

MARINE EQUIPMENT DIRECTORY

+ SHIPBUILDERS AND REPAIR FACILITIES

A Resource for Locating Suppliers and Services

Online support by www.marinetrac.com

AD UNITS – Marine Equipment Directory

Full page (Bleed)
8.75 x 11.25 inches
—
222 x 286 millimeters

Full page (Non bleed)
7 x 10 inches
—
178 x 254 millimeters

Half page Horizontal
7 x 4.875 inches
—
178 x 124 millimeters

Half page Vertical
3.375 x 9.875 inches
—
86 x 250 millimeters

1/4 page Horizontal
7 x 2.375 inches
—
178 x 60 millimeters

1/4 page Vertical
3.375 x 4.875 inches
—
86 x 124 millimeters

1/8 page Horizontal
3.375 x 2.375 inches
—
86 x 60 millimeters

1/8 page Vertical
1.625 x 4.875 inches
—
42 x 124 millimeters

- Full Page**
- Black and White.....\$1500.
 - 1 Extra color + \$240.....\$1740.
 - 4 color process+ \$720.....\$2220.

- Free to Full page advertisers:**
- Full Banner Ads – size: 468 x 60 pixels on the marinetrac website monthly for **12 months** commencing within 30 days of receiving ad material.
 - Company Details – **Enhanced Listings with up to 45 product categories**
 - Logo with Company Details

- Half Page**
- Black and White.....\$975.
 - 1 Extra color + \$120.....\$1095.
 - 4 color process+ \$360.....\$1335.

- Free to Half page advertisers:**
- Full Banner Ads – size: 468 x 60 pixels on the marinetrac website monthly for **9 months** commencing within 30 days of receiving ad material.
 - Company Details – **Enhanced Listings with up to 45 product categories**
 - Logo with Company Details

- 1/4 Page**
- Black and White.....\$675.
 - 1 Extra color + \$60.....\$735.
 - 4 color process+ \$180.....\$855.

- Free to 1/4 page advertisers:**
- Half Banner Ads – size: 234 x 60 pixels on the marinetrac website monthly for **6 months** commencing within 30 days of receiving ad material.
 - Company Details – **Enhanced Listings with up to 45 product categories**
 - Logo with Company Details

- 1/8 Page**
- Black and White.....\$395.
 - 1 Extra color + \$30.....\$425.
 - 4 color process+ \$90.....\$485.

- Free to 1/8 page advertisers:**
- Half Banner Ads – size: 234 x 60 pixels on the marinetrac website monthly for **3 months** commencing within 30 days of receiving ad material.
 - Company Details – **Enhanced Listings with up to 45 product categories**
 - Logo with Company Details

BANNER AD UNITS on www.marinetrac.com

Preferred file format: .JPEG or .TIF

- **336 x 280 pixels** (width x depth)
– *Square*
\$650. for 12 consecutive monthly insertions
Unit rate: \$60. per month for less than 12 insertions.
Minimum 6 consecutive months.
- **234 x 60 pixels** (width x depth)
– *Half Banner*
\$435. for 12 consecutive monthly insertions
Unit rate: \$40. per month for less than 12 insertions.
Minimum 6 consecutive months.
- **468 x 60 pixels** (width x depth)
– *Full Banner*
\$540. for 12 consecutive monthly insertions
Unit rate: \$50. per month for less than 12 insertions.
Minimum 6 consecutive months.
- **120 x 60 pixels** (width x depth)
– *Button*
\$330. for 12 consecutive monthly insertions
Unit rate: \$30. per month for less than 12 insertions.
Minimum 6 consecutive months.

Ad placement and digital files are accepted by e-mail, FTP site upload, CD-Rom or USB drive.

E-mail: info@marinetrac.com

The deadline for Web banner ads is the 20th of the month for the ad to appear in the following month.

Deadline for Marine Equipment Directory 2017-2018 edition is June 30, 2017.

Publication date: July 30, 2017

Published in the USA by Anchor Publications Inc.

COVER POSITIONS (Full pages only)

- Cover 2..... \$3000
- Cover 3..... \$3000
- Cover 4 (outside back cover)..... \$4000

Costs include 4 color and bleed

PRODUCTON DETAILS

Please provide press ready high resolution, 300dpi pdf or tiff files. Convert RGB, PMS or Spot colors to CMYK values. **Ad material prepared by Publisher is subject to charges.**

Special Positions – 15% extra on space and color

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