



THE OFFICIAL SHOW PROGRAM OF THE 2010

BOAT WEEK

www.LakeErieBoatWeek.com

lake erie living
magazine

Your ad will appear in the Official Show Program and in the September issue of *Lake Erie Living Magazine* **PLUS BONUS DISTRIBUTION:**

- 25,000 copies are inserted into the September issue of *Lake Erie Living Magazine*
- Additional 10,000 copies will be distributed to all attendees at Lake Erie Boat Week

Lake Erie Boat Week will consist of events in and around the Huron River surrounding an APR Powerboat Superleague Race. Lake Erie Boat Week will also consist of a Powerboat Regatta with on-water powerboat competitions, on-shore activities and parties in and around the Huron Boat Basin Municipal Marina, along with the "Fastest Boat on Lake Erie" competition.

This will be a national, annual, public event that will draw 75,000+ people to the region, and bring an approximate \$5 million economic impact (possibly more) to the area over the course of the event week.

Why should you advertise?

Lake Erie Boat Week will extend the vacation season this year. Your business will have more foot traffic and visibility due to the thousands of people who will come out to enjoy speed boat racing in the Huron River. Take advantage of LEBW Official Show Program advertising to draw those visitors to your front door.

APR Powerboat Racing has an national draw, and people who have never been to the Huron area will be arriving for the very first time. Don't miss a chance to capture this new stream of revenue.

Your advertising supports the success of Lake Erie Boat Week.

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EVENT DATES: SEPTEMBER 7-12
Huron Boat Basin in Huron, Ohio

Don't be left out!



KEY DATES:

Ad space close: **July 9, 2010** • Ad Materials are due: **July 16, 2010**

Don't miss your chance to be in this exciting Show Program!

Contact your *Lake Erie Living Magazine* Account Representative
or **Matt Moore** at **216-377-3682** or **mmoore@glpublishing.com**

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DATES AND RATES

Dates

Advertising Space Close Date: July 9, 2010

Ad Materials

Due to Great Lakes Publishing: July 16, 2010

Rates All rates are net.

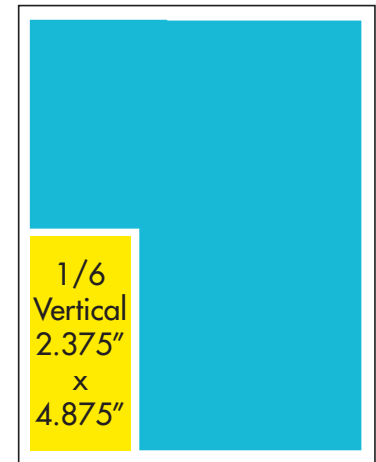
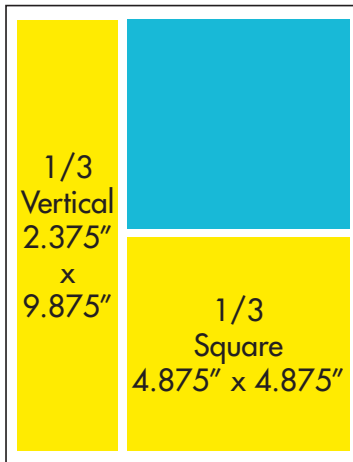
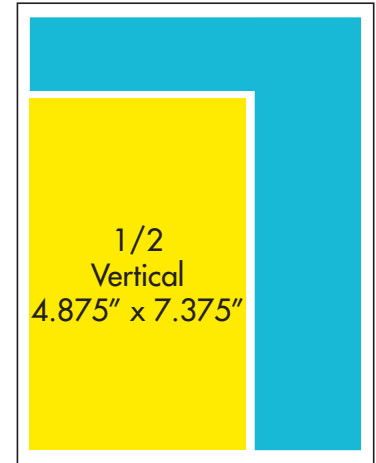
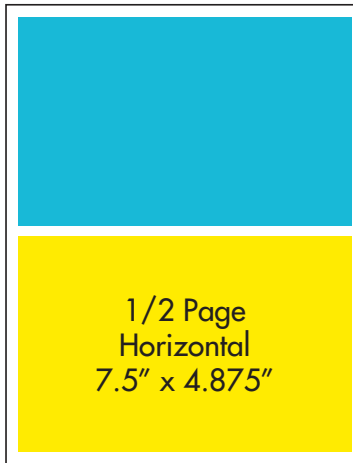
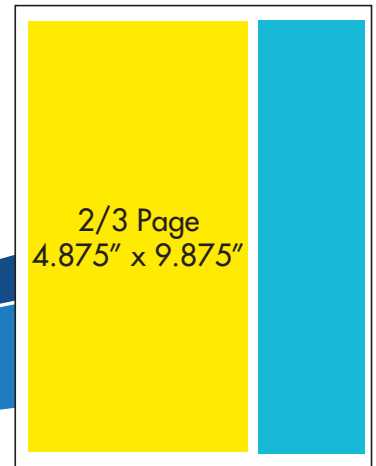
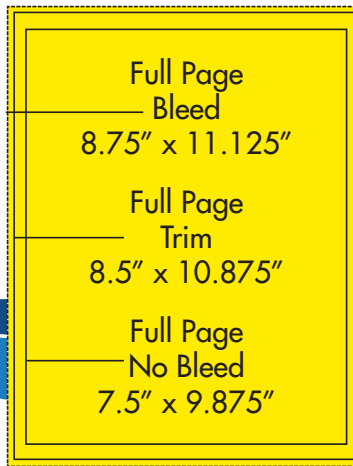
Lake Erie Boat Week rates are competitive and will provide you a strong return on investment.

Rates

Display	Four-Color
Full page	\$2,104
2/3 page	\$1,683
1/2 page	\$1,390
1/3 page	\$1,025
1/6 page	\$714

*Ask about
coop spaces and
availability!*

For ad material information contact
evanuch@glpublishing.com



CLIENT-SUPPLIED ADVERTISEMENT SPECIFICATIONS

- PDF documents are preferred. Files should be at least 350 dpi. Files should be Press Optimized, converted to CMYK (cyan, magenta, yellow and black) with all fonts embedded. A client-supplied contract proof is preferred. If one is not provided, we will run our standard in-house color laser proof for the printer at no charge. Great Lakes Publishing will be relieved of all responsibility for any form of compensation if a client-supplied contract proof is not provided before press time.
- Ad Proofs: Great Lakes Publishing will not supply faxes or soft PDF proofs on client-supplied files or PDFs. We assume due diligence was taken by the client, or their agency, to preflight and proof all advertisements before submission. If we detect an error with any of the supplied material before going to press, we will make a reasonable effort to contact you to correct and resubmit your files or PDF before publication.
- Spot-Color Ads: (Use of PMS inks) We do not support spot-color printing for the publication. Therefore, 2- and 3-color ads must be produced in a CMYK equivalent.
- Specifications: All images are to be CMYK tiff or eps files and must be high resolution (350 dpi minimum). Include PostScript Type 1 fonts. Also include a color or black & white laser proof, as the client assumes responsibility if no proof is provided. If fonts are not provided, Great Lakes Publishing reserves the right to substitute the closest font available. Information on how to produce a press-quality PDF file is available at: www.glpublishing.com.
- Ad Templates: All ad dimensions listed above are available at www.glpublishing.com in a PDF for you to download and then import into your layout program.
- Accepted Media: Files may be submitted on CD-ROM or sent to our FTP site (visit www.glpublishing.com for step-by-step instructions.)
- Film: Great Lakes Publishing is Computer to Plate and cannot accept film.

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