

# 2010 Advertising Rates

(per insertion)

## COVERS (Prices include 4-color)

	1x	3x	6x	12x
Outside Back	\$3,750	\$3,600	\$3,400	\$3,100
Inside Front	3,600	3,450	3,200	3,050
Inside Back	3,450	3,350	3,100	2,900

## DISPLAY ADS (Add color charges below)

	1x	3x	6x	12x
Full page	\$2,250	\$2,150	\$1,950	\$1,700
2/3 page	1,700	1,600	1,400	1,300
1/2 page	1,500	1,450	1,300	1,150
1/3 page	1,050	1,000	900	800
1/4 page	900	850	750	675
1/5 page	800	750	675	600

Automatically qualifies for Bundled Program (see below)

OPEN RATE	\$155	\$150	\$135	\$125
(per column inch)				

## COLOR CHARGES

Process color \$750.00 PMS Match \$400.00 Spot color \$250.00

## PROFESSIONAL PAGES (Business Card Ads, 12x contract only)

4 Column Inches (4.5" x 2")	\$ 2,450 per year	No discount
2 Column Inches (4.5" x 1")	\$ 1,425 per year	on Professional
1 Column Inch (2.1875" x 1")	\$ 850 per year	Pages ads
Spot Color	\$ 850 per year	

## OTHER CHARGES

Special Position: Earned rate plus 15%.

Design/layout: \$125.00 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.

## PMM Online...

"PMSA has long seen the need for a digital newsletter that addresses West Coast maritime industry issues in a timely and condensed format. PMM Online seems to be just what the industry needs, and we're delighted Pacific Maritime Magazine has added this newsletter to complement their print publication. It's a valuable source of information for our membership."

John McLaurin, President, Pacific Merchant Shipping Association

Contact Mike Morris for information on advertising in this new way to reach the maritime industry!  
(206) 284-8285 or email: [mike@pacmar.com](mailto:mike@pacmar.com)

**PMM Online... The twice weekly digital complement to Pacific Maritime Magazine**  
[www.pmmonline.com](http://www.pmmonline.com)



# Digital Ad Requirements

## Ad Sizes

Page Unit	Width	Depth
One page	7-1/4 inches	9-3/4 inches
2/3 page	4-1/2 inches	9-3/4 inches
Island 1/2 page	4-1/2 inches	7 inches
1/2 page	7 inches	4-7/8 inches
1/3 page square	4-1/2 inches	4-7/8 inches
1/3 page vertical	2-3/16 inches	9-3/4 inches
1/4 page	4-1/2 inches	3-1/2 inches
1/5 page	4-1/2 inches	2-7/8 inches
one inch	2-3/16 inches	one inch

• Unlisted sizes accepted. Please call.

## 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 70# and 60# coated stock using 150 line screen.

## DIGITAL REQUIREMENTS

Digital ads are required when supplying advertising material.

Pacific Maritime Magazine is composed in Adobe In-Design CS2.

We can accept PC files as long as they are cross-platform compatible. 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. Pacific Maritime Magazine offers complimentary in-house design services of your advertisement for your convenience.

## 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, EPS, TIFF

## SOFTWARE PROGRAMS ACCEPTED

ADOBE IN-DESIGN • ADOBE PHOTOSHOP • ADOBE ILLUSTRATOR

Any other programs must be exported to an EPS or TIFF format, and all text/fonts converted to paths/outlines. Please include all fonts (outlining where applicable) and linked images. Call for information on programs not listed.

## SOFTWARE PROGRAMS NOT ACCEPTED

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

## E-MAILING FILES

Stuffed files of 10MB and smaller can be e-mailed to:

[production@RHPPublishing.com](mailto:production@RHPPublishing.com)

For files larger than 10MB please call for FTP site information.

PACIFIC  
**MARITIME**  
www.pacmar.com MAGAZINE

## PRODUCTION QUESTIONS

Tel 206-284-8285 Fax 206-284-0391

[production@RHPPublishing.com](mailto:production@RHPPublishing.com)

## SHIPPING ADDRESS

2201 West Commodore Way • Seattle, WA 98199