

ADVERTISING RATES AND DATA



Full Page Bleed



Bleed:
8.625 x 11.125 in
(219 x 283 mm)
Trim:
8.375 x 10.875
(213 x 276 mm)

Full Page



7 x 10 in
(178 x 254 mm)

2/3 Page



4.5 x 10 in
(114 x 254 mm)

1/2 page (I)



4.5 x 7.5 in
(114 x 191 mm)

1/2 page (H)



7 x 4.875 in
(178 x 126 mm)

1/2 page (V)



3.375 x 10 in
(87 x 254 mm)

1/3 page (H)



4.5 x 4.25 in
(114 x 108 mm)

1/3 page (V)



2.25 x 10 in
(57 x 254 mm)

1/4 page (H)



7 x 2.375 in
(178 x 162 mm)

1/4 page (V)



3.375 x 4.875 in
(87 x 126 mm)

1/6 page (H)



4.56 x 2.31 in
(116 x 59 mm)

1/6 page (V)



2.18 x 4.88 in
(56 x 123 mm)

Production Requirements

Please provide a press-ready high-resolution (300 DPI) PDF or TIFF file (convert all RGB, PMS, or Spot Colors to CMYK). Please create outlines for any custom, proprietary, or purchased fonts. Digital Files (PC or MAC) are accepted via email, FTP site upload or CDROM. For complete, detailed production requirements, please go to: www.marinelink.com/magazines/advertise.aspx For FTP site instruction, please email the production manager: productionmanager@marinelink.com

Classified Ads

Rates For "For Sale", "Products & Services" and all other classified advertisements are non-commissionable single insertion per column inch:
\$102 net (each column is 2.125 in/ 54 mm wide) 3 or more insertions - \$92 net

Commission & Closing Dates - Agency Commission - 15%

Published twelve times annually. Last advertising forms close 20 days before the first day of the publication month for providing press-ready PDF files. Advertising material to be "pubset" should be submitted 30 days before the first day of the publication month.

Cancellations

Cancellations are not accepted after scheduled closing date. Any cancellation prior to the closing date must be in writing and signed by the advertiser / agency and the publisher. All cancellations are subject to short rate where applicable.

ADVERTISING RATES AND DATA



B&W Rates	1x	4x	7x	12x
Full Page	\$4,072	\$3,772	\$3,259	\$2,868
2/3 Page	3,459	3,112	2,772	2,438
1/2 Page (island)	3,451	2,969	2,642	2,325
1/2 Page	3,109	2,798	2,491	2,192
1/3 Page	2,130	1,917	1,707	1,502
1/4 Page (H)	1,707	1,536	1,366	1,203
1/6 Page	1,245	1,184	997	878



Covers

2nd Cover: \$6,382

3rd Cover: \$6,114

4th Cover: \$6,821

Covers include 4-color, bleed & special position

Color Charges

Std. 4A Red, Green, Orange, Yellow:
per color \$472

Matched color, per page,
per color extra \$590

4-color process per page:
(1/3 page or smaller) \$814

4-color process per page: (1/2 page or
larger) \$1,134

- No Charge for Bleed
- Special position: 15% of earned rate

Unbeatable Full Page Ad CPM

1X: \$131.11

4X: \$121.45

7X: \$104.93

**12X:
\$92.34**

Marine News' CPM is one of the lowest in the shallow draft industry. And only with Marine News are you guaranteed an audience with BPA Audited 100% requested circulation. Your ad will reach further and cost less!