

MARITIME REPORTER AND ENGINEERING NEWS

**2012 Editorial Calendar
and Media Options**

**Navigating Maritime Business
Internationally Since 1939**



Circulation Information



The largest commercial maritime circulation



In the US **27,194**

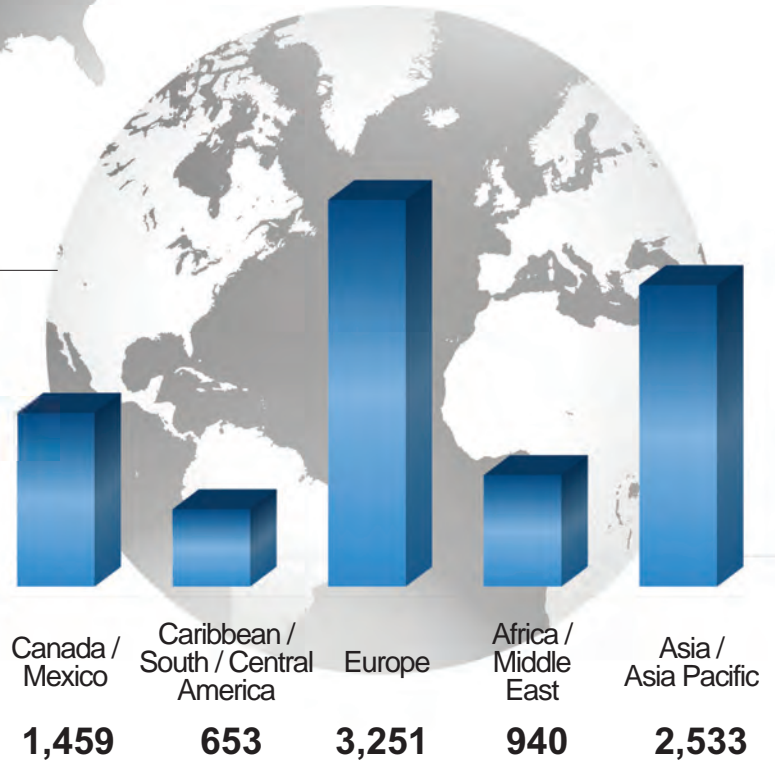
And internationally **8,836**

TOTAL CIRCULATION: 36,030

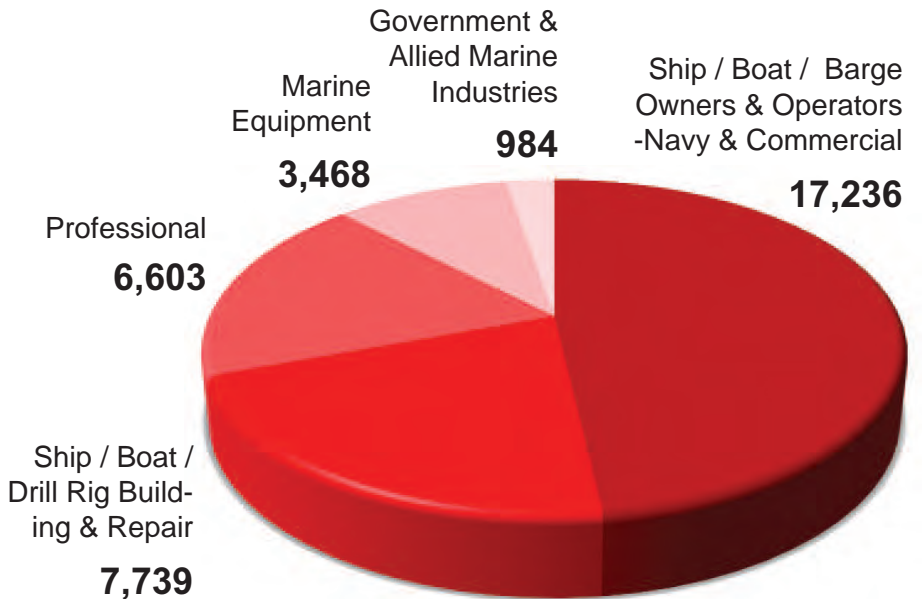


Guaranteed and verified

*APO/FPO 46

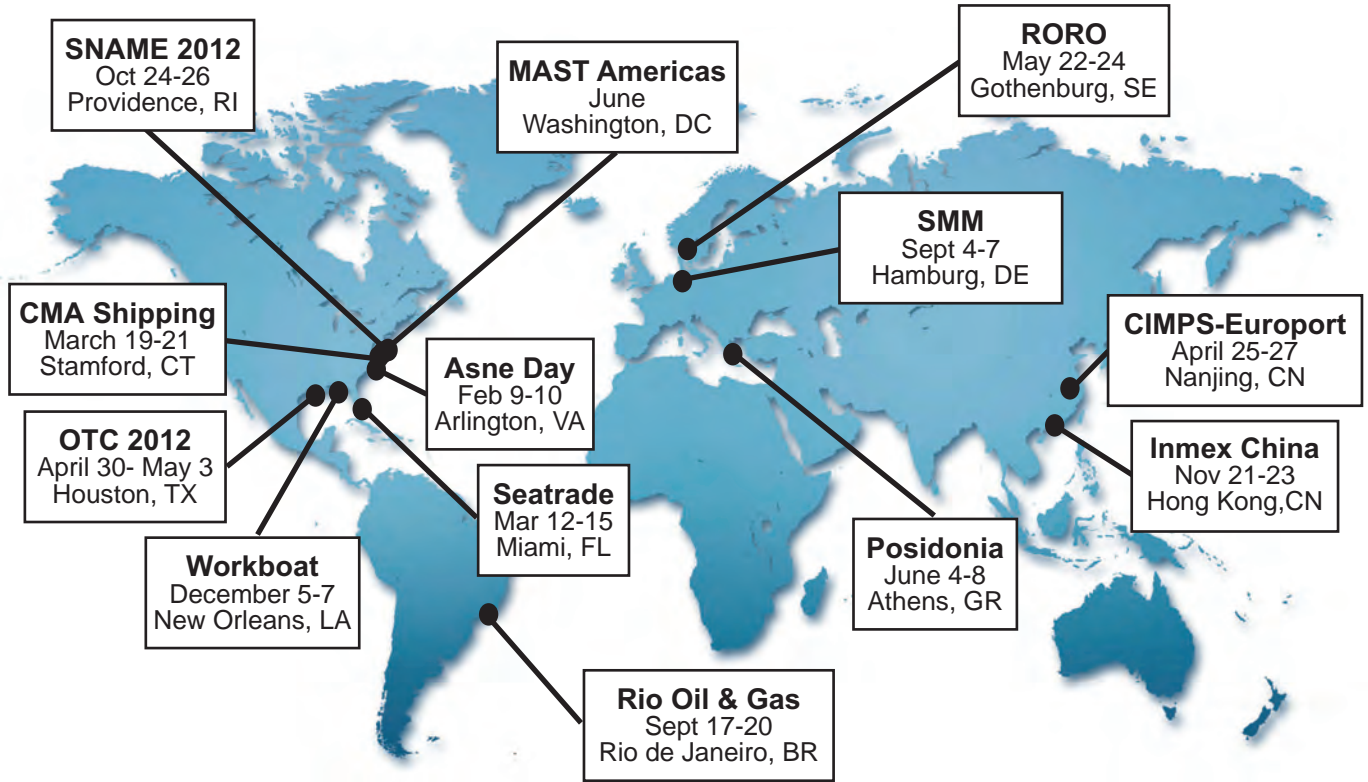


Our circulation is **100% requested by individuals** identified by name, title and function - from every sector of the maritime industry.



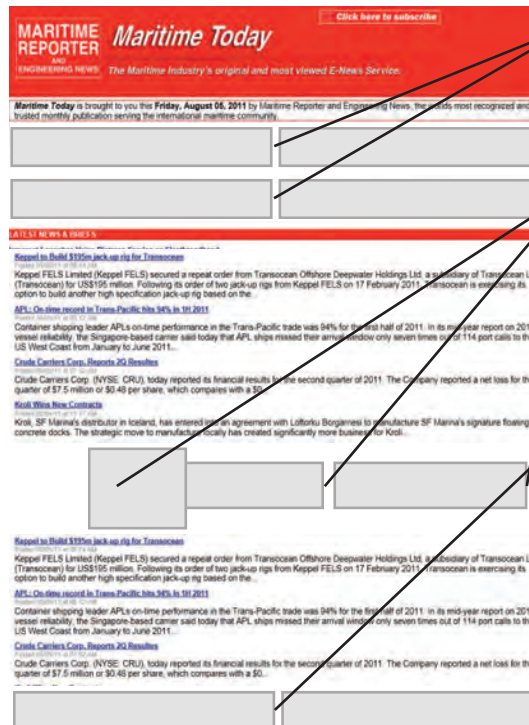
Distributed at industry events worldwide

Over 11,000 copies given out at the most essential trade shows, meetings, and conferences- directly targeting active purchasing agents and decision makers.



The largest maritime industry ENewsletter

Maritime Today sends keyword-focused news alerts to **more than 56,000 subscribers** worldwide - the original and best daily email newsletter in the maritime industry



Lead Top Banner Position

468 X 60 - \$1,500 per 30 day run
4 positions available

Lead Middle Banner Position

150 X 150 - \$1,250 per 30 day run
1 position available
360 X 60 - \$1,250 per 30 day run
2 positions available

Lead Bottom Banner Position

468 X 60 - \$1,500 per 30 day run
4 positions available

Employment / Equipment

468 X 60 - \$1,000 per 30 day run
2 positions available

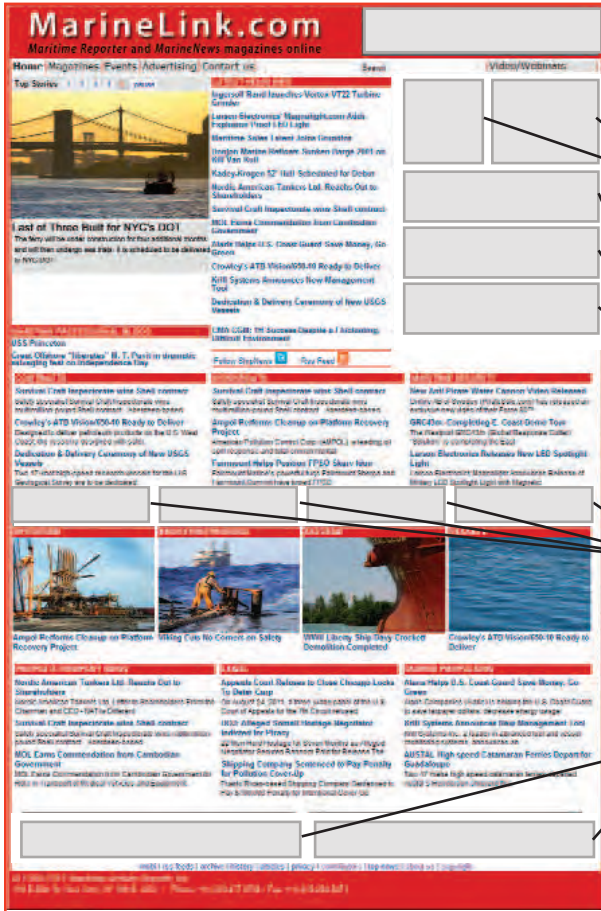
MarineLink.com

Maritime Advertising's Strongest Online Link

232,485 Page views

126,800 Visits

78,400 Visitors



Header Banner

200 X 80 - Every Page
\$2,500 per 30 day run

Lead Banners

150 X 150 or 180 X 150
Home page exposure
\$1,500 per 30 day run

Premium Banners

336 X 90 - Home page
\$1,500 per 30 day run
3 positions available

Category Banners

240 X 60 - Home page
\$1,200 per 30 day run
4 positions available

Standard Banners

468 X 60
Home AND News pages
\$1,200 per 30 day run
2 positions available

News Page Banners

336 X 90 - Home Page
\$1,500 per 30 day run
3 positions available



Harness the power and traffic of the **longest-running** maritime news site

Banner ads place your message in front of the **largest targeted audience**

MarineLink holds a **Google PageRank of 6-** the highest in the industry.

Banner links offer your site a significant **SEO boost** - and help drive traffic.

An extensive online archive of over 160,000 indexed pages allows for **limitless key word options**

Send your message directly to **over 87,000 email addresses**
Email Direct Marketing

1 X \$1,800 net each
4X \$1,500 net each
7X \$1,200 net each
11X \$1,000 net each
(or more)

NEW!!! Search Results Banners

336 X 90
\$750 per month
4 opportunities

Your banner will appear on the results page anytime a keyword search is performed -get focused, specific traffic results

| | | |
|---|---|---|
| <p>January Ad Close: Dec 22</p> <p>US Navy Report</p> <p>Market: Floating Production Systems</p> <p>Technical: Ballast Water Treatment Systems</p> <p>Directory: Marine Propulsion Equipment</p> <p>ASNE Day Feb 9-10</p> | <p>February Ad Close: Jan 26</p> <p>Cruise Shipping Annual</p> <p>Market: Ports & Logistics</p> <p>ROUNDTABLE: Satellite Communications</p> <p>Directory: Marine Electronics Buyer's Guide</p> <p>Special Report: Germany</p> <p>Seatrade Mar 12-15</p> | <p>March Ad Close: Feb 23</p> <p>The Ship Repair Edition</p> <p>Market: Training & Education: Facilities & Systems</p> <p>Technical: Software Solutions</p> <p>Directory: Coatings & Corrosion Control</p> <p>CMA Mar 19-21 CIMPS-Europort April 25-27</p> |
| <p>April Ad Close: Mar 22</p> <p>Offshore Deepwater Annual</p> <p>Market: Offshore Wind & Renewable Energy</p> <p>Technical: Offshore Service Vessels</p> <p>Directory: Deck Machinery, Winches & Ropes</p> <p>Special Report: The Netherlands</p> <p>OTC April 30 - May 3</p> | <p>May Ad Close: April 26</p> <p>The Green Ship Edition</p> <p>Market: Patrol, Escort Craft & RIBs</p> <p>Technical: The Integrated Bridge: Modern Bridge Technology & Technique</p> <p>Directory: Posidonia 2012 Preview: New Technology Guide</p> <p>Special Report: Middle East Maritime Cluster</p> <p>RoRo May 22-24 MACC June Posidonia June 4-8</p> | <p>June Ad Close: May 24</p> <p>Annual World Yearbook</p> <p>Market: Military Might: Innovative Designs</p> <p>ROUNDTABLE: Information Technology & Software Solutions</p> <p>Directory: Maritime Fuels, Lubricants & Additives</p> <p>Don Sutherland Photo Contest</p> |
| <p>July Ad Close: June 2</p> <p>Arctic Operations</p> <p>Market: Oil Spill Response & Recovery</p> <p>ROUNDTABLE: Coatings & Corrosion</p> <p>Directory: Training & Education – Facilities & Systems</p> <p>Special Report: Brazil</p> | <p>August Ad Close: July 26</p> <p>The Shipyard Edition</p> <p>Market: Maritime Communications</p> <p>Technical: Maritime & Shipbuilding Tools</p> <p>Directory: SMM 2012 Preview: New Products & Technologies</p> <p>Special Report: Singapore Maritime Cluster</p> <p>SMM Sept 4-7</p> | <p>September Ad Close: Aug 23</p> <p>Marine Propulsion Annual</p> <p>ROUNDTABLE: Diesel Engine Manufacturers</p> <p>Technical: Marine Salvage & Recovery</p> <p>Directory: Insulation, Pipes, Pumps & Valves</p> <p>Rio Oil & Gas Sept 17-20</p> |
| <p>October Ad Close: Sept 20</p> <p>Marine Design & Construction</p> <p>Market: Maritime, Port & Harbor Security</p> <p>Technical: Deepwater Floating Production Systems</p> <p>Directory: CAD/CAM & Other Software</p> <p>SNAME Oct 24-26 MAST Americas Nov 14-16 Inmex China Nov 21-23</p> | <p>November Ad Close: Oct 25</p> <p>Workboat Annual</p> <p>Market: Offshore Service Vessels (OSVs)</p> <p>ROUNDTABLE: Workboat Academy: Training & Education</p> <p>Directory: Heavy Lifting: Deck Machinery & Cranes</p> <p>Special Report: Turkey</p> <p>Int'l Workboat Show Dec 5-7</p> | <p>December Ad Close: Nov 22</p> <p>Great Ships of 2012</p> <p>Market: Port & Harbor Dredging Annual</p> <p>Technical: Maritime Fire & Safety Products & Systems</p> <p>Directory: World Shipyards: Newbuild, Repair & Conversion</p> |
| | | <p>* Please note that the publisher reserves the right to alter this editorial calendar. All planned features are subject to change in light of changing industry trends and developments.</p> |

| B/W Rates | 1X | 4X | 7X | 12X |
|------------------|---------|-------|-------|-------|
| Full page | \$5,762 | 5,424 | 5,033 | 4,830 |
| Junior page | 5,055 | 4,792 | 4,397 | 4,126 |
| 2/3 tab page | 4,939 | 4,664 | 4,281 | 4,024 |
| 1/2 page (horiz) | 4,501 | 4,221 | 3,928 | 3,762 |
| 1/2 page (vert) | 4,452 | 4,166 | 3,891 | 3,708 |
| 2/3 page | 3,873 | 3,640 | 3,499 | 3,281 |
| 1/3 page | 3,154 | 2,898 | 2,562 | 2,452 |
| 1/5 page | 2,187 | 2,075 | 1,952 | 1,820 |
| 1/6 page | 1,694 | 1,641 | 1,418 | 1,248 |
| 1/12 page | 824 | 785 | 710 | 575 |

Color Charges

| | |
|---|-------|
| Std. 4A Red, Green, Orange, Yellow: per color | \$653 |
| Matched color, per page, per color extra | 709 |
| 4-color process per page: (1/3 page or smaller) | 814 |
| 4-color process per page: (1/2 page or larger) | 1,492 |
| 4-color process per page: 2 facing pages extra | 2,479 |

Covers

| | | |
|-----------|---------|---|
| 2nd Cover | \$9,160 | *includes 4-color, bleed & special position |
| 3rd Cover | \$7,819 | Bleed: No Charge |
| 4th Cover | \$9,713 | Special Position: *15% of earned rate |

Classified Ads

Rates For "For Sale", "Products & Services" and all other classified advertisements are non commissionable single insertion per column inch - \$143 net (each column is 3 in/ 76.2 mm wide) 3 or more insertions - \$112 net

Cancellations

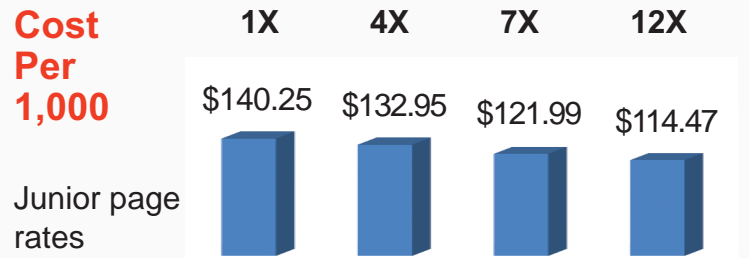
Cancellations are not accepted after scheduled closing date. Any cancellation prior to the closing date must be in writing and signed by the advertiser / agency and the publisher. All cancellations are subject to short rate where applicable.

Production Requirements:

Digital Files (PC or MAC) Acceptable media on CD-Rom, via email, or FTP site upload. For complete, detailed production requirements, please go to:

http://img.marinelink.com/pdf/mr_2012_prodreq.pdf

For FTP site instruction, please email the production manager: productionmanager@marinelink.com



All circulation calculated using June 2011 BPA statement

Commission and Closing Dates

Agency Commission - 15%

Published 12X annually. Last advertising forms close 20 days before the first day of the publication month for providing press-ready PDF files. Ad material to be "pubset" should be submitted 30 days before 1st day of the publication month.

| | | | |
|---|--|------------------------------|---|
| FULL TAB Bleed: 11.125 x 13.75 in (283 x 349 mm) Trim: 10.875 x 13.5 in (276 x 343 mm) | JUNIOR PAGE | 2/3 TAB PAGE | 1/2 PAGE (horiz) |
| Non-bleed: 9.5 x 12 in (241 x 305 mm) | 7 x 10 in (178 x 254 mm) | 6 x 12 in (152 x 305 mm) | 9.5 x 6 in (241 x 152 mm) |
| 1/2 PAGE (vert) | 2/3 Junior page | 1/3 PAGE | 1/3 PAGE |
| 4.5 x 12 in (114 x 305 mm) | 4.5 x 10 in (114 x 254 mm) | 3.5 x 10 in (89 x 254 mm) | 7 x 5 in (178 x 127 mm) |
| 1/3 PAGE | 1/3 PAGE | 1/3 PAGE | 1/5 PAGE |
| 4.5 x 7.5 in (114 x 191 mm) | 6 x 6 in (152 x 152 mm) | 3 x 12 in (76 x 305 mm) | 4.5 x 5 in (114 x 127 mm) 2.25 x 10 in (57 x 254 mm) |
| 1/6 PAGE | 1/6 PAGE | 1/12 PAGE | |
| 7 x 2.5 in (178 x 64 mm) 3 x 6 in (76 x 152 mm) | 3.5 x 5 in (89 x 127 mm) 6 x 3 in (152 x 76 mm) | 9 | |

Commission & Closing Dates

Agency Commission - 15%

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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 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.

Classified Advertising

Rates For "For Sale", "Products & Services" and all other classified advertisements are non commissionable single insertion per column inch - \$143 net (each column is 3 in/76.2 mm wide) 3 or more insertions - \$112 net

Production 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, Photo-shop, 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, proprietary 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 no 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.

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Classified Ad Sales

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IMPACT SYSTEM™
Interactive Media Performance and Campaign Tracking

**Take control of your
electronic marketing**



Track your banner ad
exposure in real time,
with an easy interface

Access a complete
report of your Eblast
message's success.

Impressions
Clicks
Click Through Rate
Unique IPs

Browsers
Platforms
Desktop / Mobile
Countries

Total Emails Sent
Opened Emails
Links Clicked