

# MARINE ELECTRONICS JOURNAL



Rate Card #50, Effective January 1, 2012



FOR NMEA MEMBERS ONLY

## DISPLAY ADVERTISING RATES (NET)

<u>Black &amp; White</u>	<u>1x</u>	<u>3x</u>	<u>6x</u>
Full page	\$2,290	\$2,135	\$1,980
2/3 page	1,820	1,705	1,570
1/2 page isl.	1,640	1,500	1,400
1/2 page	1,410	1,290	1,185
1/3 page	1,100	1,015	935
1/4 page	895	805	755
1/6 page	560	515	480
<u>4-Color</u>	<u>1x</u>	<u>3x</u>	<u>6x</u>
Spread	\$4,830	\$4,627	\$4,410
Full page	3,220	3,085	2,940
2/3 page	2,815	2,695	2,585
1/2 page isl.	2,630	2,525	2,420
1/2 page	2,435	2,330	2,240
1/3 page	2,165	2,085	2,015
1/4 page	1,660	1,570	1,500
<u>2-color</u>	<u>1x</u>	<u>3x</u>	<u>6x</u>
Full page	\$2,840	\$2,655	\$2,505
2/3 page	2,375	2,240	2,115
1/2 page isl.	2,185	2,060	1,960
1/2 page	1,970	1,855	1,770
1/3 page	1,680	1,600	1,515
1/4 page	1,250	1,165	1,110
<u>Covers</u>	<u>1x</u>	<u>3x</u>	<u>6x</u>
Cover II	\$3,690	\$3,395	\$3,145
Cover III	3,220	3,085	2,940
Cover IV	3,845	3,540	3,270

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**BUYERS' GUIDE, CONSUMER EDITION RATES:** Rates for the July/August *MEJ* Buyers' Guide, Consumer Edition issue are 25% higher than the standard rates (shown above) based on the fact that the *MEJ* Buyers' Guide, Consumer Edition receives 75% higher circulation compared to our normal issues. Please see our statement of Circulation and Distribution below.

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**RATES:** Above rates based on number of insertions, regardless of size, used within 12 months from first insertion.

### DISTRIBUTOR ADVERTISING

The July/August Buyers' Guide is a consumer edition of the *Marine Electronics Journal*. Distributor advertising is not accepted in this issue because such advertising would be mis-targeted for distributors and inappropriate for consumers. Distributor advertising is accepted in all other issues of the *Marine Electronics Journal*.

### 2012 DEADLINES FOR SPACE RESERVATION

January/February—Nov. 2, 2011; March/April—Jan. 2; May/June—March 1; July/August—May 1; September/October—July 2; and November/December—Sept. 3.

**AGENCY COMMISSION:** All rates are NET. Agency commissions are not offered.

**INSERTS AND GATEFOLDS:** Rates on request.

**PMS COLOR:** Additional \$50 over 2-color rate.

**SPECIAL POSITION:** Advertisements published on a specific page requested by the advertiser will be charged a position fee that is 5% of the net cost of the advertisement.

#### **CIRCULATION AND DISTRIBUTION**

*Marine Electronics Journal* has a combined paid and controlled circulation of 6,000 copies. Readers include members of the National Marine Electronics Association (NMEA). Reader categories include the following: marine electronics sales and service dealers; marine electronics manufacturers; commercial ship and workboat owners and operators; pilots; naval architects; marine engineers; shipbuilding and repair yards; federal, state, and local governments and agencies; and international organizations.

The July/August MEJ Buyers' Guide, Consumer Edition issue only is circulated to 10,500, including all dealers and their best customers and prospects who own and operate boats in the range of 40' LOA or longer. Advertisers receive the benefit of 75% higher circulation in the *MEJ Buyers' Guide, Consumer Edition*, which has a 12-month shelf life.

#### **MECHANICAL REQUIREMENTS**

##### **A. Advertisement dimensions**

<u>Size of Material</u>	<u>Width</u>	<u>Length</u>
Trim Size	8 1/2"	11"
Full-page bleed	8 3/4"	11 1/4"
2-page spread	17"	11"
Full page	7 1/2"	10"
2/3 page (vertical)	4 7/8"	10"
1/2 page (horizontal)	7 1/2"	4 7/8"
1/2 page (island)	4 7/8"	7 1/2"
1/2 page (vertical)	3 5/8 "	10"
1/3 page (vertical)	2 5/16"	10"
1/3 page (horizontal)	7 1/2	3 21/40
1/3 page (square)	4 7/8"	4 7/8"
1/4 page (vertical)	3 5/8"	4 7/8"
1/6 page (vertical)	2 5/16"	4 7/8"

**B. Binding:** Saddle-stitched.

**C. Furnished inserts and gatefolds:** Mechanical requirements available on request.

**D. Submission Guidelines:** *see separate sheet titled "Marine Electronics Journal Guidelines for Submitting Materials."*

**E. Production Services:** Production services on ads may be provided for a fee. Please contact *MEJ* for more information.

##### **F. Send all ad materials to:**

Bruce Cole *or*

Leslie Curtis

bcole@mcnabbmarketing.com

lcurtis@mcnabbmarketing.com

*Marine Electronics Journal*

34 Spruce St.

Rockport, ME 04856 USA

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