



# SAIL ADVERTISING INFO

[sailmagazine.com/advertising](http://sailmagazine.com/advertising)



ACTIVE INTEREST MEDIA

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## PAYMENT INFORMATION

Make checks payable to SAIL Magazine

### Wire Transfers

Account Name: Cruz Bay Publishing, Inc.  
Concentration Acct

Bank: Wells Fargo Bank  
420 Montgomery Street  
San Francisco, CA 94104

Account #: 2000020104887

ABA/Routing #: 121000248

Swift Code: WFBIUS6S

### Payments by Regular Mail & Overnight Deliveries:

Cruz Bay Publishing, Inc.  
P.O. Box 951556  
Dallas, TX 75395-1556

Note: Lockbox  
Number & Lockbox  
Services should be  
shown in reference  
section of air bill

Note: Do not  
send payments  
to the physical  
office address

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## AD SUBMISSION INFO

Small files can be emailed directly to:  
Production Dept: [sailads@aimmedia.com](mailto:sailads@aimmedia.com)  
Sunita Patel: [spatel@aimmedia.com](mailto:spatel@aimmedia.com)

Large files can be uploaded to our FTP site:  
Host Name: ftp4aim.com  
User Name: sail\_ads@ftp4aim.com  
Password: adsail\_cnh

A dedicated FTP client such as Fetch or FileZilla is required. Browsers will not work. We suggest a free FTP client such as FileZilla, available for both Mac and PC users: [filezilla-project.org](http://filezilla-project.org)

When uploading a file, an email of notification to [sailads@aimmedia.com](mailto:sailads@aimmedia.com) is appreciated.

Note: we cannot troubleshoot or provide instructional help on how to use FTP clients.

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## DIGITAL SPECS

### Web ([sailmagazine.com](http://sailmagazine.com))

Leaderboard: 728 x 90  
Box: 300 x 250

Format: 50k max, HTML, gif, Flash

Rich media: User-initiated, expandable,  
audio, video 3rd party)

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### eNewsletter

#### Under Sail

Daily Distribution  
Banner: 600 x 100

Format for all ad units:  
45k max, gif or jpg only  
(no flash)



# PRINT SPECS

Trim Size: 9 x 10.875 in

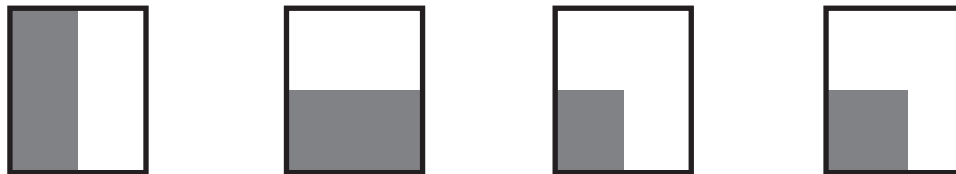
Effective October 2014 issue



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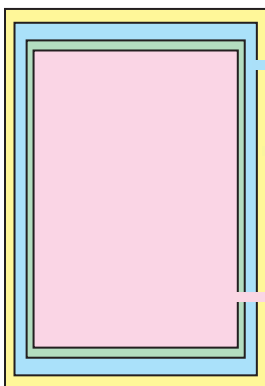


	2 Page Spread	1/2 Page Spread	Full Page	1/2 Island
<b>Non Bleed</b>	17.25 x 10.125	17.25 x 4.95	8.25 x 10.125	5.5 x 7.5
<b>Bleed</b>	18.25 x 11.125	18.25 x 5.575	9.25 x 11.125	6 x 8.5
<b>Trim</b>	18 x 10.875	18 x 5.325	9 x 10.875	5.75 x 8.25



	1/2 Vert	1/2 Horiz	1/4 Vert	1/3 Square
<b>Non Bleed</b>	4.0125 x 10.125	8.25 x 4.95	4.0125 x 4.95	5.5 x 4.95
<b>Bleed</b>	4.6375 x 11.125	9.25 x 5.575	4.6375 x 5.575	6 x 5.575
<b>Trim</b>	4.3875 x 10.875	9 x 5.325	4.3875 x 5.325	5.75 x 5.325

## AD SIZE DEFINITIONS



**Trim** – The edge of the page, or the final visible borders of a 'bleed' ad.

**Bleed** – .125" on each side beyond the trim measurement of a 'bleed' ad. (That is, add .25" to the trim measurement.) Elements that touch the trim edge should extend at least .125" beyond trim on each side. The bleed area will be 'trimmed' off in print.

**Non-Bleed** - Non-bleed ads 'float' within the margins of the page.

Sunita Patel, Production Manager:

spatel@aimmedia.com

SAIL Production:

sailads@aimmedia.com

Upload files to FTP site:

Host Name: ftp4aim.com

User Name: sail\_ads@ftp4aim.com

Password: adsail\_cnh