

2024 Print Advertising Rates

Per Insertion

Display Ads (4-Color)

1x

3x

6x

***Black & white rates available upon request

| | | | |
|---------------|----------|----------|----------|
| Full Page | \$ 3,192 | \$3,088 | \$ 2,854 |
| 2-Page Spread | \$ 5,108 | \$4,939 | \$ 4,554 |
| 2/3 Page | \$ 2,597 | \$2,462 | \$ 2,257 |
| 1/2 Page | \$ 2,359 | \$2,308 | \$ 2,151 |
| 1/3 page | \$ 1,860 | \$ 1,819 | \$ 1,694 |
| 1/4 page | \$ 1,694 | \$ 1,631 | \$ 1,476 |
| 1/5 page | \$ 1,579 | \$ 1,533 | \$ 1,453 |
| 1/6 page | \$ 1,559 | \$ 1,526 | \$ 1,436 |
| Outside Back | \$ 4,144 | \$3,984 | \$ 3,800 |
| Inside Front | \$4,008 | \$3,825 | \$ 3,567 |
| Inside Back | \$3,852 | \$ 3,776 | \$ 3,462 |

Pro Pages

BW

2-Color

4-Color

6x contract only

| | | | |
|------------|----------|----------|----------|
| 4.5 x 2 | \$ 1,786 | \$ 2,405 | \$ 2,552 |
| 4.5 x 1 | \$ 1,041 | \$ 1,667 | \$ 1,806 |
| 2.1875 x 1 | \$ 627 | \$ 1,240 | \$ 388 |

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 Sales

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Advertising Sales

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2024 Print Advertising Specifications



Full Page
(Bleed)
8.625" x 11.125"
(Trim)
8.375" x 10.875"

Full Page
(No Bleed)
7.25" x 9.75"

2/3 Page
Vertical
4.5" x
9.75"

Island 1/2 Page
4.5" x 7"

1/2 Page
7" x 4.875"

1/3 Page
Vertical
2.1875" x
9.75"

1/3 Page
Square
4.5" x
4.875"

1/4 Page Vertical
3.375" x 4.875"

1/4 Page Horizontal
4.5" x 3.5"

1/5 Page Horizontal
4.5" x 2.875"

| 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 | | |
| 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. For files larger than 10MB please call for more information: 206-914-4248 (mobile).