

MARINE ELECTRONICS JOURNAL



Rate Card #46, Effective January 1, 2010
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, 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 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.

DISTRIBUTOR ADVERTISING

The July/August Buyers' Guide is a consumer edition of the *Marine Electronics Journal*. Because it is a consumer edition, distributor advertising is not accepted in this issue as 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*.

2010 DEADLINES FOR SPACE RESERVATION:

January/February—Nov. 3, 2009; March/April—Jan. 4; May/June—March 2; July/August—May 3; September/October—July 1; and November/December—Sept. 2.

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 12,000, 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 benefit of double the circulation in the *MEJ Buyers' Guide, Consumer Edition*, which has a 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. Send all ad materials to:

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

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