

# 27<sup>TH</sup> ANNIVERSARY!

# 2018 Northern California SAILING CALENDAR AND YRA MASTER SCHEDULE

FROM  
*Latitude 38*



You have one opportunity a year to be included in the only comprehensive listing of all events, course information, contact information, and everything a Northern California sailor needs to plan and participate in local racing. This printed annual program and its companion web pages are trusted partners for Bay Area racers.

Stay connected with this active group of sailors with an ad in the *Northern California Sailing Calendar and YRA Master Schedule*. Your support helps promote local racing – and your company!

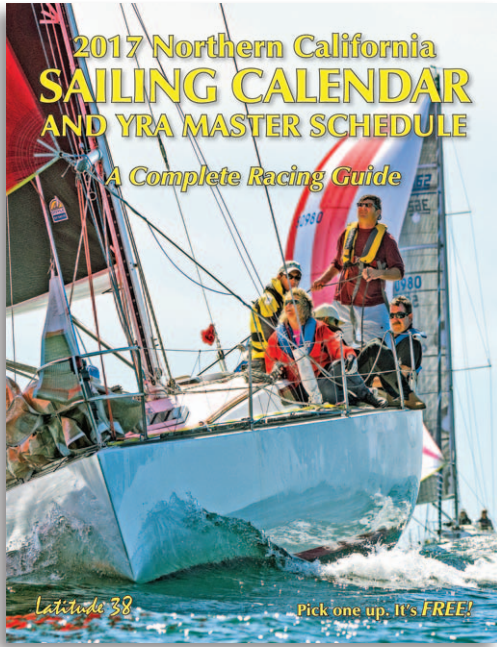
## ***BENEFITS TO ADVERTISERS***

- Print calendar distributed to 6,500 dedicated Bay Area sailors
- Entire calendar available as an online eBook
- All calendar information also available in html format on *Latitude 38* website with updates throughout the year
- All advertisers listed in a linked online Calendar index. Full page advertisers receive FREE banner ad.
- Print and online Calendar receive ongoing promotion throughout the year:
  - Monthly magazine ads and editorial
  - Additional promotional links from [www.latitude38.com](http://www.latitude38.com)
  - Links from the high-traffic *Electronic Latitude* blog
- All calendar advertisers honored as sponsors at the spring Crew List Party
- All calendar advertisers linked from the online Racing Crew List
- Event ads/advertisers receive extra publicity on the online monthly calendar pages



**[www.latitude38.com](http://www.latitude38.com)**

# ADVERTISING RATES



Cover from 2017

	ADVERTISERS			NON-PROFIT		
SIZE	4-COLOR	SPOT	B&W	4-COLOR	SPOT	B&W
1/8 Page	\$ 200	160	140	\$ 160	130	110
1/4 Page	\$ 350	280	245	\$ 280	225	196
1/2 Page	\$ 595	476	415	\$ 495	396	345
1/2 Island	\$ 650	520	460	\$ 520	416	364
Full Page	\$ 925	776	710	\$ 776	573	543
Back Cover	\$1280	1025	895	\$1120	895	785
Inside Cover	\$1050	825	750	\$ 885	708	620

Specs available at: [www.latitude38.com/admin/displayads.html](http://www.latitude38.com/admin/displayads.html)

Placement priority will be given to the previous year's advertisers and then on a first-come, first-served basis.  
Payment is required at time of final ad approval.

We accept:



## ONLINE ADVERTISING OPPORTUNITIES FOR 2018

**WEB ADVERTISING** – Full page, color ads receive premium listings on the calendar sponsors web page.

**BANNER ADS** will be available on the Calendar home page at \$50/month with a 12-month minimum or \$500/year for payment in advance. (Limited to the first six calendar advertisers.)

**DIRECTORY LINKS** free to all advertisers; \$100/year premium listing with description and logo. Web links for advertising fleets, yacht clubs, events and other non-profits are available at no charge.

Reserve your space now for the 27th Annual YRA Calendar • Space is limited – reserve early!

**YRA CALENDAR DEADLINES: October 27 for Events • November 6 for Advertising**

Sample layout from 2017

**BAMA**  
Bay Area Multihull Association

30th Annual  
Double Handed Farallones Race

March 18

Bay Area Multihull Association  
• Competitive Racing  
• BAMA Cup Series  
• Web Based Crew List  
• Monthly Cruise-outs  
• Multihull Seminars  
• Social Activities

[www.bama.org](http://www.bama.org)

**YOUTH SAILING**

Continued from page 32

**ENDURANCE YC (Alameda)** Continued  
The Bay Area Multihull Association (BAMA) is a non-profit organization dedicated to promoting the sport of multihull sailing. The organization's primary focus is on youth sailing, providing a safe and fun environment for children to learn the basics of sailing and develop their skills. The organization's programs are designed to be inclusive and welcoming to all children, regardless of their background or experience level. The organization's events are held at various locations throughout the Bay Area, including the San Francisco Bay, the San Diego Bay, and the San Jose Bay. The organization's events are held on a regular basis, typically once a month. The organization's events are held on a variety of different types of multihulls, including catamarans, trimarans, and ketches. The organization's events are held on a variety of different types of water, including open water, protected water, and sheltered water. The organization's events are held on a variety of different types of weather, including sunny, cloudy, and rainy. The organization's events are held on a variety of different types of wind, including light, medium, and strong. The organization's events are held on a variety of different types of waves, including calm, choppy, and rough. The organization's events are held on a variety of different types of tides, including high, low, and intermediate. The organization's events are held on a variety of different types of moon phases, including full, new, and quarter. The organization's events are held on a variety of different types of stars, including bright, dim, and variable. The organization's events are held on a variety of different types of planets, including gas giants, rocky planets, and dwarf planets. The organization's events are held on a variety of different types of galaxies, including spiral, elliptical, and irregular. The organization's events are held on a variety of different types of clusters, including open, globular, and dwarf. The organization's events are held on a variety of different types of nebulae, including emission, reflection, and dark. The organization's events are held on a variety of different types of comets, including long-period, short-period, and non-periodic. The organization's events are held on a variety of different types of asteroids, including near-Earth, main-belt, and trans-Neptunian. The organization's events are held on a variety of different types of meteors, including fireballs, shooting stars, and meteor showers. The organization's events are held on a variety of different types of solar flares, including M-class, X-class, and C-class. The organization's events are held on a variety of different types of solar wind, including fast, slow, and variable. The organization's events are held on a variety of different types of cosmic rays, including galactic, solar, and terrestrial. The organization's events are held on a variety of different types of dark matter, including cold, warm, and hot. The organization's events are held on a variety of different types of dark energy, including vacuum energy, quintessence, and phantom energy. The organization's events are held on a variety of different types of black holes, including supermassive, stellar, and primordial. The organization's events are held on a variety of different types of white dwarfs, including carbon-oxygen, helium, and hydrogen. The organization's events are held on a variety of different types of neutron stars, including pulsars, magnetars, and millisecond pulsars. The organization's events are held on a variety of different types of black holes, including supermassive, stellar, and primordial. The organization's events are held on a variety of different types of white dwarfs, including carbon-oxygen, helium, and hydrogen. The organization's events are held on a variety of different types of neutron stars, including pulsars, magnetars, and millisecond pulsars.

**APRIL 2017**

**WEEKEND & SPECIAL EVENTS**

**April 1:** • Take a tour!  
• Pacific, Gulf & West Coast  
• Boat Show - Gateway Pavilion & Marina Bay North Harbor, Richmond

**April 8-9:** • Pacific, Gulf & West Coast  
• Boat Show - Gateway Pavilion & Marina Bay North Harbor, Richmond

**April 13-16:** • Pacific, Gulf & West Coast  
• Boat Show - Gateway Pavilion & Marina Bay North Harbor, Richmond

**April 22:** • Pacific, Gulf & West Coast  
• Boat Show - Gateway Pavilion & Marina Bay North Harbor, Richmond

**April 29:** • Pacific, Gulf & West Coast  
• Boat Show - Gateway Pavilion & Marina Bay North Harbor, Richmond

**GREAT VALLEJO RACE**

**MAY 6-7, 2017**

**SAIL THE YRA SCORED SEVEN OPENERS & COMETO THE PARTY!**

Entertainers, Exhibits, and Sponsor Booths in the Afternoon  
Various Food Vendors will be Open 1pm to 8pm Saturday  
Live Band and Dance in the Main Hall - Saturday Evening  
More information will be at [www.YC.org](http://www.YC.org)

FOR ADVERTISING CONTACT:

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