

# 2023 Print Advertising Rates



pacmar.com

Photo: Saildrone

## Per Insertion

### Display Ads (4-Color)

1x

3x

6x

\*\*\*Black & white rates available upon request

Full Page	\$2,902	\$2,808	\$2,595
2-Page Spread	\$4,644	\$4,490	\$4,140
2/3 Page	\$2,361	\$2,239	\$2,052
1/2 Page	\$2,145	\$2,099	\$1,956
1/3 page	\$1,691	\$1,654	\$1,540
1/4 page	\$1,540	\$1,483	\$1,342
1/5 page	\$1,436	\$1,394	\$1,321
1/6 page	\$1,418	\$1,388	\$1,306
Outside Back	\$3,768	\$3,622	\$3,455
Inside Front	\$3,644	\$3,478	\$3,243
Inside Back	\$3,502	\$3,433	\$3,148

### Pro Pages

BW

2-Color

4-Color

6x contract only

4.5 x 2	\$1,624	\$ 2,187	\$2,320
4.5 x 1	\$947	\$1,516	\$1,642
2.1875 x 1	\$570	\$1,128	\$1,262

### Other Charges

ANNUAL EDITION: Add 15% to 1x, 3x, 6x frequency rate. For the 7x rate, waive the 15%.

SPECIAL POSITION: Earned rate plus 15%.

AD DESIGN & PRODUCTION: \$100 – includes three revisions. Additional charges will apply thereafter at \$155 per hour.

INSERTS ACCEPTED: Rates furnished upon request. 15% discount for digital ready art when paid in full within 30 days of invoice. No discount on past due accounts. 1.5% per month finance charge on past due accounts.

#### Advertising Manager

Katie Higgins  
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#### Advertising Sales

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# 2023 Print Advertising Specifications



pacmar.com

Photo: Ely Stringer

<p><b>Full Page (Bleed)</b> 8.625" x 11.125" (Trim) 8.375" x 10.875"</p> <p><b>Full Page (No Bleed)</b> 7.25" x 9.75"</p>	<p><b>2/3 Page Vertical</b> 4.5" x 9.75"</p>	<p><b>Island 1/2 Page</b> 4.5" x 7"</p>	<p><b>1/2 Page</b> 7" x 4.875"</p>
<p><b>1/3 Page Vertical</b> 2.1875" x 9.75"</p> <p><b>1/3 Page Square</b> 4.5" x 4.875"</p>	<p><b>1/4 Page Vertical</b> 3.375" x 4.875"</p>	<p><b>1/4 Page Horizontal</b> 4.5" x 3.5"</p>	<p><b>1/5 Page Horizontal</b> 4.5" x 2.875"</p>

## PAGE UNIT

(by inches)	Width	Depth
Full Page (trim)	8.375"	10.875"
(live area)	7.25"	9.75"
(bleed)	8.625"	11.125"
Full Page (non-bleed)	7.25"	9.75"
Spread (trim)	16.75"	10.875"
(live area)	15.5"	9.75"
(bleed)	17"	11.125"
2/3 Page	4.5"	9.75"
Island 1/2 Page	4.5"	7"
1/2 Page	7"	4.875"
1/3 Page Square	4.5"	4.875"
1/3 Page Vertical	2.1875"	9.75"
1/4 Page Horizontal	4.5"	3.5"
1/4 Page Vertical	3.375"	4.875"
1/5 Page	4.5"	2.875"

• Unlisted sizes accepted. Please call.

## MAGAZINE TRIM SIZE

8.375" x 10.875" (add .25" for bleed)

## PRINTING SPECIFICATIONS

*Pacific Maritime Magazine* is printed on an offset press using a computer-to-plate production method. Paper is 67.6# coated stock using 150 line screen.

## IMAGE/RESOLUTION REQUIREMENTS

All color images must be converted to CMYK. Scanned images should be 266-300 dpi at actual size of reproduction. Photos downloaded from web pages that have been saved at a low resolution (72-100 dpi) will not print clearly.

GRAPHIC FORMATS ACCEPTED: HIGH RESOLUTION PDF, JPG

SOFTWARE PROGRAMS NOT ACCEPTED

We cannot accept digital ads created in Microsoft Publisher, Microsoft PowerPoint or Microsoft Word.

## E-MAILING FILES

Files of 10MB and smaller can be e-mailed to: Katie Higgins at [katie@maritimepublishing.com](mailto:katie@maritimepublishing.com). For files larger than 10MB please call for more information: 206-914-4248 (mobile).