

Advertising Rate Card #49 Editorial Calendar 2010



February / March

Ports & Services (N.A. West Coast) • Carriers & Trade - Asia (India, China, Japan, Korea, Viet Nam) • Cargo (Containerized) • Logistics (Ocean Carriers) • Equipment (RTG Cranes) • Intermodalism • Washington Report • Guest Editorial

April

NCBFAA Annual Convention (National Customs Brokers & Forwarders Association of America) • Ro/Ro Carriers Review • Ports & Services (Ro/Ro Ports) • Carriers & Trade - Africa (South, East, West, North) • Cargo (Ro/Ro) • Logistics (Forwarders, Customs Brokers) • Equipment (Tractors), (Chassis) & (Ro/Ro) • Intermodalism • Washington Report • Guest Editorial

May

Short Sea Shipping • Ports & Services (Great Lakes) (Inland River & Waterways) (Canadian) • Carriers & Trade - Oceania (Indonesia, Philippines, South Pacific, Australia, New Zealand) • Cargo (Bulk) • Logistics (Rail) • Equipment (Bulk Cargo Handling) & (Scales) • Intermodalism • Washington Report • Guest Editorial

June

CLIA "cruise3sixty" Conference (Cruise Lines International Association) • Ports & Services (N.A. North Atlantic) (Cruise Ports) • Carriers & Trade - Europe (UK, Continent, Scandinavia, Baltic's) • Logistics (Trucking & Warehousing) • Equipment (Fork Lift Trucks) • Intermodalism • Washington Report • Guest Editorial

July / August

2010 World Ports Directory • State of Stevedoring & Terminal Operations • Cargo (HazMat) & (Break Bulk) • Equipment (Dockside Container Cranes) & (Spreaders) • Intermodalism • Washington Report • Guest Editorial

September

AAPA Annual Convention (American Association of Port Authorities) • NAFTA Annual Conference (National Association of Foreign Trade Zones) • 2010 Industry Equipment & Services Directory • Technology (Ports & Terminals) • Intermodalism • Washington Report • Guest Editorial

October / November

Ports & Services (U.S. South Atlantic) • Carriers & Trade - Mediterranean - Middle East (Israel, Iraq, etc.) • Cargo (Perishable) & (Reefer) • Logistics (3PLs, 4PLs) • Equipment (Straddle Carriers) & (Specialty Equipment) • Intermodalism • Washington Report • Guest Editorial

December / January

Ports & Services (U.S. Gulf) • Carriers & Trade - Caribbean - Central America - South America (East, West) • Cargo (Steel) & (Project) • Equipment (Reach Stackers) & (Heavy Lift) • Intermodalism • Washington Report • Guest Editorial

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General Advertising Rates (b&w)

Space	1X	3X	5X	8X
1 Full Page	\$3000	\$2800	\$2700	\$2500
2/3 Page	2800	2600	2400	2200
1/2 Page (island)	2300	2200	2000	1900
1/2 Page	2100	1950	1800	1700
1/3 Page	1600	1500	1350	1200
1/4 Page	1250	1150	1000	900
1/6 Page	950	900	800	750
1/8 Page	700	650	550	500

BONUS: Advertisers' websites are linked with www.wwship.com FREE of charge.

Covers (B&W)

Front cover	\$5000
Second cover	\$4500
Third cover	\$3900
Fourth cover	\$4200

Color

AAAA red, blue, green, yellow & orange per page	\$600
Matched colors per page	\$700
Metallic inks per page	\$800
4-color process per page	\$1100
4-color process per spread	\$1350

Inserts

Black-and-white space rates apply. Back-up charge, folding charge: Prices available on request.

Closing & Issuance Dates:

Published 8 times a year. February/March • April • May • June • July/August • September • October/November • December/January

Cancellations:

Not accepted 15 days preceeding month of publication.

Commission & Cash Discount

A. Agency commission 15 percent
B. Payment terms from date of invoice in United States exchange. Terms are net 30 days.

Offset Printing

Acceptable: Negatives, emulsion side down, right reading; scotch prints; mechanicals; 120-150 line screen; DPI 300, electronic data files preferred.

Advertising copy set by publisher will be billed at cost.

Binding Method

Saddle stitched.

Mechanical Requirements

Size	Width	Depth	Width	Depth
1 page	7	x 10		
2/3 page	4 5/8	x 10		
1/2 (island)	4 5/8	x 6 1/2		
1/2 page	3 5/8	x 10	or 2 1/4	x 6 1/2
1/2 page	3 3/8	x 10	or 7	x 4 7/8
1/3 page	2 1/4	x 10	or 4 5/8	x 4 7/8
1/4 page	3 3/8	x 4 7/8	or 7	x 2 3/8
1/6 page	2 1/4	x 4 7/8	or 4 5/8	x 2 3/8
1/8 page	2 1/4	x 3 3/4		
Front Cover	7	x 7		
2 page spread	15	x 10		

Inserts & Bleed Requirements

	Bleed	Trim
1 page	8 1/2 x 11 1/8	8 3/8 x 10 7/8
2 page spread		
(or 4 page insert)	17 x 11 1/8	16 3/4 x 10 7/8
Front Cover	8 3/8 x 8 1/2	8 1/8 x 8

Caution: Keep live matter 1/4 inch away from trim and at least 1/4 inch away from gutter.

Contracts:

Advertising will be billed at rates shown. Should more or fewer insertions be used within 12 months, rebates or short rates will be made at the end of contract period.

Circulation:

International. 9,500 printed copies per issue, 24,700 pass-along (@2.6) readers per issue.

Advertising Department:

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