



PACIFIC MARITIME

Marine Business for the Operations Sector **MAGAZINE**

2021 EDITORIAL CALENDAR

APRIL/MAY

New Vessel and Tugboat Review
Fuel and Propulsion Technology

Ad Reservations: Apr 9
Materials Due: Apr 16
Mails: April 30

JUNE/JULY

Spill Response and Resiliency
Maritime Construction

Ad Reservations: June 11
Materials Due: June 18
Mails: July 2

AUGUST

Shipyards Issue
Ocean and Coastal Towing

Ad Reservations: July 9
Materials Due: July 16
Mails: July 23

SEPTEMBER

High Speed Vessels
Passenger-Only Ferries

Ad Reservations: Aug 13
Materials Due: Aug 20
Mails: September 3

OCTOBER

Alaska and Hawaii
Deck Machinery

Ad Reservations: Sept 10
Materials Due: Sept 17
Mails: October 1

NOVEMBER/DECEMBER

Navigation Technology
Diving and Salvage

Ad Reservations: Oct 15
Materials Due: Oct 22
Mails: November 8

ADVERTISING SALES

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

PRODUCTION QUESTIONS

KATHY SAMUELSON
kathy@maritimepublishing.com



www.maritimepublishing.com

Maritime Publishing
3980 Sherman Street, Suite 100
San Diego CA 92110
Tel: 619-263-1638
Toll Free: 866-300-5984

E-mail: hello@maritimepublishing.com

2021 Print Advertising Rates and Specifications (per insertion)

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

COVERS <i>(prices include 4-color)</i>	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.

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"

Professional Pages (Business Card Ads, 6x contract only)			
Per Year	BW	2-CLR	4-CLR
4 Column Inches (4.5" x 2")	\$2,812	\$3,787	\$4,017
2 Column Inches (4.5" x 1")	1,639	2,625	2,843
1 Column Inch (2.1875" x 1")	987	1,952	2,186

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.

MAGAZINE TRIM SIZE

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

PRINTING SPECIFICATIONS

Pacific Maritime Magazine 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).

Advertising Sales

Katie Higgins • 206-914-4248 (mobile)
katie@maritimepublishing.com

Production Questions

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