



FISHERMEN'S NEWS

The Advocate for the Commercial Fisherman

2021 EDITORIAL CALENDAR

APRIL/MAY

Deck Machinery
Bering Sea Fisheries, Processing and Transportation

Ad Reservations: March 26
Materials Due: Apr 2
Mails: Apr 19

JUNE/JULY

Bristol Bay Report
Refrigeration

Ad Reservations: May 28
Materials Due: June 4
Mails: June 28

AUGUST

Marine Propulsion
Cold Storage and Distribution

Ad Reservations: July 2
Materials Due: July 9
Mails: Jul 26

SEPTEMBER

Trawl Technology
Shipyard Issue

Ad Reservations: Aug 6
Materials Due: Aug 13
Mails: Aug 30

OCTOBER

All About Crab
Processing Equipment

Ad Reservations: Sept. 3
Materials Due: Sept 10
Mails: Sept 27

NOVEMBER/DECEMBER

Insurance and Safety
Pacific Fisheries Review

Ad Reservations: Oct 8
Materials Due: Oct 15
Mails: Nov 1

ADVERTISING SALES

KATIE HIGGINS
206-914-4248 (mobile)
katie@maritimepublishing.com

PRODUCTION QUESTIONS

KATHY SAMUELSON
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www.maritimepublishing.com

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Toll Free: 866-300-5984

E-mail: hello@maritimepublishing.com

DISPLAY ADS	1x		3x		6x	
	BW	4-CLR	BW	4-CLR	BW	4-CLR
Full Page	\$1,967	\$2,513	\$1,885	\$2,432	\$1,700	\$2,247
Spread		4,021		3,888		3,585
2/3 page	1,497	2,044	1,393	1,939	1,230	1,776
1/2 page	1,311	1,858	1,271	1,817	1,147	1,693
1/3 page	918	1,464	885	1,432	787	1,334
1/4 page	787	1,334	737	1,284	615	1,162
1/5 page	697	1,243	661	1,207	598	1,144
1/6 page	680	1,228	656	1,202	585	1,131

Full Page (Bleed)
8.625" x 11.125" (Trim)
8.375" x 10.875"

Full Page (No Bleed)
7.25" x 9.75"

2/3 Page Vertical
4.5" x 9.75"

Island 1/2 Page
4.5" x 7"

1/2 Page
7" x 4.875"

1/3 Page Vertical
2.1875" x 9.75"

1/3 Page Square
4.5" x 4.875"

1/4 Page Vertical
3.375" x 4.875"

1/4 Page Horizontal
4.5" x 3.5"


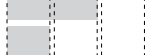
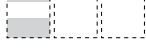
1/5 Page Horizontal
4.5" x 2.875"

1/6 Page Horizontal
4.5" x 2.5"

PROBLEM SOLVER ADS (Business Card Ads, 12x contract only)

COLUMN INCHES WIDTH	BW	2-CLR	4-CLR
8 Column Inches (4.5" x 4")			\$4,880
4 Column Inches (4.5" x 2")	\$1,327	\$2,228	2,440
2 Column Inches (4.5" x 1")	795	1,697	1,910
1 Column Inch (2.1875" x 1")	451	1,352	1,565

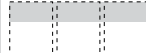
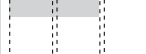

Problem Solvers

	4 col inches 4.5" x 2"
	2 col inches 4.5" x 1" or 2.1875" x 2"
	1 col inch 1" x 1"

CLASSIFIED DISPLAY ADS

FREQUENCY RATE FOR CLASSIFIED DISPLAY	
1-4 X	\$72 column inch
5-8 X	\$59 column inch
9-12 X	\$50 column inch

Classified Display

	3 col inches 7" x 1"
	2 col inches 4.5" x 1"
	1 col inch 2.1875" x 1"

1 Column Inch = 2.1875 inches wide x 1 inch deep

COLOR CHARGES: 4-color process - \$530; 2-color process: \$275

Advertisements with ruled borders appearing in the classified section. Rates are based on one-column inch.

MAGAZINE TRIM SIZE

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

PRINTING SPECIFICATIONS

Fishermen's News is printed on an offset press using a computer-to-plate production method. Paper is 67.6# coated stock using 150 line screen.

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

SOFTWARE PROGRAMS NOT ACCEPTED

We cannot accept digital ads created in Microsoft Publisher, Microsoft PowerPoint or Microsoft Word.

E-MAILING FILES

Files of 10MB and smaller can be e-mailed to: Katie Higgins at katie@maritimepublishing.com. For files larger than 10MB please call for more information: 206-914-4248 (mobile).

COVERS (prices include 4-color)	1x	3x	6x
Outside Back	\$3,262	\$3,136	\$2,992
Inside Front	3,156	3,012	2,808
Inside Back	3,032	2,973	2,726

PAGE UNIT (by inches)	Width	Depth
Full Page (trim)	8.375"	10.875"
(live area)	7.25"	9.75"
(bleed)	8.625"	11.125"
Full Page (non-bleed)	7.25"	9.75"
Spread (trim)	16.75"	10.875"
(live area)	15.5"	9.75"
(bleed)	17"	11.125"
2/3 Page	4.5"	9.75"
Island 1/2 Page	4.5"	7"
1/2 Page	7"	4.875"
1/3 Page Square	4.5"	4.875"
1/3 Page Vertical	2.1875"	9.75"
1/4 Page Horizontal	4.5"	3.5"
1/4 Page Vertical	3.375"	4.875"
1/5 Page	4.5"	2.875"
1/6 Page	4.5"	2.5"

• Unlisted sizes accepted. Please call.

OTHER CHARGES

SPECIAL POSITION: Earned rate plus 15%.

AD DESIGN & PRODUCTION: \$100 – includes three revisions. Additional charges will apply thereafter at \$155 per hour.

INSERTS ACCEPTED: Rates furnished upon request. 15% discount for digital ready art when paid in full within 30 days of invoice. No discount on past due accounts. 1.5% per month finance charge on past due accounts.



Advertising Sales

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Production Questions

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