

2019 Editorial Calendar www.pacmar.com

JANUARY

Annual New Vessel
and Tugboat Review
Fuel and Lubrication Technology

Ad Close: November 30, 2018
Materials Due: December 7, 2018

BONUS DISTRIBUTION*

Passenger Vessel Association Convention
at MariTrends 2019 – New Orleans, LA

FEBRUARY

Promise of the Arctic
New for 2019: Vessels on the Ways

Ad Close: January 4, 2019
Materials Due: January 11, 2019

MARCH

Shipyard Issue
Ballast Water Technology

Ad Close: February 1
Materials Due: February 8

BONUS DISTRIBUTION*

Port of Bellingham,
Wild Seafood Exchange,
Bellingham, WA



APRIL

Annual Propulsion Issue
Workforce Development
Trade with Alaska and Hawaii

Ad Close: March 1
Materials Due: March 8

BONUS DISTRIBUTION*
Bering Sea Fisheries Conference



MAY

Green Terminal Operations:
Equipment and Policy
Ports of the Pacific:
Remaining Competitive

Ad Close: April 5
Materials Due: April 12

BONUS DISTRIBUTION*
Mari-Tech

JUNE

Maritime Construction
Regional Report: LA/Long Beach
Regional Report: Columbia Gateway

Ad Close: May 3
Materials Due: May 10

BONUS DISTRIBUTION*

Clean Pacific

The Promise of the
Arctic Symposium
Seattle, WA



JULY

Deck Machinery
Container Handling Equipment

Ad Close: May 31
Materials Due: June 7

AUGUST

High-speed Craft
Regional Report:
British Columbia

Ad Close: July 3
Materials Due: July 12

SEPTEMBER

Ocean and Coastal Towing
Trading with Asia
Spill Response:
Equipment and Policy

Ad Close: August 2
Materials Due: August 9

BONUS DISTRIBUTION*

Prevention First

OCTOBER

Diving and Salvage
Bulk and Breakbulk Report

Ad Close: September 6
Materials Due: September 13

BONUS DISTRIBUTION*

Ferries Conference
Seattle, WA



NOVEMBER

Marine Technology:
Hardware and Software
Regional Report: Puget Sound

Ad Close: October 4
Materials Due: October 11

BONUS DISTRIBUTION*

Pacific Marine Expo - Seattle, WA
International Workboat Show -
New Orleans, LA

Largest distribution of the year!

DECEMBER

Regional Report:
San Francisco Bay Area
Vessel Safety

Ad Close: November 1
Materials Due: November 8

BONUS DISTRIBUTION*

eNavigation 2019
Conference - Seattle, WA



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PACIFIC
MARITIME
Marine Business for the Operations Sector **MAGAZINE**

* Conference topics and dates tentative until confirmed.

2019 PRINT ADVERTISING RATES AND SPECIFICATIONS

(per insertion)

| | | | |
|--|---|---|--|
| 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" |

| COVERS (prices include 4-color) | | | | |
|---------------------------------|---------|---------|---------|---------|
| | 1x | 3x | 6x | 12x |
| Outside Back | \$4,562 | \$4,371 | \$4,138 | \$3,713 |
| Inside Front | 4,370 | 4,138 | 3,925 | 3,607 |
| Inside Back | 4,244 | 4,031 | 3,819 | 3,447 |

| PRINT DISPLAY AD PRICING | | | | | | | | |
|--------------------------|---------|---------|---------|---------|---------|---------|---------|---------|
| | 1x | | 3x | | 6x | | 12x | |
| | BW | 4-CLR | BW | 4-CLR | BW | 4-CLR | BW | 4-CLR |
| Full Page | \$2,732 | \$3,580 | \$2,625 | \$3,469 | \$2,403 | \$3,252 | \$2,016 | \$2,838 |
| Spread | | 5,729 | | 5,551 | | 5,198 | | 4,540 |
| 2/3 page | 2,074 | 2,923 | 1,963 | 2,812 | 1,751 | 2,594 | 1,591 | 2,413 |
| 1/2 page | 1,856 | 2,705 | 1,751 | 2,599 | 1,639 | 2,487 | 1,379 | 2,201 |
| 1/3 page | 1,310 | 2,159 | 1,204 | 2,048 | 1,092 | 1,936 | 955 | 1,777 |
| 1/4 page | 1,092 | 1,936 | 1,034 | 1,878 | 928 | 1,777 | 795 | 1,617 |
| 1/5 page | 984 | 1,829 | 928 | 1,777 | 874 | 1,718 | 743 | 1,565 |
| 1/6 page | 955 | 1,804 | 917 | 1,761 | 849 | 1,697 | 716 | 1,538 |

| Professional Pages (Business Card Ads, 12x contract only) | | | |
|---|---------|---------|---------|
| Per Year | BW | 2-CLR | 4-CLR |
| 4 Column Inches | \$2,812 | \$3,787 | \$4,017 |
| 2 Column Inches | 1,639 | 2,625 | 2,843 |
| 1 Column Inch | 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.

| 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" |
| 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.

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. 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

Stuffed files of 10MB and smaller can be e-mailed to: production@philippublishing.com. For files larger than 10MB please call for more information.

SHIPPING ADDRESS

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Marine Business for the Operations Sector **MAGAZINE**

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