

# 2020 PACIFIC SAIL & POWER BOAT SHOW

DEADLINE FEBRUARY 7

*Latitude 38*  
Advertising Rates



# 2020 BOAT SHOW GUIDE

## Pacific Sail & Power Boat Show April 16-19, 2020

Craneway Pavilion • Richmond, CA



It is the most important and well-attended sailing industry sponsored show on the West Coast. This is the 5th year at the beautiful Craneway Pavilion and Marina Bay in Richmond.

- More than 100 seminars
- 100s of boats on display on land and in the water
- Live entertainment, music parties and special events
- Free boat rides through Discover Sailing



For more boat show information contact Sara Watson at (401) 289-2540 x4 or [boatshowsales@sailamerica.com](mailto:boatshowsales@sailamerica.com)



**Let *Latitude 38* help you connect with the Pacific Rim at the Pacific Sail & Power Boat Show!**

For more than 17 years, *Latitude 38's* Pacific Sail & Power Boat Show Guide (formerly Strictly Sail Pacific) has been the primary tool to generate excitement and anticipation amongst your best prospects on the West Coast. Published for Sail America by *Latitude 38*, the Pacific Sail & Power Boat Show Guide offers an unbeatable promotional opportunity to support your success at the Pacific Sail & Power Boat Show.

The Guide offers broad, targeted reach through:

- insertion in *Latitude 38's* full West Coast circulation
- direct mail to Sail America's West Coast mailing list
- distribution as the show program at the show entrances
- downloadable PDF from the *Latitude 38* website
- downloadable PDF from the Sail America website



**There simply isn't a better place to promote your participation in the 2020 Pacific Sail & Power Boat Show.**

You, your staff and your products will all be attending the Pacific Sail & Power Boat Show, but the key ingredient is your prospects and customers. The Pacific Sail & Power Boat Show Guide is designed to help you make sure they come, too. Put the whole program together by making sure you're part of the Pacific Sail & Power Boat Show Guide. It's the first step towards a successful show!



### Advertising in the Guide Offers:

- **Large, targeted circulation** – Reach West Coast sailors through insertion in 32,000 copies of *Latitude 38's* April issue and 15,000 direct-mail pieces distributed by Sail America. With the added bonus as the cover for the full 4,000 circulation of the show program, the total is more than 51,000! Online edition reaching 6,000 weekly viewers.
- **Glossy, full color printing** – in a timely show preview to entice prospects to your exhibit. Put your best promotion forward with a colorful, creative ad.
- **Cost-effective** – Reach this highly qualified target audience at a very low cost per thousand rate. The West's premier sailing magazine plus Sail America's best West Coast prospect list give the maximum potential for hitting your Pacific Sail & Power Boat Show customers.



## PSPBS Rates & Publication Advertising

### *Only Available to Pacific Sail & Power Boat Show Exhibitors!*

Full Page ..... 4-Color ..... **\$2,450**

Full Page ..... B&W ..... **\$1,950**

Image area: 7.5" x 10" • Bleed ads: 9.125" x 11.625" (image area: 7.5" x 10")

Half Page ..... 4-Color ..... **\$1,425**

Half Page ..... B&W ..... **\$995**

Half Island ..... 4-Color ..... **\$1,595**

Half Island ..... B&W ..... **\$1,225**

Vertical: 3 5/8" x 10" • Horizontal: 7 1/2" x 4 7/8" • Island: 4 7/8" x 7 1/2"

1/4 Page ..... 4-Color - 3 5/8" x 4 7/8" ..... **\$795**

1/4 Page ..... B&W - 3 5/8" x 4 7/8" ..... **\$625**

Specs available at: [www.latitude38.com/advertising/print-ad-specifications](http://www.latitude38.com/advertising/print-ad-specifications)

**Reserve your space now for the Pacific Sail & Power Boat Show Guide • Space is limited!**

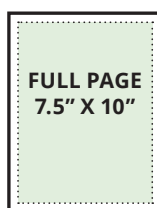
**PACIFIC SAIL & POWER BOAT SHOW GUIDE DEADLINE: FEBRUARY 7**



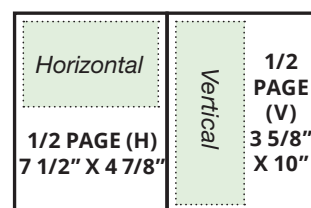
## Ad Specifications



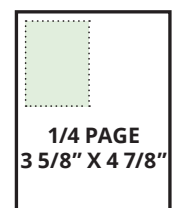
**BACK COVER**



**FULL PAGE**



**HALF**



**QUARTER**

Payment due upon receipt of invoice. Please send payment to:  
Latitude 38 Media, LLC, 15 Locust Ave., Mill Valley, CA 94941.



If you have any questions at all, please contact: Mitch Perkins at (415) 383-8202 or [mitch@latitude38.com](mailto:mitch@latitude38.com) or John Arndt at (415) 383-8201 or [john@latitude38.com](mailto:john@latitude38.com).

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## Latitude 38 Web, Newsletter and Email Advertising

Latitude 38 has opened up new marketing opportunities to enhance your print campaigns with web and email advertising. Our base in the Bay Area got us started early on the Web. Our 'Lectronic Latitude' online newsletter has been updated at least three times a week since April 2000!

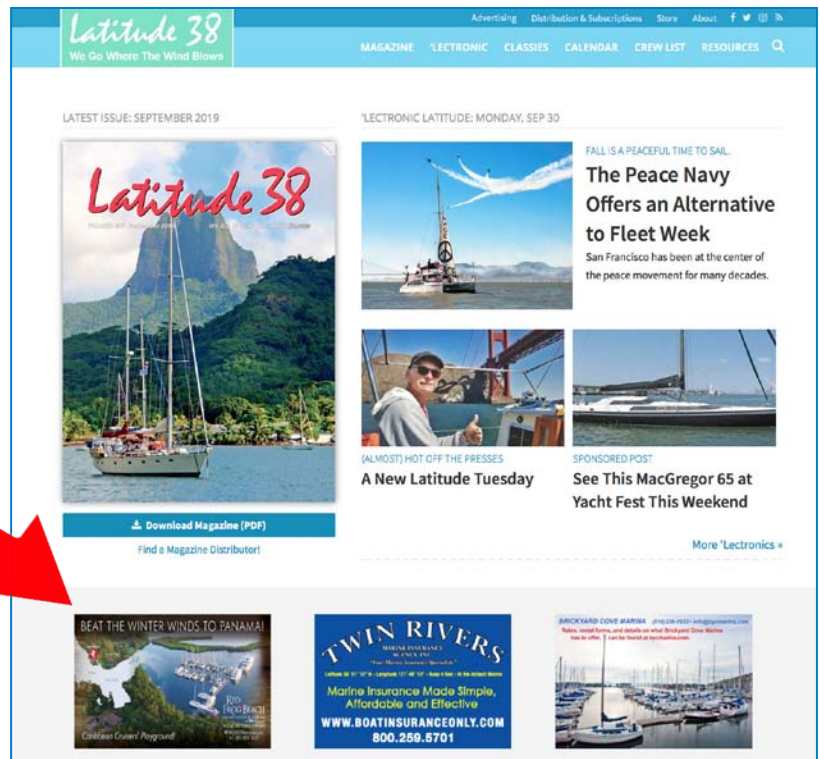
We now have advertising space available on our very active home page and 'Lectronic Latitude' newsletter with more than 40,000 unique monthly visitors. A Google search will provide excellent results due to high frequency of original content, an enormous archive of stories and almost 20 years building a unique sailing community.

### Latitude 38 Home Page Banners - [www.latitude38.com](http://www.latitude38.com):

**Home page block: \$275/mo**  
3-month minimum

**6 month discount: \$250/mo**

**300 x 200 px**



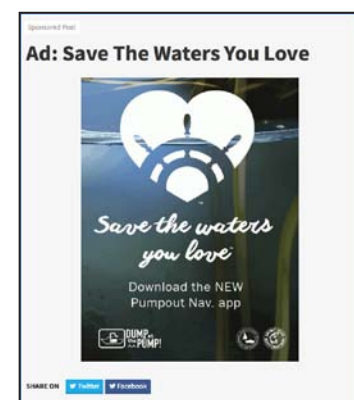
### 'Lectronic Latitude 3x/Week Newsletter - [www.latitude38.com/lectronic](http://www.latitude38.com/lectronic)

#### 'Lectronic Display Ad or Sponsored Post in the Story 3 Position of Our 3X/Week 'Lectronic Latitude Sailing Newsletter

- Latitude 38 offers a single display ad embedded as the third item in 'Lectronic Latitude'. Online ad rates below are based on magazine display ad frequency.

Horizontal ad: 800 W x 583 H • Vertical ad: 800 W x 1075 H

- 12x magazine advertisers: \$80/day
- 4x/8x magazine advertisers: \$120/day
- 1x non-magazine advertisers: \$220/day



Latitude 38

# Latitude 38

The September issue of Latitude 38 is now available.



## Maiden Sails Again

Maiden is again sailing around the world, still with an all-female crew, and again breaking down barriers and paving the way for women. Getting back into the swing, original Maiden crewmember Angela Heath Farrell (wearing hat) helps Sail Sport Talk broadcaster Karen Lie raise the headsail.

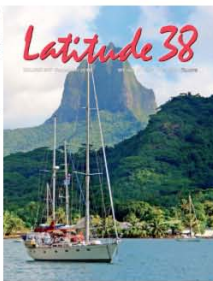
## Read the September Latitude 38 eBook now

Included in the September issue: Pacific Puddle Jump Recap, The Foiling Follow-Up, Transpac Tales, Baja Ha-Ha Profiles, Max Ebb: Eye of the Beholder, Racing Sheet, World of Chartering, Changes in Latitudes, and Classy Classifieds.

Check out the *September 'Issue'* on your computer, iPad or mobile device. Download the mobile app [here](#).

You can [download the PDF here](#) or from our 'Read the Magazine' page.

To pick up a hard copy of the magazine, find a location [here](#).



## Transpac Tales

Last month's race recap went to press just before the awards had been handed out, and while a few boats were still on the course, this month's issue has the benefit of time and distance to help us reflect. The crew (Aaron Williams, Steven Eder, Dillon Rainwater and Michael Pachoski) of the Honolulu-based 'Mayhem' safely ashore in San Diego.

## Latitude 38 Email Advertising



Latitude 38 has more than 10,000 opt-in email addresses with available ad space. Two options currently available:

**'Lectronic Latitude email alert block:**  
**\$350/mo/**  
**12 insertions**

**200 x 200 px**

## 'Lectronic Latitude

A new edition of 'Lectronic Latitude has been posted at <https://www.latitude38.com/electronic/>



### September Issue Out Now

Is it September already? Well, no, not till Sunday, but guess what? The new issue of Latitude 38 is out today, and, spoiler alert, it's one of our favorite issues ever.

West Coast Well Represented at TP52 Worlds

Free Pumpout Nav App

'Maiden' Departs, Greta Thunberg Arrives

Raccoon Strait Talk

BAY AREA'S HEADQUARTERS FOR:  
**ALL YOUR BOAT REPAIR NEEDS**

[www.boat.com](http://www.boat.com) Point Richmond 510-335-5544 Sausalito 415-330-5544



The September issue is now available!

Included in the September issue: Pacific Puddle Jump Recap, The Foiling Follow-Up, Transpac Tales, Baja Ha-Ha Profiles, Max Ebb: Eye of the Beholder.



Shopping for a boat? Need to sell a boat?

Latitude 38's Classy Classifieds is the place to shop for boats - as well as marine gear, trailers, lifts, boat partnerships, trades and more.



Latitude 38's First Timer's Guide to Mexico

By Richard Spender, Founder of Latitude 38 and Grand Poobah of 26 Baja Ha-Ha's, with help from Patsy Verhoeven, vet of 12 Ha-Ha's.

**eBook alert email banner: \$250/mo**  
**520 x 70 px**

*Monthly eBook:* on the first of the month, *Latitude* sends out an email blast to more than 6,000 subscribers to the digital editions of the magazine. With an almost 40% open rate, it is a very popular forum for our passionate readers.

*'Lectronic Latitude email blast:* almost 6,000 readers subscribe to our 3x/week newsletter, which has been continuously published since 2000.

## Latitude 38 Web Links:

*Latitude 38* offers web links to 12-month display ad customers on our

'Advertising Links' page: [www.latitude38.com/advertisers-links](http://www.latitude38.com/advertisers-links)

Advertising links are \$20/month-\$240/year. *Latitude 38* can create your digital ads at a cost of \$50/ad.



## For Display Advertising contact:

Mitch Perkins - (415) 383-8202; [mitch@latitude38.com](mailto:mitch@latitude38.com)

John Arndt - (415) 383-8201; [john@latitude38.com](mailto:john@latitude38.com)

*Latitude 38*