



January 22, 2021

Greetings Potential St. Croix Yacht Club Advertisers,

The St. Croix Yacht Club is offering the opportunity to advertise in our *Dockline* publication that is issued three times a year. This allows our advertisers the means to communicate with our members about their company's service, offerings, and place of business. The rates listed below are for three (3) issues for a full color business card size, fractions of a page, or a full page advertisement. All include a live link from the [stcroixyachtclub.com](http://stcroixyachtclub.com) website to your website, an SEO benefit.

In addition, when you buy a ½ or full page your color logo is included in our Front Page Scrolling Marquee for continuous exposure on our website for all of 2021.

## 2021 Advertising

<u>Rates Size</u>	<u>Rate</u>
Business card	\$ 75
1/8 page	\$ 95
1/4 page	\$190
1/2 page	\$380
Full page	\$600

## How to Reserve your Ad

1. Decide on ad size, then prepare an email addressed to [brian.larsen@stcroixyachtclub.com](mailto:brian.larsen@stcroixyachtclub.com)
2. If you are repeating an insertion with same art as last year, just indicate that.
3. Include your name, email address, phone, business website address, and ad size.
4. Attach a high resolution artwork file (at least 300 dpi for print) that will fit your ad dimensions.
5. Send the email, then visit <http://stcroixyachtclub.com/advertiser> to pay by credit card.

Alternatively, you can mail a check for payment to:

SCYC Dockline Advertising  
PO Box 251144  
Woodbury, MN 55125

We'll send you an advertising receipt and proof of publication. Let me know if you require an invoice.

Please submit your insertion order and payment prior to the April 15<sup>th</sup> Dockline cutoff date. Our Club and membership appreciate your advertising dollars and promotional offers!

Best regards,

*Brian Larsen*

Brian Larsen, 2021 SCYC Steward

# Insertion Order for Advertising in the Dockline

Advertiser's Name/Contact: \_\_\_\_\_

Ad Size and Amount Enclosed: \_\_\_\_\_

Website Address: \_\_\_\_\_

## Templates for Ad Sizes

<p>Full Page Ad (W x H)</p> <p>7.75" x 9.75"</p>
<p>Half Page Ad (W x H)</p> <p>7.75" x 4.817"</p>

<p>Half Page Vertical Ad (W x H) 3.806" x 9.75"</p>	<p>1/8 Page Vertical Ad (W x H) 3.806" x 2.375"</p> <p>1/4 Page Vertical Ad (W x H) 3.806" x 4.817"</p>
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<p>Business Card Ad (W x H) 3.5" x 2" -</p>
<p>1/4 Page Horizontal Ad (W x H) 5.778" x 3.175"</p>