



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

[www.MarineElectronicsJournal.com](http://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 NMEA manufacturer members          \$350 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:

**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.*

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### LOGO SPECS

**Format:** non-animated GIF or JPEG  
**Resolution:** 72 DPI  
**Dimensions:** 300 pixels W (max.) x 150 pixels H  
**Maximum file size:** 10k

### BANNERS SPECS

**Format:** non-animated GIF or JPEG  
**Resolution:** 72 DPI  
**Dimensions:** 234 pixels W x 60 pixels H  
**Maximum file size:** 10k