

A MARINE INDUSTRY STANDARDS AND TECHNICAL EDUCATION JOURNAL

the Reference Point

BE THE BRIGHTEST BEACON. REACH OVER 5,000 BOATERS & BOATING INDUSTRY MEMBERS.

The Reference Point, published quarterly by E&M Consulting, Inc., is the official magazine of the American Boat & Yacht Council. Each issue provides in-depth coverage of industry topics such as safety standards, the latest technological advancements, and other educational information. A digital edition of the magazine is also available online, allowing for expanded readership and sharing capability. The ABYC knows boating, and boaters rely on *The Reference Point*.



FOR MORE INFORMATION
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BACKGROUND

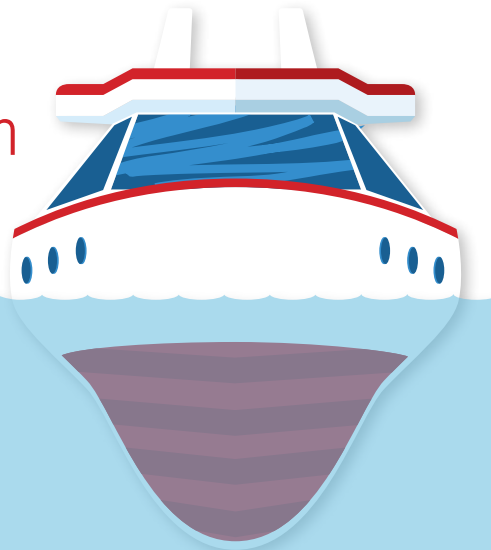
The American Boat & Yacht Council, ABYC, was created in 1954 as a non-profit organization to develop safety standards for the design, construction, equipage, repair and maintenance of boats. The role of the ABYC is to be the essential source of technical information for the international marine industry. Everything we do will support our members to achieve the goal of making boating safer. ABYC will maximize customer satisfaction with the boating experience through safety standards for products, service and repair.

5,000+

members including engineers, technicians, manufacturers, surveyors, insurance agents, law firms, marinas, boatyards, yacht brokers!
 Companies providing services such as marine products, decals/graphics, electrical equipment, marine surveyor software, moisture meters, naval architecture/design, paint & coatings, safety labels, boat repairers, designers and engineers, marine consultants, naval architects, government/military/ academic/marine associations and others allied to the field.

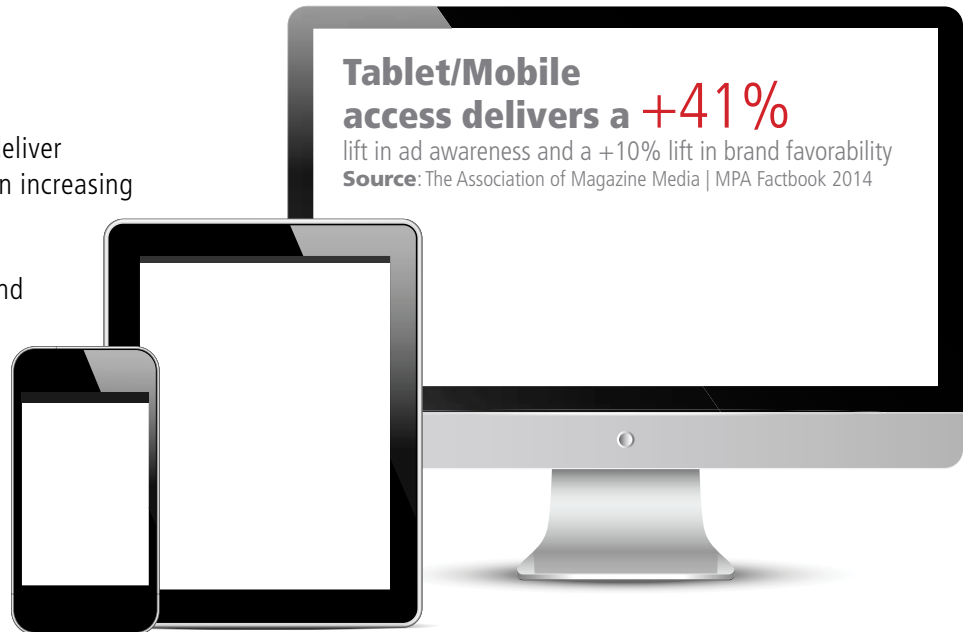
The boating industry spends
\$121 Billion
 annually on products and services

ABYC members spend
\$50 Billion
 annually on products and services



DIGITAL EDITION

Digital versions of *The Reference Point* deliver traditional media to an audience with an increasing appetite for new digital content. Online readership moves content to new levels with instantaneous, 24/7 accessibility and unmatched sharing capability. One interested reader can deliver articles and advertisements to colleagues and friends, bringing multitudes of new views and subscribers. And research shows that an increased online readership increases print-only readership, expanding the benefit even further.



TARGETED ADVERTISING

Advertise to industry professionals already interested in industry trends, news, and vendor information.



BONUS EXPOSURE

Reach a wider audience of those reading the digital edition exclusively on the association website.



EXCLUSIVE ONLINE ACCESS

Online readers can view your advertisement 24/7 and reference past editions through the digital edition.



DRIVE WEB TRAFFIC

Clickable ads link directly to your website to pull additional traffic and bring in immediate responses.



EASE OF USE

The digital layout matches the print magazine format; it's familiar, quickly accessible, and easy to read.

Editorial Calendar

WINTER | Ad Sales Deadline: November 13, 2015
Materials Deadline: December 04, 2015

SUMMER | Ad Sales Deadline: June 10, 2016
Materials Deadline: June 17, 2016

SPRING | Ad Sales Deadline: March 04, 2016
Materials Deadline: March 11, 2016

FALL | Ad Sales Deadline: September 07, 2016
Materials Deadline: September 21, 2016

Editorial and artwork dates listed above for this magazine reflect the timely release of each issue. Please take into account that some information does change at the discretion of the association or its publisher, E&M Consulting, Inc. The association and its publishers have done their best to provide accurate information. Dates are updated as needed and for most accurate issue calendar, please contact the publisher's Editorial Team.

Advertising Rates

All rates listed are per issue. All rates include a link to your website on the digital edition of the magazine.

Full Color Rates	1 Issue	4 Issues
Back Cover	\$2,999	\$2,499
Inside Covers	\$2,799	\$2,299
Full Page	\$1,999	\$1,899
1/2 Page	\$1,499	\$1,299
1/4 Page	\$899	\$749
Business Card	\$399	\$349

Non-members add 10%

Black & White Rates	1 Issue	4 Issues
Full Page	\$1,599	\$1,299
1/2 Page	\$1,099	\$899
1/4 Page	\$599	\$499
Business Card	\$299	\$199

Non-members add 10%

Full Color Advertorial Rates	1 Issue
One Page	\$2,499
Two Page	\$2,599
Center Spread	\$2,799

FOR MORE INFORMATION

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Advertising Specs

TWO-PAGE SPREAD

(2 x Full Page)
 Trim: 10.875" x 16.75"
 Margin: 10.5" x 16.375"
 Bleed: 11.125" x 17"

FULL PAGE

Trim: 8.375" x 10.875"
 Margin: 8" x 10.5"
 Bleed: 8.625" x 11.125"

HALF PAGE

Vertical:
 3.75" x 10"

HALF PAGE

Horizontal: 7.5" x 5"

THIRD PAGE

Vertical:
 2.5" x 10"

THIRD PAGE

Horizontal: 7.5" x 3.125"

QUARTER PAGE

Vertical: 3.75" x 5"

SIXTH PAGE

Vertical: 2.375" x 4.625"
 Horizontal: 4.625" x 2.375"

EIGHTH PAGE

Horizontal: 3.5" x 2.5"

BUSINESS CARD

Horizontal: 3.5" x 2"

MAGAZINE SIZE

Trim Size — 8.375" x 10.875"
 Safe Zone — 1/4" on all sides
 Bleed Size — 1/8" on all sides
 Binding — Saddle Stitch

Note: Text placed outside the safe area of any Full Page ad may be cut off. Please keep text inside the safe area.

Additional sizes may be available for this publication. Please contact an E&M representative for more spec information.

Advertising Submissions

IDEAS FOR ITEMS THAT ASSIST IN CREATING YOUR AD

- 2-3 business cards (no staples please)
- Original photos (printed images may create poor quality images)
- Camera ready art
- Clean logos, email preferred. If not, please send (business cards/ letterhead/etc.)
- Colors you'd like in your ad or logo (Pantone #'s if available)
- Any ideas & sketches for layout, etc.
- Computer files containing artwork, logos, etc. (see page 4 for file size and specifications)
- Development plats
- Link to company website
- Past ads

SENDING YOUR COMPUTER FILES VIA MAIL OR EMAIL?

- We prefer Adobe Illustrator, Photoshop or InDesign files
- We can work with Microsoft Word and PDF files
- We welcome "Stuffed" or compressed files if needed
- TIF, EPS, or JPEG formats for photos/images
- Mac or PC files are acceptable
- CDs or flash drives can be mailed in

FOR MORE INFORMATION

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TO SUBMIT ARTWORK

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 artwork@emconsultinginc.com

E&M ADDRESS

1107 Hazeltine Boulevard,
 Suite #350
 Chaska, MN 55318
 800.572.0011
 fax. 952.448.9928

Advertising Partners (partial list)

Company Name
 Company Name
 Company Name
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