

# Catalina MAINSHEET

[www.mainsheet.net](http://www.mainsheet.net)

**RATE CARD #37  
DECEMBER 2023**

**Thank you for your interest in *Mainsheet Magazine*, the official publication for all Catalina owners.**

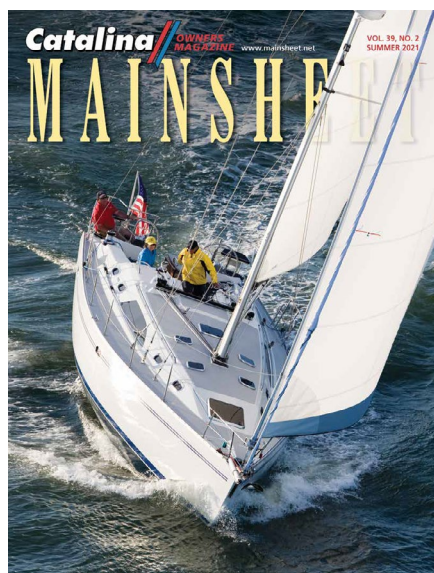
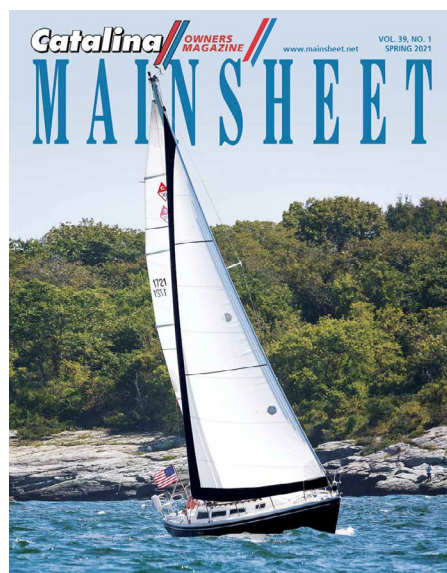


We are growing in numbers and there are over 120,000 Catalina boat owners, all of which have access to the Mainsheet. Catalina Mainsheet is distributed to approximately 15,000 association members who are not only boat owners, but are active members of their class association. This means they are using their boat in class activities, Racing and Cruising, and are interested in products to enhance and improve their boat, either for more comfort and ease of cruising or for high-tech racing. Our readers are active sailors in need of every type of boating product and service.

We publish four times a year: Spring, Summer, Fall and Winter. You will find that our ad rates are quite competitive and very reasonable, but best yet, you get results because our subscribers are active BOAT owners. Let us be of service to your advertising plans.

## Publication Dates:

Issue	Reservation Deadline	Ad Materials Deadline	Release Date
Spring	December 1	December 15	January 30
Summer	March 1	March 15	April 30
Fall	June 1	June 15	July 30
Winter	September 1	September 15	October 30



# Catalina MAINSHEET

**Rates:**

Size	Main Section				Covers	
	1x	2x	4x		1x	4x
Full	1000	900	800	IFC	1350	1200
1/2	800	700	600	IBC	1250	1100
1/3	750	550	550	Back	1500	1250
1/4	550	500	450			
1/6	400	350	300			

**Ad Dimensions:**

Full page bleed (submit as) .....8.625" x 11.125"  
(trims to) ..... 8.375" x 10.875"

Full page non-bleed ..... 7.375" x 9.75"

1/2 page horizontal.....7.375" x 4.875"

1/2 page vertical..... 3.5" x 9.75"

1/3 page square ..... 4.875" x 4.75"

1/3 page vertical .....2.3125" x 9.75"

1/4 page vertical..... 3.5" x 4.875"

1/6 page horizontal ..... 4.875" x 2.125"

1/6 page vertical..... 2.3125" x 4.875"

**Magazine Specs:**

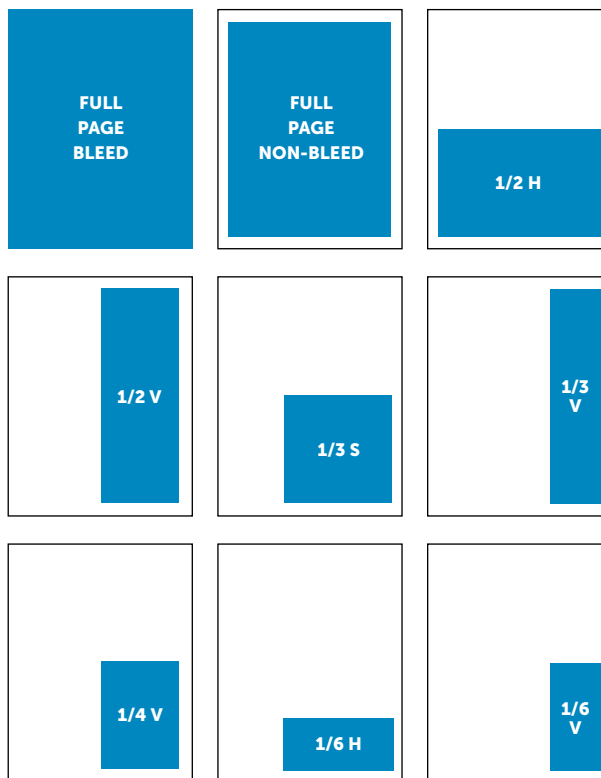
**Trim Size:** 8.375" x 10.875"

**Safety From Trim:** .25"

**Bleed Size:** 8.625" x 11.125"

**Color:** Four color process (CMYK)

**Binding:** Saddle stitch



**Advertising Sales Representative:**

Bill Spilman, Innovative Media Solutions  
(309) 483-6467  
[bill@innovativemediasolutions.com](mailto:bill@innovativemediasolutions.com)

**Send all art materials to:**

Landis Productions  
1911 Huguenot Road #301, Richmond VA 23235  
(804) 897-0495  
[david@landisproductions.com](mailto:david@landisproductions.com)

**Invoicing:**

Invoices rendered on publication by Eagle Ltd.  
3504 Amberley Trail, Evans, GA 30809



## 2024 ADVERTISING CONTRACT

Please complete form and return to Bill Spilman, Catalina Mainsheet Ad Sales Rep., at [bill@innovativemediasolutions.com](mailto:bill@innovativemediasolutions.com).

### Advertising Opportunity:

Company: \_\_\_\_\_

Ad Size: \_\_\_\_\_

Frequency: \_\_\_\_\_

Ad Position: \_\_\_\_\_

Rate: \_\_\_\_\_

Purchase Order Number: \_\_\_\_\_

Contract Authorized by (print): \_\_\_\_\_

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

Date: \_\_\_\_\_

### ADVERTISING CONTACT

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

Company: \_\_\_\_\_

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

City/State/Zip: \_\_\_\_\_

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

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

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

### BILL TO (if different from advertising contact)

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

Company: \_\_\_\_\_

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

City/State/Zip: \_\_\_\_\_

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

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

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

### Mainsheet Magazine:

SPRING

SUMMER

FALL

WINTER

### Important Notes:

Advertiser and advertising is subject to approval by *Mainsheet Magazine*.

Individual ads cannot be canceled after space close deadline.

Any files that do not follow the requirements are subject to an additional production charge.

A 15% commission is allowed to recognized advertising agencies.