



# McBOAT

McKinley Marina Boat Owners Association  
 P.O. Box 549  
 Milwaukee, WI 53201-0549

## ADVERTISING POLICY

**Policy:** The purpose of our advertising is to provide resources and useful advertorial information to our boating community. The McBOAT Board of Directors reserves the right to decide what, when and where all advertising will be in our publications at all times. All of our advertising is limited to single color the same as our newsletter. We will also adhere to the following rules and guidelines for advertising:

- 1 Acceptance of an ad should under no circumstances be construed as an endorsement or support of the advertised product or service.
- 2 McBOAT will carry only advertising that complies with our highest ethical standards.
- 3 No advertising associated with firearms, ammunition, pornography, tobacco, gambling or alcohol will be carried.
- 4 It is incumbent that our advertisers comply with local, state and federal rules for their business.
5. McBOAT reserves the right to remove such advertising which may be deemed false or harmful to it's members.
6. No advertising shall be permitted to injure the good name of the McBOAT organization.

## 2007-2008 RATE SCHEDULE

**Waterline Newsletter Rate Schedule per issue for 2007-2008:**

| Ad Type                           | Size   | MCBOAT Member or Non-Profit Cost | Non-members or For Profit Cost |
|-----------------------------------|--|----------------------------------|--------------------------------|
| <b>Classified Single Space</b>    | 50 Word Limit                                    | \$0                              | \$10                           |
| <b>Business Card Reproduction</b> | Same as Business Card                            | \$10                             | \$20                           |
| <b>Quarter Page Digital Ready</b> | 4" wide by 5" long<br>or<br>8" wide by 2.5" long | \$20                             | \$40                           |
| <b>Half Page Digital Ready</b>    | 7.5 " wide by 5" long                            | \$40                             | \$80                           |
| <b>Full Page Digital Ready</b>    | 8 " wide by 10" long                             | \$80                             | \$160                          |

**MCBOAT Rate Schedule for the 2007-2008 Directory (Published Once Each Year):**

| Ad Type                           | Size   | MCBOAT Member or Non-Profit Cost | Non-members or For Profit Cost |
|-----------------------------------|--|----------------------------------|--------------------------------|
| <b>Business Card Reproduction</b> | Same as Business Card                            | \$10                             | \$20                           |
| <b>Quarter Page Digital Ready</b> | 4" wide by 5" long<br>or<br>8" wide by 2.5" long | \$20                             | \$40                           |
| <b>Half Page Digital Ready</b>    | 7.5 " wide by 5" long                            | \$40                             | \$80                           |
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**Publication Deadlines:** Waterline Newsletter published (6) times per year with deadlines on the 15<sup>th</sup> of the month in March, April, May, July, September, and November for publication in March, May, June, August, October, and December. Annual Directory published once per year by July 1 with a deadline of May 15th.