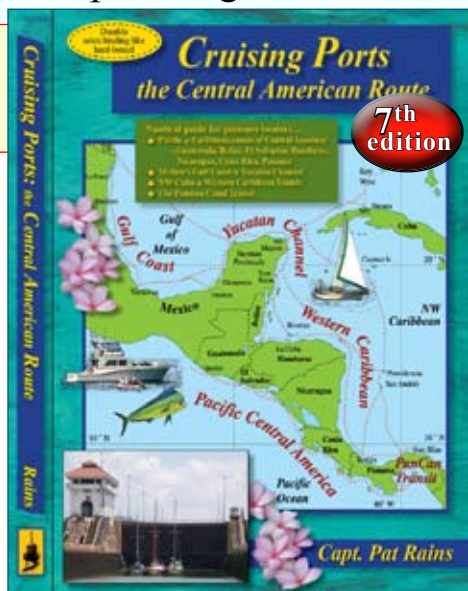


Advertise in the upcoming 7th edition — **‘Cruising Ports: the Central American Route’**



**Advertising Deadline: June 18, 2010**

**7th edition Book Launch: August, 2010**

Our best-selling guidebook for U.S. yacht owners stays in active print for at least **3 years** (compare to 36 months in a glossy color magazine), and **includes Links to your Website**. Capt. Rains' books safely guide more than 25,000 U.S. yacht owners *each year* into Mexico and Central America.

Guidebook is 272 pages, all glossy 4-color, 200 GPS-charts, 300 color photos: each locale covers anchorages, yacht marinas, fuel docks, boat yards, local services, cultural history. 'Crew List' forms, GPS waypoints, popular "**Resource Directory**" of email & websites for marinas, yards, fuel, agents, tours. Capt. Rains, author of *Mexico Boating Guide*. More than 55,000 guides sold in The Americas and Europe.

More than 100,000 U.S. pleasure boaters (*yatistas*) voyage south each year, seeking facts about marinas, products & services. Since 1982, Point Loma Publishing has produced this high-quality nautical guidebook, world reknown for accuracy, timeliness - the trusted authority in nautical guidebooks outside the U.S.A. Please consider promoting your business in our expanded *7th edition* of ...

**Display Advertising Rates**

(Book & Links to your Website)

**4-Color Ad - (CMYK)**

Inside Front Cover	4,800.\$USD
Inside Back Cover	4,600.
Full-page in the Book	2,600.
1/2-page in the Book	1,500.
1/4 page in the Book	800.
Inside 'Resource Directory'	+100.

**Black & White - (B/W)**

Full-page in the Book	1,000.\$USD
Half-page in the Book	600.
Business Card 2.5 x 3"	200.

**Display Ad Technicals**

- Book trim size: 8.5" x 11"
- Full-page full-bleed ad: 8.75" x 11.25"
- Full-page non-bleed: 7-1/4" x 9-1/2"
- 1/2-page horizontal: 7-1/4 x 4-1/2"
- 1/2-page vertical: 3-1/2" x 9-1/2"
- 1/4-page horizontal: 7-1/4" x 4-1/2"
- 1/4-page vertical: 3-1/2" x 4-1/2"
- Electronic files: PDF, 150-line screen.
- JPG or TIF min 300 dpi at 100%.

**Cruising Ports: the Central American Route**

**Best-selling foreign guide for U.S. owners of large yachts**

**FAX this info to Point Loma Publishing in USA (858) 565-1384**

Yes, we want to advertise in the Book.  Maybe: send more info.

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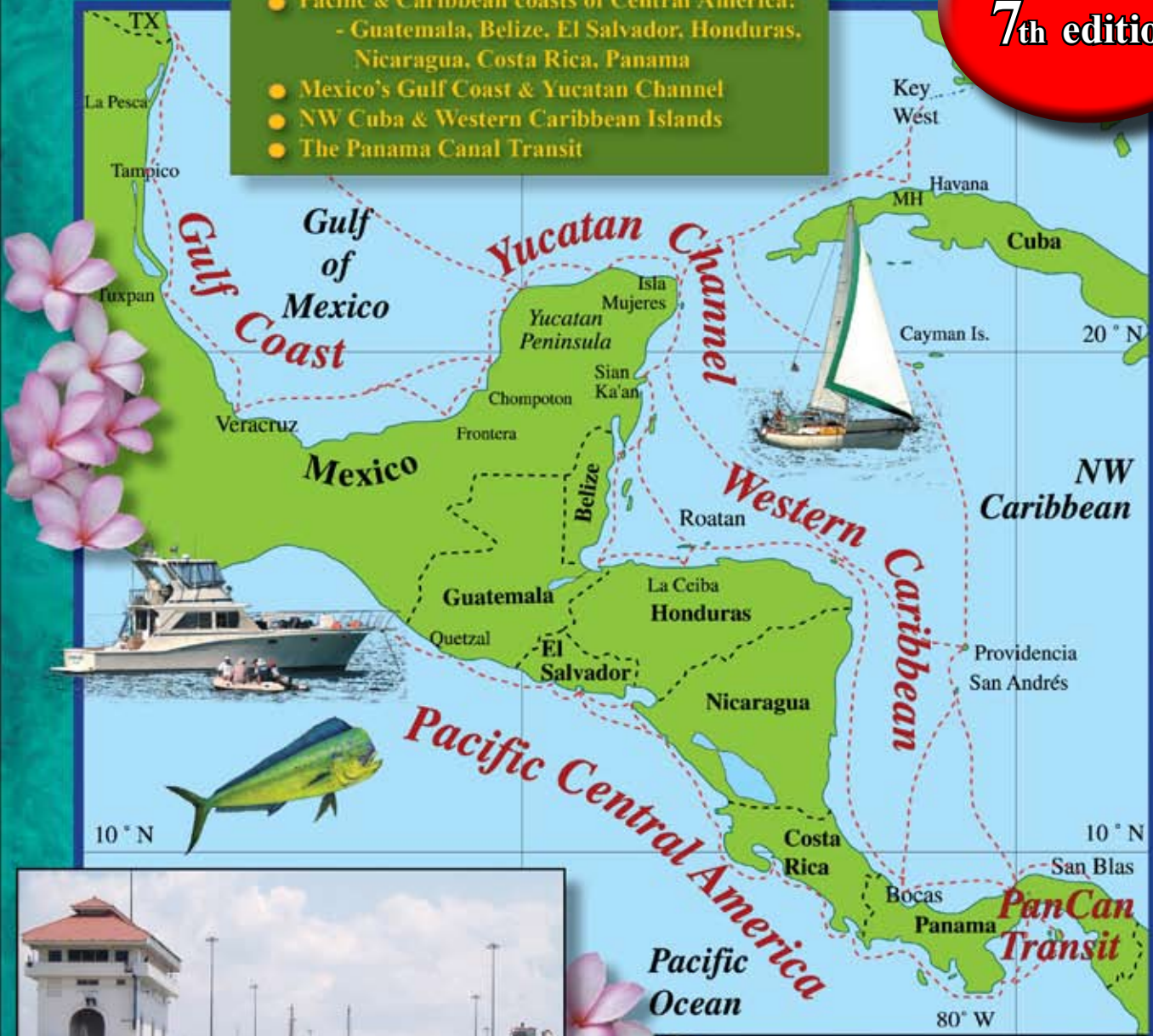
The new 7th edition of "Cruising Ports" will again be published in 8.5" x 11" format, 272 pages, all glossy 4-color printing.

Durable  
sewn binding like  
hard-bound

# Cruising Ports the Central American Route

- Nautical guide for pleasure boaters ...
- Pacific & Caribbean coasts of Central America:  
- Guatemala, Belize, El Salvador, Honduras,  
Nicaragua, Costa Rica, Panama
  - Mexico's Gulf Coast & Yucatan Channel
  - NW Cuba & Western Caribbean Islands
  - The Panama Canal Transit

Advertise in the  
**7<sup>th</sup>** edition!



**Capt. Pat Rains**

For information about advertising in the new 7th edition of "Cruising Ports," please contact **Point Loma Publishing** in USA fax (858) 565-1384. Or email [Info@CentralAmericanBoating.com](mailto:Info@CentralAmericanBoating.com)