



The Minnetonka Yacht Club

Established 1882

Specs for advertising in the MYC Program

Ad sizes, dimensions and rates for commercial ads for the MYC Program.
Ads will be in full color.

Business ads: Ad size Dimensions Ad cost*

Vertical Horizontal

Business card	2.0"	3.5"	\$85
1/4 page— vertical	4.75	3.5	125
1/2 page— horizontal	4.75	7.25	200
1/2 page— vertical	9.75	3.5	200
Full page	9.75	7.25	375

Family Pages: Ad size Dimensions Ad cost*

Full page	9.75	7.25	300
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File preparation:

All ads must be provided as complete ads in digital form, ready to drop into our Quark document.

They can be any of the following file types:

InDesign CS2 or inx files with graphics and fonts packaged

eps from Adobe Photoshop or Illustrator

jpg (300 dpi print resolution)

Adobe PDF (1200 or 2400 ppi print resolution)

They can not be these file types:

Microsoft Word

Microsoft Publisher

Ad, contract and full payment are due by March 15th.

If you have technical questions, please contact Amanda Swaggert at 612-240-2388

If you have general questions, please contact Carol McGoldrick at 952-474-4457.

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Member: Inland Lakes Yachting Association • Founding Member: United States Sailing Association