

yachts ahoy



24TH ANNUAL PALM BEACH BOAT SHOW

MARCH 26, 2009 – MARCH 29, 2009

PUBLICATION DATE: Thursday, March 26, 2009

ADVERTISING DEADLINE: Tuesday, March 10, 2009

MARKETING ARTICLE DEADLINE: Tuesday, March 10, 2009



BROADSHEET Color Special GROUP PAGES

~ ON THE WATER ~

2 x 6 Group Color Page
2 Col. x 6" Ad (3.75" W x 6"D) • \$525
Limit four spaces per advertiser

~ WELCOME ABOARD ~

3 x 5 Group Color Page
3 Col. x 5" Ad (5.75" W x 6"D) • \$575
Limit one space per advertiser

MECHANICAL SPECIFICATIONS AND RATES

FULL PAGE: * 11.625" W x 22.25" D
Color: \$4,900 **B/W:** \$4,300

HALF PAGE:
Horizontal: 11.625" W x 11" D
Vertical: 5.75" W x 22.25" D
Color: \$2,950 **B/W:** \$2,350

QUARTER PAGE: 5.75" W x 11" D
Color: \$1,900 **B/W:** \$1,300

EIGHT PAGE: 5.75" D x 5.5" D
Color: \$1,325 **B/W:** \$725

CLASSIFIED Black And White GROUP PAGE

~ MARINE MALL ~

2 Col. x 2" ad • (3.75" W x 2" D)
\$150 each
Black and white only.



*Palm Beach is known worldwide
as a community where luxury
yachts are as common as palm
trees and sunshine.*

The 24th Annual
Palm Beach Boat Show
section will be
distributed from the
Palm Beach Daily News
booth during the show
and it will be inserted in
the Palm Beach Daily News
on the date of publication.

* All Full-Page and Half Page marine industry related advertisers will receive a FREE advertorial write-up within the section
(1/4 page space/450 words with a full page advertisement and a 1/6 page space/300 words with a half page advertisement).

Please submit advertorial copy and photographs to Darrell Hofheinz at dhofheinz@pbdailynews.com. (Content may be edited for space & style requirements.)

Palm Beach Daily News
THE SHINY SHEET®
PalmBeachDailyNews.com

TO ADVERTISE, CALL 561.820.3825