

MARINE ELECTRONICS JOURNAL

Rate Card #42, Effective January 1, 2008
FOR NMEA MEMBERS ONLY

DISPLAY ADVERTISING RATES (NET)

| <u>Unit (B/W)</u> | <u>1x</u> | <u>3x</u> | <u>6x</u> |
|-------------------|-----------|-----------|-----------|
| Full page | \$2,180 | \$2,035 | \$1,885 |
| 2/3 page | 1,735 | 1,625 | 1,495 |
| 1/2 page isl. | 1,560 | 1,430 | 1,335 |
| 1/2 page | 1,345 | 1,230 | 1,130 |
| 1/3 page | 1,050 | 965 | 890 |
| 1/4 page | 850 | 765 | 720 |
| 1/6 page | 535 | 490 | 455 |
| | | | |
| <u>4-Color</u> | <u>1x</u> | <u>3x</u> | <u>6x</u> |
| 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 | \$2,705 | \$2,530 | \$2,385 |
| 2/3 page | 2,260 | 2,135 | 2,015 |
| 1/2 page isl. | 2,080 | 1,960 | 1,865 |
| 1/2 page | 1,875 | 1,765 | 1,685 |
| 1/3 page | 1,600 | 1,525 | 1,445 |
| 1/4 page | 1,190 | 1,110 | 1,055 |
| | | | |
| <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 |

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

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

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.

2008 DEADLINES: The following are deadlines for space reservations:

January/February—Nov. 2, 2007; March/April—Jan. 4; May/June—March 3; July/August—May 2; September/October—July 5; and November/December—Sept. 5.

CIRCULATION AND DISTRIBUTION

Marine Electronics Journal has a combined paid and controlled circulation of 6,500 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 issue only is circulated to 13,000 including all dealers and their best customers and prospects who own and operate boats in the range of 40' LOA on up. Advertisers receive the benefits of double the circulation in a *MEJ Buyers' Guide* with long 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" |
| 1/3 page (vertical) | 2 5/16" | 10" |
| 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. Mailing instructions: Send all materials to

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