

## 2019 Editorial Content

Ballast Water Management

Business Development

Commodities • Dredging

Fleets • Interviews • Legislation

Season Review *International, interlake and port-by-port coverage of the 2018 season*

Security • Shipbuilding & Ship Repair

Towing & Barging • Trade Patterns

Training & Recruitment

*Editorial subject to change without notice based upon current events.*

## Coming this Summer

**TRAINING & RECRUITMENT:** A layered look at the needs and best practices in recruiting the region's next generation of merchant mariners.

**BUSINESS DEVELOPMENT:** A detailed look at efforts to double regional maritime trade.

**COMMODITIES:** This section will detail a process to solidify crude oil and its potential impact on the Great Lakes/St. Lawrence Seaway system.

**TECHNOLOGY:** Regional advancements in smart shipping and how the commercial shipping industry may look in the decades to come with autonomous ships, buoys and more.

**ALSO IN THIS ISSUE:** Interviews; Guest Editorials; Editorial Advisory Board; Dateline; Ports; Fleets; Legends; Maritime Photography; Lighthouses; Meet the Fleet; Meet the Crew.

**Advocating for the system.** *Great Lakes/Seaway Review* was founded 50 years ago with the belief that an industry trade magazine can educate, market and even advocate on behalf of the Great Lakes/St. Lawrence Seaway system. Our purpose has always been to advance commercial shipping in the system. We offer well-researched, relevant, factual information to our stakeholders, elected officials and decision-makers.

**Binational coverage.** *Great Lakes/Seaway Review* provides binational coverage in each issue to:

- Represent the industry with one voice
- Provide thoughtful analysis
- Encourage collaboration on issues involving the entire system

**A quality environment.** The editorial excellence and high design and production standards of *Great Lakes/Seaway Review* guarantees your advertisement is placed in a quality environment which enhances your visibility and outreach.

**Ads mixed with editorial.** We place advertising next to closest relevant editorial material—and we place it throughout the magazine. You'll never find your insertion lost in consecutive pages of advertising.

## THREE EDITIONS » ONE PRICE



PRINT

DIGITAL

MOBILE

OVER **68,795** DIGITAL VIEWS/YR



*Geographic distribution of digital views. Each pin represents a state, province or country.*

Our global distribution increases your advertising outreach and promotes the Great Lakes/St. Lawrence Seaway system throughout the United States, Canada and world-wide.

For one low price your advertisement appears  
in **PRINT, DIGITAL** and **MOBILE**

**ADVERTISING RATES** Effective January 1, 2019

All positions full-color at no additional cost.  
Premier positions only at four-time frequency.

SIZE	FREQUENCY		
	1T	2T	4T
<b>PREMIER POSITIONS</b>			
Back Cover	\$ 4,250	\$ 4,250	\$ 4,250
Inside Back Cover	3,995	3,995	3,995
Inside Front Cover	3,995	3,995	3,995
Page One Premier Position	3,995	3,995	3,995
Page Two Premier Position	3,995	3,995	3,995
Last Page Premier Position	3,995	3,995	3,995
Centerspread Premier Position	4,995	4,550	4,325
Full Page Business Feature	2,950	2,650	2,525
Half Page Business Feature	1,575	1,450	1,375

**RUN OF PUBLICATION**

Full Page	2,895	2,595	2,475
Two-thirds Page	1,795	1,625	1,575
One-half Page Island	1,825	1,650	1,565
One-half Page	1,455	1,315	1,250
One-third Page	895	825	775
One-quarter Page	725	665	645
One-sixth Page	485	445	425
Business Card	340	310	290

**DIGITAL ENHANCEMENTS**

Direct link to your website from your ad	50	50	50
Video or slideshow on your business	350	350	350

Premier Positions 4T placement only. Payable in U.S. Funds.

**INSERTS & SPECIAL SUPPLEMENTS** Rates and specifications upon request.

**ISSUANCE AND CLOSING DATES** Published quarterly.

**MISCELLANEOUS** Established 1970, Subscription price: Print - \$32.00 per year in USA. Digital - \$20.00 per year. Print & Digital subscription \$38.00 in USA. Mobile - \$2.99 per issue available at the iTunes store. Add \$15.00 postage for foreign subscriptions. SRDS Classifications 84, 115C, 148. ISSN 0037-0487.



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**MECHANICAL REQUIREMENTS**

FOUR-COLOR, R.O.P. (OFFSET)

SIZE OF MATERIAL	INCHES		CENTIMETERS	
	WIDTH	HEIGHT	WIDTH	HEIGHT
Centerspread (image area)	15¾	9½	40.0	24.1
Bleed Both Pages	17¼	11¼	43.8	28.6
trimming to*	17	11	43.2	27.9
Full Page (image area)	7½	10	19.1	25.4
Bleed Page	8¾	11¼	22.2	28.6
trimming to*	8½	11	21.5	27.9
2/3 Page (vertical)	4⅝	10	11.7	25.4
1/2 Page (horizontal)	7	4⅞	17.8	12.4
1/2 Page (vertical)	3⅞	10	8.6	25.4
1/2 Page (island)	4⅝	7½	11.7	19.1
1/3 Page (vertical)	2¼	10	5.7	25.4
1/3 Page (square)	4⅝	4⅞	11.7	12.4
1/4 Page (vertical)	3⅞	4⅞	8.6	12.4
1/6 Page (vertical)	2¼	4⅞	5.7	12.4
Business Card	3½	2⅝	8.9	5.9

\*On bleed pages, keep all live matter 3/8" (.9525 cm) from trim on all sides. Require 3/16" (.47625 cm) bleed on all sides. Bleed refers to printing that goes beyond the edge of the sheet before trimming. If you want your copy to print to the edge of the page, bleed is required.

**ELECTRONIC FILES**

We are Mac-based and prefer ads distilled as PDF files using press optimized settings with all fonts embedded. We also accept Adobe InDesign, jpg and eps files. Adobe InDesign files must be submitted with all supporting files, including fonts. EPS files should have fonts converted to outlines and placed images embedded. Minimum resolution of 300 dpi is required. We recommend jpg files with type be created at 600 dpi resolution.

Ads not supplied electronically will be rebuilt and a production fee charged. We do not accept Word, Powerpoint or Publisher files. Files supplied in Word, Powerpoint or Publisher will be distilled as a PDF or recreated and a production charge will be incurred.

Video - Accepted file formats: avi, mov, mpeg, wmv. Aspect ratio: Video shot in Standard 4:3. Recommended video resolution: 640 x 480 or higher.

Client takes full responsibility for the accuracy of supplied files. We do not assume responsibility for reproduction quality of electronically submitted photography or advertisements. We reserve the right to return advertisements not supplied to our requirements.

We do not accept files uploaded to file-sharing sites such as Dropbox, We Transfer or Google Drive. Please upload your file at [www.greatlakes-seawayreview.com](http://www.greatlakes-seawayreview.com) (up to 200 Mb).

**RESERVE YOUR SPACE TODAY BY RETURNING THIS FORM**

NAME \_\_\_\_\_

FIRM \_\_\_\_\_

MAILING ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

STATE/PROVINCE \_\_\_\_\_ ZIP/POSTAL CODE \_\_\_\_\_

TELEPHONE \_\_\_\_\_

FAX \_\_\_\_\_

EMAIL \_\_\_\_\_

WEBSITE \_\_\_\_\_

SIGNED \_\_\_\_\_ DATE \_\_\_\_\_

Please insert our advertisement in  
**Great Lakes/Seaway Review**

- Please repeat the advertisement you have on file.
- Our advertisement is attached.
- We will send a new advertisement under separate cover.
- Prepare an advertisement based on the attached material. I understand there will be a charge for production services. \_\_\_\_\_ SIZE
- Include a direct link to my website from my advertisement.
- Include a video or slideshow on my business.
- I need more information.

**Great Lakes/Seaway Review**

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