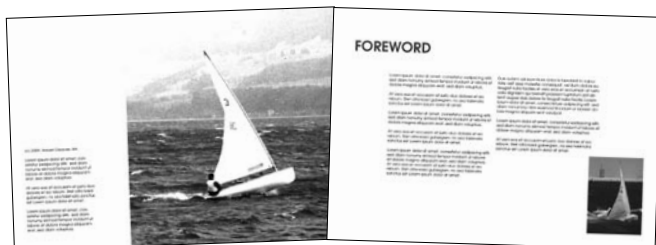


# MEDIA PACK

## Finn 60th Anniversary Book

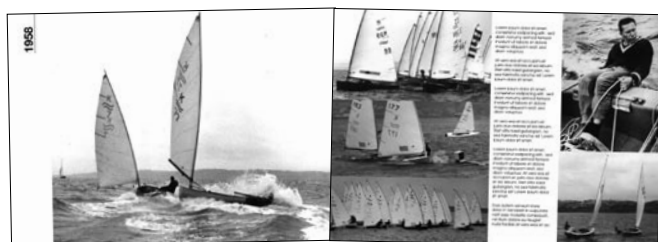
# International Finn Association



≈ The book will be professionally edited, produced and published, and sold both through the Finn class and through major distributors.



≈ The photographic history of the class starts in 1949 with the first Finn ever built by Rickard Sarby.



≈ The book will highlight famous races and sailors and include some of the major events in the history of the class.



≈ With access to a library of thousands of photos, the book will include some of the best photographs of Finns ever taken.



≈ The book will be a complete record of six decades of International and Olympic Finn sailing in a range of exciting, lively and artistic photographs.



≈ Colour photos will be used wherever possible. It is envisaged that up to half the book will be in full colour. Some special advertising positions will also be available in colour.



**In 2009 the Finn will be 60 years old and as part of the celebration the class will be publishing a special anniversary book.**

**The concept of this book will be a photographic history of six decades of Finn sailing, complemented by stories, results, reports, memories, anecdotes and much more.**

**It is hoped to print at least 2,000 copies of this book, which will become a 'must have' for all Finn sailors past and present.**

**This landmark publication will be a fitting tribute to a class that has had an enormous impact on International and Olympic sailing for 60 years.**

**All advertising and editorial queries to:**

Robert Deaves  
124 Heatherhayes  
Ipswich  
IP2 9SG  
tel: +44 (0)7932 047046  
Email: robertdeaves@yahoo.co.uk  
Class website: www.finnclass.org



# ADVERTISING RATES AND TECHNICAL SPECIFICATIONS

## FORMAT

The book will be A4 landscape in size, stitched and bound.  
The expected size is at least 208 pages, 50 per cent in colour.  
Paper: text - 115gsm silk; cover - 360 gsm silk with gloss finish

## RATES

Position / size	Rate in Euros
Inside front cover	EUR 650
Inside back cover	EUR 600
Double page spread	EUR 1,000
Full page	EUR 550
Half page	EUR 275
Quarter page	EUR 150

Generally all adverts will be single colour (black), however colour positions will be available on request for an extra charge.  
[Full page EUR 300; half page: EUR 150; quarter page: not available]

## POSITION

Apart from special positions, advertisements will generally be clustered around the index and appendix sections. Requests for other special positions will be considered.

## ARTWORK

Supplied artwork is preferred, though a free design service is available for those who cannot supply complete adverts.  
Please supply logos, photos, text and a rough idea of what you want to say.

Artwork should be supplied as a high resolution image, complete in every way. Files can be supplied as PDF, TIFF or JPEG.

## DEADLINES

The publication date is expected to be by June 30th 2009.  
Advertisement booking is required by March 1st 2009.  
Artwork is required by April 1st 2009.  
Invoices (in Euros) will be issued by May 1st 2009  
Payment is due within 30 days of invoice date.  
Only paid for advertisements will be included in the publication.

## SIZE

Full page (bleed): trimmed area: 210 tall by 297 wide  
text area 185 mm tall by 272 mm wide  
bleed area: 222 mm tall by 309 mm wide  
Full page (no bleed): 185 mm tall by 272 mm wide  
Half page: 185 mm tall by 125 mm wide  
Quarter page: 85 mm tall by 125 mm wide

