Price

FREE on racks,  
\$24.95 by mail.

### Ad Creation Helpful Tips:

- Create ad in CMYK at a minimum of 300 dpi
- Convert all type to paths/curves/outlines
- Embed all images/graphics & fonts
- Flatten all artwork



AD SPACE	AD SPECIFICATIONS	RATE**
Two-Page Spread*	Bleed: 20.25" x 13.25" Trim Size: 20" x 13"	\$1,695
Full Page*	Bleed: 10.25" x 13.25" Trim Size: 10" x 13"	\$1,395
Half Page	Bleed: N/A Trim Size: 8.75" x 5.75"	\$850
PREMIUM POSITIONS (ALL BLEED ADS)		
Back Cover*	Bleed: 10.25" x 13.25" Trim Size: 10" x 13"	\$4,995
Inside Back Cover*	Bleed: 10.25" x 13.25" Trim Size: 10" x 13"	\$1,950
Inside Front Cover*	Bleed: 10.25" x 13.25" Trim Size: 10" x 13"	\$2,500
Page One*	Bleed: 10.25" x 13.25" Trim Size: 10" x 13"	\$2,500
Cover Gatefold*	Bleed: 20.25" x 13.25" Trim Size: 20" x 13"	\$4,000

\*\*Rates are net and per issue. All ads run in both yearly issues and include online magazine digital. Production of ads available at \$150 per page. Resizing of ads available at \$75 per page.

**\*Full-page ads MUST include an extra 1/4-inch bleed margin on all sides.**

**Live Area:** All critical words/verbage and contact information in the ad must be set in from the outer edges of the ad by at least 0.375 inch, or 0.9525 centimeter.

**Resolution:** Required resolution for ads and/or images placed in ads is 300 ppi.

**Color Mode:** Required color mode is CMYK.

» Please submit print ads to our creative director,  
**Amanda DeWit: [Amanda@11NorthLLC.com](mailto:Amanda@11NorthLLC.com) / 402.681.7817 (Cell)**

## A COMMITMENT TO MEASURABLE RESULTS.

For advertising information, contact Lisa Larsen:  
**P 573.434.6626 • [14LARSEN@GMAIL.COM](mailto:14LARSEN@GMAIL.COM)**