

"To call upon, chat with and otherwise communicate with, as the officers and crew of another vessel"



2009

ADVERTISING DEADLINES

ISSUE	MATERIAL DUE
MARCH	WED. FEB. 4
APRIL	WED. MAR. 4
MAY/JUNE	WED. APR. 8
JULY/AUG.	WED. JUNE 10
SEPT/OCT.	WED. AUG. 12
NOV./DEC.	WED. OCT. 14

**JANUARY/FEBRUARY 2010
BOAT SHOW ISSUE**

**MATERIAL DUE
WED. NOV. 04/09**

IN EVERY ISSUE

WHALES

have a comment or view to share..send it in!

PEOPLE...PLACES...CRUISES...RACES

special events, people, dates, news; local, national & international

PEARLS FROM THE LOG OF...

tales from our reader's cruising adventures

LESSONS LEARNED

one can always learn from the sailing experiences of others!

WAYPOINTS

find out who or what in the sailing world is celebrating a special milestone birthday, anniversary or historical event!

...if you have any news, events or adventures to share, please forward direct to : Attention Editor at gam@passport.ca

CIRCULATION 8,000 PER ISSUE OVER 6500 by SUBSCRIPTION
ALSO distributed to major yacht clubs and marine retail outlets



"A Canadian Sailing Tradition since 1957"

www.gamonyachting.com

For over 50 years, GAM on Yachting has been devoted to sharing personal experiences about life on the water!

It's the magazine that hangs around the cockpit, entertaining and informing sailors, their friends & family at their leisure; browsing the infamous "DOCKSIDE" blue pages looking for new and used marine needs and wants or catching up on a colleagues latest crossing!

GAM advertisers reach a targeted audience of educated, professional and affluent boating enthusiasts 7 times per year with a qualified circulation of 8,000. Total readership is estimated at 13,000 per issue with over 75% distributed directly to loyal subscribers.

GAM's readers are motivated to purchase yachts, equipment, clothing, new vehicles, vacations and numerous other lifestyle enhancements!



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GAM 2009

on yachting

ADVERTISING RATES

DISPLAY AD SIZES		1 - 3 X	4 - 6 X	7 - X
Full Page	7" X 9 1/2"	1,500.	1,425.	1,350.
Double Page Spread	14" X 9 1/2"	2,700.	2,560.	2,430.
1/2 Page Island	4 5/8" X 7 1/2"	880.	835.	795.
1/2 Page V	3 3/8" X 9 1/2"	770.	730.	695.
1/2 Page H	7" X 3 3/4"	770.	730.	695.
1/4 Page	3 3/8" X 4 3/4"	390.	370.	355.
1/4 Page H	7" X 2 5/16"	390.	370.	355.

TRIM SIZE 8 1/8" X 10 7/8" WITH BLEED 8 3/8" X 11"

- OBC ADD 25%
- IBC & IFC ADD 15%
- 4/COLOUR \$400.
- SPOT \$200.

BOOK 4
CONSECUTIVE ADS
SAVE 5%

BOOK 7
CONSECUTIVE ADS
SAVE 10%

DIGITAL SUBMISSION

ACCEPTABLE FILES

PRESS READY HIGH RESOLUTION PDF format is preferred - Also INDD, PSD, EPS & TIFF files for MAC with ALL associated linked images, graphics and fonts embedded. All ads must be created to the exact size specifications as listed labeled with company name accordingly.

PHOTOS: Images must be 300 DPI /133 LPI , CMYK or greyscale, EPS or TIFF. Low resolution jpegs designed for web sites ARE NOT ACCEPTABLE. Material accepted via DVD,CD or EMAIL

FILES OVER 2MB should be forwarded to the FTP SITE. Please contact us for the ftp address and details.

Quotes can be provided for ad production if required. For more information please call

Advertising Director Mark Searle 416 230 9907 msearle@sympatico.ca

DOCKSIDE

CLASSIFIED BLUE PAGES
WORD ADS THAT WORK

www.gamonyachting.com

416 . 368 . 1559

The collage contains several small advertisements:

- Expert Hatch & Port Repair**: Specialized in hull repairs, including deck, keel, and hull repairs.
- FOGH MARINE**: The Sailor's Sailing Store, offering a wide range of sailing equipment.
- POWER & SAIL YACHT BROKERS**: Harbour Yachts Inc., providing brokerage services for sail and power yachts.
- DOCKSIDE**: Classified ads for various marine services and products.
- NIAGARA ON THE LAKE YACHT SALES LTD.**: Offering a variety of yachts for sale.
- BRIDGE YACHTS LTD.**: Specializing in trailerable sailboats.
- WILDEK'S CORNER**: Boat building and repair services.
- CRADLES & TRANSPORTATION**: Providing services for moving and storing yachts.

COST PER INSERTION

FIRST 35 WORDS	30.00
WITH COLOUR PHOTO	105.00
EACH ADDITIONAL WORD	.50
1/16 3 3/8" X 1 1/16"	95.00
1/8 3 3/8" X 2 5/16"	180.00

COST INCLUDES DOUBLE EXPOSURE

Your PREPAID ad will run MONTHLY IN

8000 ISSUES OF GAM AND on our WEBSITE

SEND YOUR WORD AD INTO gam@passport.ca OR VISIT

www.gamonyachting.com