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
Heidi Whitacre, Magazine Sales Associate
800.572.0011 / 312.238.9609 / heidi@emconsultinginc.com
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 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.

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

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

**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.

**Tablet/Mobile access delivers a +41% lift in ad awareness and a +10% lift in brand favorability**
*Source: The Association of Magazine Media | MPA Factbook 2014*
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.

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<th>Black &amp; White Rates</th>
<th>Full Color Advertorial Rates</th>
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*Non-members add 10%*

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**FOR MORE INFORMATION**

Heidi Whitacre,  
Magazine Sales Associate  
800.572.0011 / 312.238.9609  
fax. 952.448.9928  
heidi@emconsultinginc.com
ContraCt for advertisement

Name of Business Advertising: _________________________________________

Contact Person: _________________________________________

Address: _________________________________________
________________________________________
________________________________________

Phone #: _________________________________________
Cell #: _________________________________________
Fax #: _________________________________________
Email: _________________________________________
Website  _________________________________________

Send This Contract, Copy of Your Ad Layout & Full Payment Payable To:

E&M Consulting, Inc.
1107 Hazeltine Blvd, Ste #350
Chaska, MN 55318
www.emconsultinginc.com
artwork@emconsultinginc.com

I (advertising company) represent and warrant that the advertisement, articles, content, text, images, pictures and/or logos that I am sending to E&M Consulting, Inc. (E&M) are registered trademarks of my company, and that I am not infringing on any other person’s copyright, trademarks, rights of literary property, intellectual property, nor do they violate the rights of privacy of, or libel other persons. If I am placing/listing subdivisions/developments I also represent and warrant that I or my Company own, develop, or represent lots for sale in the development(s)/subdivisions. I agree to indemnify and hold harmless E&M against any claims, judgments, court costs, attorney’s fees and other expenses arising from any alleged or actual breach of these warranties. All advertisers will be sent one proof of their advertisement. All changes on the proof will be final and if the proof copy is resubmitted by fax or mail after the deadline given, the proof changes will not be guaranteed. Proof copies are for error corrections only. If ad copy is not received within 30 days of this contract, an ad proof will be created based upon the information in this contract. Payment is required in advance to guarantee space on this publication. If payment by credit card, I authorize E&M to charge the credit card provided for full payment of all advertisements placed with E&M.

Payment Information

VISA  mastercard  american express  discover

Billing Address:

Card Number:

Name as it appears on card:

Security Code:

Signature if different from authorized signature:

For Office Use Only

# of issues: 

Issue Date Amount Payment Trans. ID #

Invoice In Full

Invoice Per Issue

Preferred

Ad Location ($39): $________

AD SIZE QTY COST AD CREATION COST

BUSINESS CARD $________ $29

1/8 PAGE $________ $29

1/4 PAGE $________ $49

1/3 PAGE $________ $49

1/2 PAGE $________ $69

FULL PAGE $________ $99

INSIDE FRONT COVER $________ $99

INSIDE BACK COVER $________ $99

BACK COVER $________ $99

UNKN:

FOR OFFICE USE ONLY

Terms Net 30 days, unless otherwise specified. A finance charge of 1 1/2% per month (18% annum) will be added to all amounts over 30 days.

A $40 PROCESSING CHARGE APPLIES TO ALL INTERNATIONAL CHECKS.
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”
Horizontal: 7.5” x 5”

**THIRD PAGE**
Vertical: 2.5” x 10”
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

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**For More Information**

Heidi Whitacre,  
Magazine Sales Associate  
800.572.0011 / 312.238.9609  
fax. 952.448.9928  
heidi@emconsultinginc.com

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**To Submit Artwork**

Carrie Billig,  
Graphics Department  
800.572.0011  
fax. 952.448.9928  
artwork@emconsultinginc.com

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**E&M Address**

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

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**Advertising Partners** (partial list)

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