

Marine

News

RATES & DATA

BLACK & WHITE RATES	1X	4X	7X	12X
Full Page	\$3412	\$3071	\$2733	\$2405
2/3 Page	2901	2611	2324	2045
1/2 Page (Island)	2894	2490	2216	1950
1/2 Page	2608	2347	2088	1838
1/3 Page	1786	1608	1431	1259
1/4 Page (Horizontal)	1431	1288	1146	1009
1/6 Page	1044	993	836	736

All display rates are listed at gross cost

COVERS

2nd Cover \$5352

3rd Cover \$5128

4th Cover \$5720

*includes 4-color, bleed and special position

Special Position: +15% of earned rate

COLOR CHARGES

Standard 4A Red, Green, Orange, Yellow: per color extra - \$458

Matched Color, per page, per color extra - \$573

4-color process per page: (1/3 Page or smaller) - \$790

4-color process per page: (1/2 Page or larger) - \$1,101

PRODUCT REQUIREMENTS

Digital Files (PC or MAC) Acceptable media on CD-Rom, via email, or FTP site upload. Email the production manager for FTP site instruction: productionmanager@marinelink.com

Files Format* PDF file, optimized for Press Output. All elements must be converted to CMYK color in the native software before the PDF is created. TIFF files are also acceptable. Minimum resolution for quality reproduction: 300 pixels per inch / 118 pixels per centimeter.

*It is the policy of New Wave Media not to accept any native application files such as Quark, In Design, Photoshop or Illustrator. Please provide a press-ready (convert all RGB, Pantone or spot colors to CMYK) PDF or TIFF file. Please create outlines for any custom, propriety or purchased fonts. A color proof is required for any Ad incorporating high-resolution (300 dots per inch preferred) images. If a color proof is not supplied and/or fonts are not embedded properly, New Wave Media cannot guarantee content or color and the client or agency assumes all responsibility for image reproduction. The supplied color proof must meet all SWOP specifications and must include a 6mm 5%, 25%, 50%, 75%, and 100% CMYK patch strip for quality color. If all materials have been received prior to the materials deadline, an EPSON-quality digital proof may be ordered from New Wave Media for \$75. Any Ad revisions done by the production department at the request of the advertiser will also incur a charge.

The publisher reserves the right to reject any advertisement. Charges for production work billed at cost. Inserts: consult publisher for specifications and rates. Credit terms: All invoice payment terms are Net 30 days. In the event that the invoice is not paid within 30 days, the publisher reserves the right to charge a 1% monthly interest on unpaid balances. The publisher reserves the right to hold or cancel any program Ad from an account that is over 90 days past due. We reserve the right to turn any account that is over 90 days past due over to a collection agency. If an account is turned over to a collection agency the client will be solely responsible for any fees related to the collection of the money owed due to the collection process including any lawyer's fees.

Agency commissions: The standard commission rate for agencies on all display advertising is 15% if paid in full within 30 days. Agencies are responsible for supplying all materials to the production department including the advertisement in digital file and a color proof copy. Agencies are therefore responsible for any production charges that may arise if the terms are not fulfilled. In the event that an agency fails to make a payment within 60 days after the advertisers, who shares liability will be responsible for payment.

Cancellations: Cancellations are not accepted after the 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 UNIT SIZES

FULL PAGE (Bleed) 8.625 x 11.125in (219 x 283mm) Trim: 8.375x10.875 (213x276mm)	FULL PAGE (Non-Bleed) 7 x 10 in (178 x 254mm)	2/3 PAGE
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4.5 x 10in.
(114 x 254mm)

1/2 PAGE (Island)	1/2 PAGE (Horizontal)	1/2 PAGE (Vertical)
4.5 x 7.5 in (114 x 191mm)	7 x 4.875 in (178 x 128mm)	3.375 x 10 in (87 x 254mm)

1/3 PAGE (Horizontal)	1/3 PAGE (Vert.)	1/4 PAGE (Horizontal)
4.5 x 4.25 in (114 x 108mm)	2.25 x 10 in (57 x 254mm)	7 x 2.375 in (178 x 62mm)

1/4 PAGE (Vertical)	1/6 PAGE	1/6 PAGE
3.375 x 4.875 in (87 x 126mm)	4.56 x 2.31 in (118 x 59mm)	2.18 x 4.88 in (56 x 123mm)

CLASSIFIED ADVERTISING

Rates for "For Sale", "Products & Services" and all other classified advertisements are non commissionable single insertion per column inch - \$99 net (each column is 2.125 in/ 54 mm wide) 3 or more insertions - \$89 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.