



Logos and banner ads on the *Marine Electronics Journal* website

www.MarineElectronicsJournal.com

(1) Logo details

- *MEJ* advertisers may run a free color logo with their listing on the *MEJ* website.
- CMET dealers may run a free color logo with their listing on the *MEJ* website as a benefit of their NMEA CMET membership.
- NMEA dealer members pay \$59 per year for placement of a color logo on the *MEJ* website.
- Non-advertising NMEA manufacturer members pay \$79 per year for a full color logo with their listing on the *MEJ* website.
- Non-member, non-advertising manufacturers pay \$359 per year for a full color logo with their listing on the *MEJ* website.

(2) Banner ads in product categories for Manufacturers

- The annual fee for one banner ad in one product category on the *MEJ* website is: \$150 for NMEA member manufacturers and \$350 for non-members.
- Manufacturers who advertise in the *Marine Electronics Journal* may qualify for free banner ads. Based on advertising in the previous calendar year, manufacturers that advertise will receive at no charge:
 - 1 free banner ad placed on a product category page for each page of advertising (for example, six 1/3 page ads would qualify a manufacturer for 2 free banner ads).**

Please note: Banner ads may only run in categories in which the manufacturer has a qualified product. Also, advertisers cannot have more than one outstanding invoice.

(3) Special Logo Introductory Offer

- All logos are free to qualified NMEA members until **December 31, 2007**, after which the above rates apply.

SPECIFICATIONS FOR LOGOS AND BANNERS ON www.MarineElectronicsJournal.com

LOGOS

Format: non-animating GIF or JPEG
Resolution: 72 DPI
Dimensions: No wider than 300 pixels and no taller than 150 pixels
Maximum file size: 10k

BANNERS

Format: non-animating GIF or JPEG
Resolution: 72 DPI
Dimensions: Horizontal 234 x 60 pixels
Maximum file size: 10k

Emailed submissions should be sent to: Bruce Cole, bcole@mcnabbmarketing.com

For questions, please contact:

Bruce Cole
Marine Electronics Journal
34 Spruce St.
Rockport, ME 04856 USA

Tel: (207) 230-0554
Fax: (207) 236-0369
Email: bcole@mcnabbmarketing.com