

# Great Lakes Yacht Club



23900 Jefferson Ave.  
St. Clair Shores, MI 48080  
(586) 778-9510  
www.greatlakesyc.com  
Email: masthead.greatlakesyc@gmail.com

## 2025 MASTHEAD ADVERTISING ORDER FORM

### Ad Choice Sizes:

|  | 2025 Masthead<br>Printed Book  | With Website<br>Inclusion      |
|--|--------------------------------|--------------------------------|
| Back Page .....                                      | <input type="checkbox"/> \$500 | <input type="checkbox"/> \$530 |
| Inside Covers (8.5" x 11"), Color .....              | <input type="checkbox"/> \$440 | <input type="checkbox"/> \$475 |
| Full Page (8.5" x 11"), Color.....                   | <input type="checkbox"/> \$410 | <input type="checkbox"/> \$425 |
| Full Page (8.5" x 11"), Color Website Only .....     |                                | <input type="checkbox"/> \$250 |
| Half Page (7.5833" x 4.9583") Color.....             | <input type="checkbox"/> \$225 | <input type="checkbox"/> \$240 |
| Quarter Page (3.6667" x 4.9583") Color .....         | <input type="checkbox"/> \$125 | <input type="checkbox"/> \$135 |
| Business Card Size (3.5" x 2") Color.....            | <input type="checkbox"/> \$75  | <input type="checkbox"/> \$85  |
| <b>GLYC Special:</b> BC Size (3.5" x 2") Color ..... | <input type="checkbox"/> \$50  | Included                       |

Advertiser Name: \_\_\_\_\_

Address: \_\_\_\_\_

City, State Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Website: \_\_\_\_\_

Advertiser's Contact Name: \_\_\_\_\_

Email Address: \_\_\_\_\_

### ADVERTISING MATERIAL:

- EXACT Same Masthead AD as PREVIOUS YEAR \_\_\_\_\_
- Attached (*Do not use Staples*)
- Ad Creation Assistance Required:  
*Please Contact Me*

- Check Enclosed, Payable To: GLYC  
*(Please include Masthead in the Memo line)*
- Include an Ad on the GLYC Website
- Invoice Needed  
*(Please Invoice Me)* Non-members
- I have received permission to use any pictures of non-GLYC members in my ad.  
I understand that the Website Ads will appear in the Website's area open to the public.

### AD SUBMISSION GUIDELINES:

We accept advertising material in PDF, JPG or TIFF file formats. The PDF (preferred) file should be press-optimized, Hi-Quality Print and CMYK. Convert all spot colors to CMYK. Outline all fonts. JPG or TIFF images must be saved as CMYK, and submitted at 300 dpi and placed in the ad at 100%, otherwise the image will print at a low quality.

**PLEASE NOTE:** Pictures, Photos and Logos that are incorporated into an Ad from a website are generally are saved at a much lower resolution than is required for printing and are not usable.

**PAYMENT DUE WITH ADVERTISING MATERIALS BY 4/25/25**