

## Guidelines for classified ads in *Cruising* magazine

### General

- Classified advertisements published in the quarterly *Cruising* magazine are a free service offered to members of the CA. They are published on a best endeavours basis, i.e. we cannot guarantee accuracy and they are only published when space is available.
  - Members of the CA may advertise without charge in up to three consecutive issues of the magazine. After that, if you wish to continue to run the advert, it will be in shortened form with no photo or description.
    - Given that it may take a while to sell a boat, if we continued to run all ads at full length, new adverts would be lost among the older ones, so this is the fairest approach for all members.
  - We accept adverts for boats or marine equipment only.
  - All submissions should be sent to [editor@theca.org.uk](mailto:editor@theca.org.uk)
  - Ads **must** be submitted by the beginning of the month before publication:
    - March edition – February 1
    - June edition – May 1
    - September – August 1
    - December – November 1
- Adverts submitted after the closing date will not be accepted.
- If you wish to repeat your ad please ensure that you contact the editor before the date above. We aim to send out reminder emails but this may not always be possible.
  - Submitting an ad to *Cruising* does **not** mean it will also be published online (or vice versa). For more information see [www.theca.org.uk/help/classifieds](http://www.theca.org.uk/help/classifieds)

### Text

- Ads should be ideally be around 100 words and **no more than 150 words**. Text longer than this will be edited.
- Text should be in a Word document or rich text format, or in the body of an email.
- Keep your text straightforward and free from abbreviations or jargon – remember that those who read it have very varying levels of knowledge.
- We reserve the right to correct, simplify or shorten text if necessary.

### Images

- Images for print must be much higher resolution than those used online. As a rule of thumb **each image should have a file size of 500kB or more**.
- Images should be JPG files. If photos are edited they should be saved at maximum quality and the largest file size.
- Send images on their own, **not** embedded into a Word or PDF document.
- Please ensure that your email application does not automatically reduce the size of image files. If possible select “actual/original/full size”.
- We reserve the right to crop images to fit the page, e.g. from the top of the mast down.

### Proofs

- For topicality, the classifieds pages are normally among the last to be laid out. In addition, there may be 20 or more advertisers per issue.
- Given these constraints and the fact that the editor is only one person 😊 we are unfortunately unable to send out proof pages for approval.

### Beware of frauds/scams

- CA members who have advertised online have in the past been approached by fraudsters. As a result, ads on the CA website are now visible **only to CA members**. You should still be careful, as non-members may see *Cruising*. Typically, fraudsters try to overpay you and ask you to reimburse them, but their cheque bounces. **Never** make a payment to a buyer you do not know, or their agent. Scammers may be improbably enthusiastic and not ask anything about the item for sale. Their grammar or spelling may be poor and they may become aggressive.