

Mechanical Specs

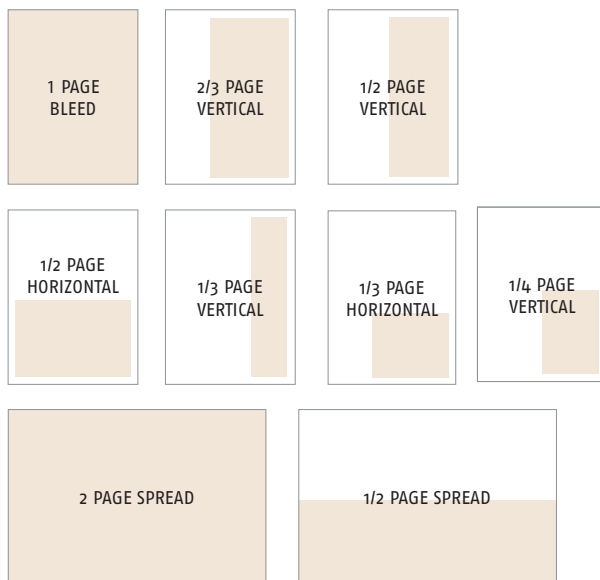
SPACE UNIT	WIDTH (in.)	DEPTH (in.)
Full Page (bleed)	8 3/8	11 1/8
2/3 Page	4 1/2	10
1/2 Page (horizontal)	7	4 7/8
1/2 Page (vertical)	3 3/8	10
1/3 Page	2 1/8	10
1/4 Page	3 3/8	4 7/8
2 Page Spread (bleed)	16 1/4	11 1/8
1/2 Page Spread (bleed)	16 1/4	4 7/8

FILE FORMATS:

- Preferred format: PDF/X-1A
- All fonts and images must be embedded.
 - All elements must be CMYK.
 - Black text should be built with black only.

LIVE MATTER REQUIREMENTS:

- Trim size: 8 1/8 x 10 7/8
 Bleed size: 8 3/8 x 11 1/8
- All non-bleeds ads should be built to 100% of the non-bleed specs.
 - All bleed ads – Material not intended to bleed should be kept 1/8-inch from gutter and 1/4-inch from trim.



SEND MATERIALS TO:

advertising@sname.org

Rates

For Unparalleled Quality and Value, Choose (mt).

With (mt), you access qualified readers in the industry's most authoritative, high-quality quarterly publication with competitive rates.

COLOR RATES	1X	4X	6X
Full Page	\$2,300	\$2,050	\$1,980
2/3 Page	\$1,600	\$1,525	\$1,470
1/2 Page (vertical)	\$1,330	\$1,250	\$1,200
1/2 Page (horizontal)	\$1,330	\$1,250	\$1,200
1/3 Page	\$960	\$940	\$900
1/4 Page	\$800	\$750	\$710
2 Page Spread	\$3,300	\$3,170	\$3,040
1/2 Page Spread	\$1,800	\$1,730	\$1,670

COVERS	1X	4X	6X
Inside Front Cover	\$2,760	\$2,610	\$2,510
Inside Back Cover	\$2,660	\$2,510	\$2,410
Outside Back Cover	\$2,760	\$2,610	\$2,510

Covers are non-cancelable and cover rates include color.

INSERTS:

Contact publisher for pricing

SPECIAL POSITION:

Available at 10% above space rate

Online Rates & Specs

The Legacy is Online.

Relaunched in 2009, sname.org is the "go to" site for information for all sectors of the maritime industry. An ad on our site will get you in front of hundreds of decision makers daily.

POSITION (from top of column to bottom)	RATE PER QUARTER	1X
First	\$1,500	
Second	\$1,200	
Third	\$1,050	
Fourth	\$900	
Enewsletter (30 day run)		\$1,500

SPACE UNIT	WIDTH (px)	DEPTH (px)
Left Column	170	90
Bottom Banner	700	60

Files should be provided in GIF or JPEG format at 72 dpi at the dimensions specified above.
Animated and/or Flash files are not accepted.

All Enewsletter banner ads and SNAME website ads
should be **300 ppi wide and 100 ppi tall**

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