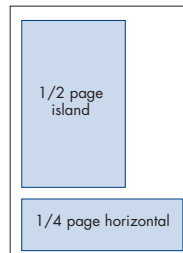
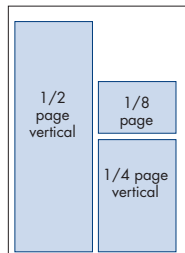
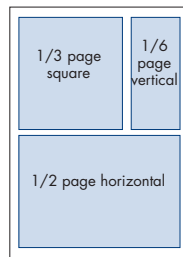
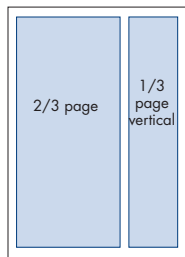


MECHANICAL REQUIREMENTS

AD SIZE	DIMENSIONS	
	HORIZONTAL	VERTICAL
Full page (bleed)*	8.625"	11.125"
Full page (non-bleed live area)	7.25"	9.75"
Full page (trim)	8.375"	10.875"
2/3 page	4.5"	9.75"
1/2 page (island)	4.5"	7"
1/2 page (horizontal)	7"	4.875"
1/2 page (vertical)	3.375"	9.75"
1/3 page (vertical)	2.125"	9.75"
1/3 page (square)	4.5"	4.875"
1/4 page (vertical)	3.375"	4.875"
1/4 page (horizontal)	7"	2.25"
1/6 page (vertical)	2.125"	4.875"
1/8 page (horizontal)	3.375"	2.25"

*trim size: 8.375" x 10.875" | .125" bleed | place all elements .25" from trim



TERMS AND CONDITIONS

- Advertisers and advertising agencies agree to indemnify and protect the publisher from any claims or expenses resulting from the advertiser's unauthorized use of any name, photograph, sketch or words protected by copyright or registered trademark.
- All copy, text and illustrations are subject to the publisher's approval before execution of the order. Publisher reserves the right to reject any advertising which is in publisher's opinion unethical, extravagant, challenging, in bad taste, detrimental to public health or interest, or otherwise inappropriate or incompatible with the character of the publication, whether or not the same ad has been previously accepted or published.
- Agency discount: 15% commission to accredited advertising agencies.
- Advertiser and agency assume joint liability for payment of all debt incurred by agency on behalf of an advertiser. Space billed to an agency and unpaid 60 days after billing may be billed directly to the advertiser. An order may be canceled by the publisher if advertiser or agent fails to pay account when due. The difference between rates billed and rates earned becomes due and payable immediately. The publisher assumes no liability for advertisements omitted for any reason.
- Credit terms are net 30 days; 1.5% monthly interest charged on unpaid balance over 30 days. First-time advertisers must either prepay first insertion or submit credit applications. Any account sent to an outside collection or legal agency will be responsible for the fees charged in collecting the money owed.
- Contracts and space reservations may not be canceled after the advertising deadline; full price will be charged for any cancellations after advertising deadline. Cover positions require 60 days written notice of intention to cancel contract. Cancellation of any contract is subject to short-rate at the earned frequency rate. Verbal commitments to advertise are binding.
- MaritimePublishing makes no representations or warranties concerning response rates to, or effectiveness of, advertising in its publications, or concerning the size, scope or demographic composition of the circulation of its publications. Previously provided circulation data and estimates are not a guarantee of, or representation about, future circulation performance.

ADVERTISING SPECS

MAGAZINE TRIM SIZE

8.375" x 10.875" (add .25" for bleed)

DIGITAL REQUIREMENTS

Digital ads are required when supplying advertising material. All ads should be built at 100% of the reproduction size and should be no less than 266 dpi for scanned images and 600 dpi for line art.

IMAGE/RESOLUTION REQUIREMENTS

All color images must be converted to CMYK. Scanned images should be 266-300 dpi at actual size of reproduction. Photos downloaded from web pages that have been saved at a low resolution (72-100 dpi) will not print clearly.

GRAPHIC FORMATS ACCEPTED: High resolution PDF, JPG

PROFESSIONAL MARINER RATES

FOUR-COLOR

	1x	4x	9x	12x Value*
Full page	\$4,494	\$4,211	\$3,708	\$3,634
2/3 page	3,675	3,455	3,033	2,973
1/2 island	3,097	2,901	2,554	2,503
1/2 page	2,844	2,670	2,348	2,301
1/3 page	2,152	2,016	1,777	1,741
1/4 page	1,687	1,580	1,389	1,361
1/6 page	1,153	1,083	957	938
1/8 page	886	838	730	715
2 pg. spread	8,582	8,051	7,079	6,937
1/2 pg. spread	5,400	5,073	4,448	4,359

BLACK & WHITE

Full page	\$2,995	\$2,812	\$2,464	\$2,414
2/3 page	2,328	2,183	1,919	1,880
1/2 island	1,901	1,785	1,570	1,539
1/2 page	1,750	1,642	1,439	1,411
1/3 page	1,234	1,157	1,025	1,004
1/4 page	955	899	793	777
1/6 page	655	615	544	533
1/8 page	504	476	415	406
2 pg. spread	5,677	5,329	4,681	4,587
1/2 pg. spread	3,323	3,121	2,735	2,681

COVERS

Cover II	\$5,010	\$4,709	\$4,158	\$4,058
Cover III	4,632	4,354	3,845	3,752
Cover IV	5,562	5,228	4,617	4,505

TWO-COLOR

Add \$250 to B&W prices for one additional color. Second color made with CMYK.

*12X VALUE PACKAGE

Package includes 9 regular issues of *Professional Mariner* and the three annual issues: two shipbuilding issues (*American Tug Review* and *American Ship Review*) and the *American Mariner Training Directory*. With an 12x schedule, it's like getting a little more than one ad free!

ONLINE ADVERTISING

Ask your sales representative about free online advertising with print packages and options for a la carte and package pricing.

ANNUAL EDITIONS

Add 35% to 1x, 4x, 9x frequency rate. 12x rate: waive the 35%.