

Marine

News

Offshore
Inland
Coastal
Patrol



2012 Editorial Calendar and Advertising Information



Focused, quality editorial led by editor Joseph Keefe

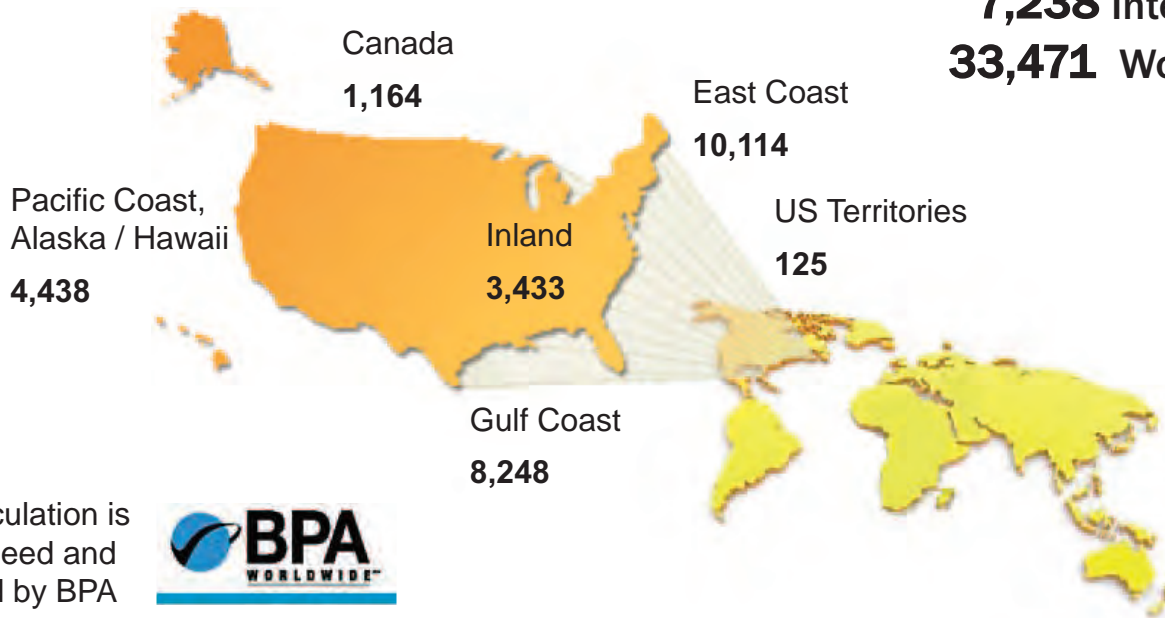
Mr. Keefe has spent more than thirty years in a variety of roles within the maritime industry, including 14 years of journalism experience. He has made contributions on a wide variety of energy and marine transportation subjects, at sea and ashore.

A graduate of the Massachusetts Maritime Academy, Keefe is also a licensed mariner and a recognized authority on marine risk management, especially in the fields of petroleum loss control and ship inspection. Notably, he previously served as the Appointed Nautical Inspector for the Bahamas Maritime Authority in the Western US Gulf.

The largest shallow-draft and workboat circulation: **26,233 USA**

7,238 International

33,471 Worldwide

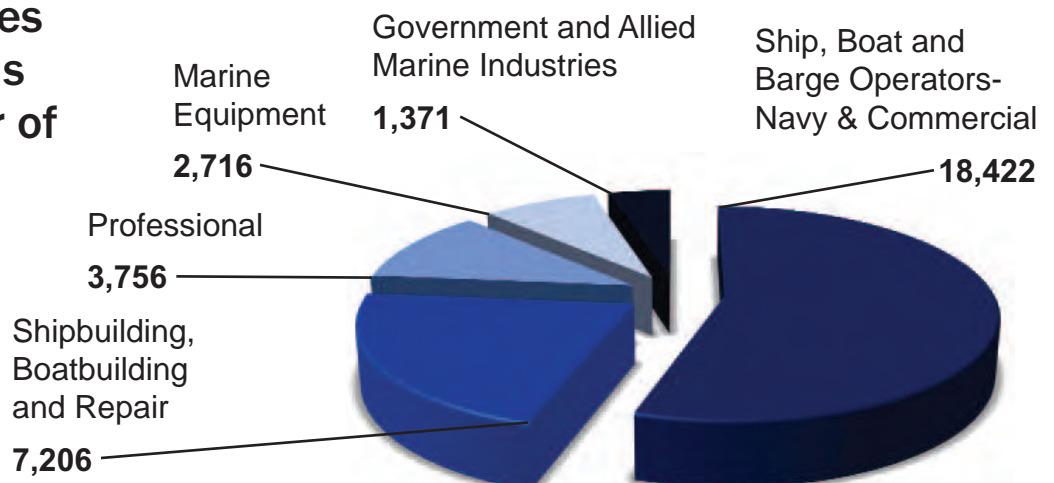


Our circulation is guaranteed and verified by BPA



MarineNews reaches qualified individuals across every sector of marine business

Our circulation is 100% requested by individuals identified by name, title and function





January

Vessel Construction & Repair

Market: Passenger Vessel & Ferries
Technical: Military Small Craft / Patrol Ops
Product: Fire & Safety

Ad Closing: December 22

February

Inland Bulk Transportation

Market: Software for the Inland Operator
Technical: Salvage & Recovery
Product: Marine Electronics Buyer's Guide

Ad Closing: January 26

March

Training & Education

Market: U.S. Navy- Small Craft Solutions
Technical: Water Tech & Treatment
Product: Coatings & Corrosion Control
Regional Focus: East Coast USA

Ad Closing: February 23

Bonus Distribution:

ASNE Day Feb 10-11
Mississippi Valley Trade Feb 15-17

Bonus Distribution:

CMA Mar.21-23

April

Offshore Service Operators

Market: Oil Spill Response & Recovery
Technical: Sattelite Communication for Workboats
Product: Propulsion Buyer's Guide

Ad Closing: March 22

May

Combat Craft Annual

Market: USCG: Credentialing & Regulatory
Technical: Pumps, Pipes & Valves
Product: Small Craft Propulsion
Regional Focus: International

Ad Closing: April 26

June

Dredging & Marine Construction

Market: Shortsea Shipping / America's Marine Highway
Technical: Dynamic Positioning & Thrusters
Product: Newbuild & Repair Shipyards

Ad Closing: May 24

Bonus Distribution:

American Waterways Apr 17-20
OTC 2012 Apr 30 - May 3
Clean Pacific/Gulf May 15-17

Bonus Distribution:

MACC June 14-16
Seawork June 15-18

July

Propulsion Technology

Market: Training & Education
Technical: Fleet Management & Operations Software
Product: Winches & Ropes

Ad Closing: June 28

August

Salvage & Recovery

Market: Special Purpose Vessels
Technical: New & Emerging Technologies
Product: Marine Fuels, Lubricants & Additives

Ad Closing: July 26

September

Environment: Stewardship & Compliance

Market: Regulatory Compliance Equip & Tech
Technical: New Regs for Inland Vessels
Product: Welding, Cutting & Machine Tools
Regional Focus: U.S. West Coast

Ad Closing: August 23

Bonus Distribution:

American Waterways Oct 10-12

October

Year in Review & Leadership

Market: Workboat Designers
Technical: Deck Machinery & Cargo Handling Equipment
Product: CAD/CAM

Ad Closing: Sept 20

November

Workboat Annual

Market: USCG Maritime Security Workboats
Technical: (OSV) Technology
Product: Diesel Engine Technical Guide
Regional Focus: Gulf Coast

Ad Closing: Oct 25

December

Innovative Products & Boats of 2012

Market: Arctic Ops & Challenges for Small Boats
Technical: Marine Coatings
Product: Training & Education Facilities

Ad Closing: Nov 22

Bonus Distribution:

SNAME Nov 16-18
USCG Innovations Oct TBA

Bonus Distribution:

Intl. Workboat Dec 5-7

Bonus Distribution:

Gulf Inland Assoc. Council TBA



B/W Rates:	1X	4X	7X	12X
Full page	\$3,514	3,258	2,815	2,477
2/3 page	2,988	2,689	2,394	2,106
1/2 page (island)	2,981	2,565	2,282	2,009
1/2 page	2,686	2,417	2,151	1,893
1/3 page	1,840	1,656	1,474	1,297
1/4 page (horiz)	1,474	1,327	1,180	1,039
1/6 page	1,075	1,023	861	758

All display rates are listed at gross cost

Color Charges:

Standard 4A Red, Green, Orange, Yellow: per color	\$472
Matched color, per page, per color extra	590
4-color process per page: (1/3 page or smaller)	814
4-color process per page: (1/2 page or larger)	1,134

Covers:

2nd Cover	\$5,513	*includes 4-color, bleed and special position
3rd Cover	5,282	Special Position: *15% of earned rate
4th Cover	5,892	

Cost Per Thousand

	1X	4X	7X	12X
Full page price	\$105.30	\$97.38	\$84.14	\$74.03

All circulation calculated using June 2011 BPA statement

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/mn_2012_prodre req.pdf

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

Commission & Closing

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. Ad material to be "pubset" should be submitted 30 days before the first day of the publication month.

FULL PAGE

Bleed:
8.625 x 11.125 "
(219 x 283 mm)
Trim:
8.375 x 10.875
(213 x 276 mm)

FULL PAGE

Non-bleed:
7 x 10 in
(178 x 254 mm)

2/3 PAGE

4.5 x 10 in
(114 x 254 mm)

1/2 PAGE (island)

4.5 x 7.5 in
(114 x 191 mm)

1/2 PAGE (horiz)

7 x 4.875 in
(178 x 126 mm)

1/2 PAGE (vert)

3.375 x 10 in
(87 x 254 mm)

1/3 PAGE (horiz)

4.5 x 4.25 in
(114 x 108 mm)

1/3 PAGE (vert)

2.25 x 10 in
(57 x 254 mm)

1/4 PAGE (horiz)

7 x 2.375 in
(178 x 62 mm)

1/4 PAGE (vert)

3.375 x 4.875 in
(87 x 126 mm)

1/6 PAGE (horiz)

4.56 x 2.31 in
(116 x 59 mm)

1/6 PAGE (vert)

2.18 x 4.88 in
(56 x 123 mm)

Classified Ads

Rates For "For Sale", "Products & Services" and all other classified advertisements are non commissionable single insertion per column inch - \$102 net (each column is 2.125 in/ 54 mm wide) 3 or more insertions - \$89 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.

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



Offices and Advertising Contacts



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