

Opening the door isn't easy, especially when you are trying to reach a certain caliber of individuals. The Bradenton Yacht Club offers you a way to reach an exclusive market of yacht club members, who are also business owners, important members of the local communities, etc.

We invite you to advertise in the Bradenton Yacht Club Magazine.



Our Magazine is distributed to approximately 1200 members as well as all of the member clubs of the Florida Council of Yacht Clubs. The Bradenton Yacht Club Magazine is posted on the BYC Website where hundreds of monthly visitors can view it. A direct link to the magazine is also posted on our Facebook page. This is a great opportunity to get the word out about your business and is a tax-deductible expense.

Since revamping our Magazine to include more color, member pictures and a pullout calendar, we've been receiving great reviews and can safely assume we have more cover to cover readers. In addition, for our advertisers, we have enhanced the ads, created new ones and scattered them throughout the publication. A "click through" to all ads containing website addresses on our online version of our magazine is provided and you may request a few additional hard copies for your business office at no additional cost to you, our advertiser!

We have also reduced the number of issues per year from 12 to 11 by having a summer issue in which we combine the months of July and August. So the maximum frequency will be 11 issues, which results in a cost savings to you, our advertiser. In addition, we are providing more frequency choices and the option of having a 2-page, pre-printed flyer inserted in the magazine.

**BYC Magazine Ad Rate Table – Effective 1/1/2018 thru 12/31/2018**

Size	Frequency				
	11X	6X	4X	3X	1X
Insert 2p supplied	\$3890	\$2230	\$1550	\$1100	\$430
Full page	\$2300	\$1320	\$900	\$690	\$250
1/2 page	\$1400	\$795	\$550	\$425	\$200
1/4 page	\$825	\$495	\$375	\$250	\$125
Business Card (1/8)	\$500	\$295	\$200	\$150	\$75

Circle months: JAN FEB MAR APR MAY JUN JUL/AUG SEP OCT NOV DEC

To advertise/renew, simply circle the size/rate you want and the issue months you would like your ad to appear in. **We accept camera-ready art at no additional cost to our advertisers. If you would like an ad designed, we would gladly refer one of our graphic designers to you in which case you would be invoiced directly from the designer.** Ads need to be received by the 15<sup>th</sup> of the prior month for the next month's issue.

Please complete this form and return it to the BYC office at 4307 13<sup>th</sup> St. West, Palmetto, Florida 34221, by fax to #941-723-6639 or just scan and email to membership@bradentonyachtclub.com. Payment for the full year is requested. We can bill your member account 1 time for payment, if you desire.

Name: \_\_\_\_\_ Member #: \_\_\_\_\_ Phone #: \_\_\_\_\_

E-mail address: \_\_\_\_\_

Thank You,  
*Jordan Chancey*  
 Communications Committee Chair