

Display Advertising  
Opportunities in the  
Bone Yard Boats  
Newsletter  
(print & online PDF versions)



# Bone Yard Boats™

Saving Old Boats Since 1996

[www.boneyardboats.com](http://www.boneyardboats.com)

When I took the helm of BYB back in the summer of 2005, I made the conscious decision to focus my efforts on creating a true, quarterly print publication, building the base of old-boat-loving subscribers, and establishing [boneyardboats.com](http://boneyardboats.com) as a go-to destination site for lovers of these old boats. With these three priorities now well underway, the time is right to bring additional value to the expanding Bone Yard Boats community by re-introducing relevant display advertising to the newsletter – both in its black & white printed form and the color PDF version available online. For anyone providing services and products to old boat owners, you can't find a more qualified audience than the Bone Yard Boats crowd!

The newsletter is a 12-page, 8 1/2" x 11" format. Although there is some variation from one issue to the next, a typical issue has eight 2-column pages and four 3-column pages. Accepting a maximum of 6 rectangular display ads per issue.



HELM OF THE 1926 FELLOWS & STEWART RAISED DECK CRUISER 32'

## Old Time World

Antique Boatyard  
70 Restorable Boats  
Cruisers, Utilities, & Outboards  
[www.Oldtimeworld.com](http://www.Oldtimeworld.com)  
301-627-2114

**1935 COLUMBIA RIVER ONE DESIGN 28'**. Known affectionately as CRODs, the sailboat pictured above is Hull #5 and was originally named DORLA, now ANTIKI. Owner says, "ANTIKI, 1935 Columbia River One Design 28' racing and cruising sloop, clear fir planks on sawn oak frames,

### Pricing & Specs

*Price Per Ad Spot:*

\$30 (4X)  
\$35 (3X)  
\$40 (2X)  
\$45 (1X)

*Ad Spots Available:*

6 per issue

*Payment:*

In advance by check, or  
online with credit card  
or PayPal. Payment  
reserves ad spot.

*Vertical Rectangle:*

3" tall x 2.25" wide →

*Horizontal Rectangle:*

← 2" tall x 3.5" wide

*Image Files:*

If your ad contains an  
image, deliver JPG or  
GIF files by email. If  
text only, just email it to  
me.

*Ad Placement:*

At editor's discretion

Note: Ads are subject to  
BYB acceptance.

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1949 LYMAN RUNABOUT 15'

**Need Help?** Don't have an ad file ready? Are you an independent boating supply store or a small restoration shop focused on paint and wood, not fonts and graphics? You are exactly the type of advertiser Bone Yard Boats wants because your products and services are what the Bone Yard Boats community needs. My creative abilities are certainly limited, but I can offer you some help in creating a simple ad. The Old Time World ads pictured here took me no time at all. Tell me what you want to say, and I'll do my best to help you say it. Sometimes, your existing business card is a good place to start. Combining photos with text or layering text over photos are also options we can pursue.

If you're interested in advertising in the BYB newsletter, please send me an email and let's get the conversation going!

Contact: [davidirving@boneyardboats.com](mailto:davidirving@boneyardboats.com)

More Info: [www.boneyardboats.com/Advertise/](http://www.boneyardboats.com/Advertise/)