



International 5.5 Metre Class Association

**NEW
MAGAZINE
FOR
2020**

ADVERTISING PACKAGE FOR 2020

Following the success of the 70th Anniversary Yearbook (shown right) in 2019, the 5.5 Metre Class intends to publish a magazine in 2020 to showcase the class and the racing. Advertising is available in the Magazine, as well as on the press releases, and the class website and is being encouraged from both class equipment suppliers as well as member's own companies. Production of the Magazine will be solely financed through advertising and dependent on sufficient advertising being generated.



1. 2020 5.5 METRE MAGAZINE

- Key class information and contacts
- 2020 Calendar
- Reports and results from 2019
- Regional reports
- Extensive photography from the 2019 season
- Articles of historical interest
- Interviews with key personalities
- Archive of major results
- Published early 2020

Copies will be distributed to all 5.5 sailors free of charge, and used for promotion of the class at yacht clubs around the world.

2. WEBSITE BANNER

All advertisers that submit artwork get a banner advert on the new class website: 5.5class.org (expected soon).

3. EMAIL BANNER

All advertisers that submit artwork will get a banner advert on the class email newsletters and press releases. Each year around 25 email newsletters are sent to the majority of 5.5 Metre sailors around the world.

4. FEATURE ARTICLES

Manufacturers of 5.5 equipment may also provide technical editorial content for the magazine or website, which will be run as an 'Advertising feature'.

RATES AND SPECIFICATIONS

2020 MAGAZINE

A4, perfect bound, Intended size is 64, Full colour (CMYK), Paper: 110gsm silk, Cover: 350 gm gloss

ADVERTISING RATES

Double page spread (EUR 700),
Full page (EUR 475), Half page (EUR 300)
A maximum of 20 pages will contain advertising. To ensure your position please book early. Early advertising booking deadline Dec 6 2019. Artwork deadline Jan 31 2019.

SIZE

Full page (bleed): trimmed size - 297 tall by 210 wide
No elements within 20mm of trim + 6mm bleed
Full page (no bleed): 272 mm tall by 185 mm wide
Half page: 125 mm tall by 185 mm wide
Other sizes/format on application

ONLINE BANNERS

Banners should be 400 pixels wide by 150 pixels tall.
Artwork should ideally be supplied as a 72 dpi RGB jpeg image in the correct pixel dimensions. Please also supply the URL to be opened when clicking on the banner or button

ARTWORK

Supplied artwork is preferred, though a free design service is available. Please supply logos, photos, text and a rough idea of content. Artwork should be supplied as high resolution image. Files can be supplied as PDF, TIFF or JPEG.
Bleed only available on full page adverts.

TERMS

Bookings run for calendar years, or pro-rata. Payment is due on publication or within 30 days of invoice. Bookings will be strictly on a first-come, first-served basis. Incorrectly sized banners may be resized without notice. The 5.5 Class reserves the right to refuse to publish any advertisement.

ALL ADVERTISING/EDITORIAL QUERIES TO:

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