

YOUR ADVERTISING ADVANTAGE

Great Lakes/Seaway Review reaches the people who design, build, own, operate and buy for the U.S. and Canadian Great Lakes and inland waterways fleets. **The people** who make decisions on how, when and where to ship bulk and general cargoes by water from the U.S. and Canadian midcontinent to the markets of the world. **The opinion leaders** and lawmakers who formulate the policies which guide the transportation industry.

The entire industry! This is an audience whose buying and decision-making influence extends across the entire maritime transportation industry—from naval architects to corporate presidents to major shippers to the highest halls of government.

A quality environment. The editorial excellence and high production standards of *Great Lakes/Seaway Review* guarantees your advertisement an environment which enhances your identification and outreach.

Readers say *Great Lakes/Seaway Review* is as beautiful as it is important—enhancing your advertisement by the company it keeps.

Ads mixed with editorial. We place advertising next to closest relevant editorial material—and we place it throughout the book. You'll never find your insertion lost in the middle of 20 consecutive pages of advertising.

GREAT LAKES SEAWAY REVIEW

The international transportation magazine of Midcontinent North America

(800) 491-1760

www.greatlakes-seawayreview.com

harbor@harborhouse.com

Please turn over for rates and specifications ►



2012 PLANNING CALENDAR

**VOLUME 40 NUMBER 3
JANUARY-MARCH, 2012**

Deadline: January 25

JANUARY-MARCH

Volume 40 Number 3

Economic Development/
Ports
System's Economic
Impact
Trade Patterns
Propulsion
Legislative Outlook

APRIL-JUNE

Volume 40 Number 4

Season Review:
International,
interlake and
port-by-port
coverage summarizing
the 2011 season
Passenger Cruising
Ferries
Dredging

JULY-SEPTEMBER

Volume 41 Number 1

Iron Ore/Steel
Barging & Towing
Training &
Recruitment

OCTOBER-DECEMBER

Volume 41 Number 2

Shipbuilding &
Ship Repair
Ballast Water
Management
Technology

COMING THIS WINTER



SHIPBUILDING/SHIP REPAIR: An in-depth report showcasing progress and infrastructure changes at the system's shipyards, as well as results from a study on revitalizing the U.S.-flag fleet.

COMMODITIES: An analysis of trade patterns for coal, including a look at how Ontario's stance to eliminate coal-fired electricity production is impacting coal movement throughout the system.

BALLAST WATER MANAGEMENT: A detailed look at the U.S. Environmental Protection Agency's 2011 proposed issuance of the first national Vessel General Permit and how it's expected to impact vessel traffic.

DREDGING: A report on how beneficial reuse of dredged material is growing in importance, including some of the approaches being used and why this approach is crucial in light of changing federal and state regulations.

PROPULSION: A look at the potential of using LNG to fuel system vessels.

ALSO IN THIS ISSUE: Guest Editorial; Shipyard Activity Report; Seaway Administrator's Outlook; Naval Architecture & Marine Engineering; Dateline; Interviews; Great Laker.

BONUS DISTRIBUTION: Mari-Tech 2012, Windsor Marine Night, Green Tech 2012, U.S. Great Lakes Shipping Association Spring Meeting, Great Lakes & St. Lawrence Cities Initiative TRB 2012 Joint Meeting, 19th Annual Lighthouse Festival, Port Huron Marine Mart, International Joint Conference.



Editorial subject to change without notice.

Rates, specs and insertion order on the reverse side.

ADVERTISING RATES Effective January 1, 2012

All positions full-color at no additional cost.
Premier positions run at four-time frequency.
NO RATE INCREASE FOR 2012.

SIZE	FREQUENCY		
	1x	2x	4x
PREMIER POSITIONS			
Back Cover	4,250	4,250	4,250
Inside Back Cover	3,995	3,995	3,995
Inside Front Cover	3,995	3,995	3,995
Page One Premier Position	3,995	3,995	3,995
Page Two Premier Position	3,995	3,995	3,995
Centerspread Premier Position	4,995	4,550	4,325
Full Page Business Feature	2,950	2,650	2,525
Half Page Business Feature	1,575	1,450	1,375
RUN OF PUBLICATION			
Full Page	2,895	2,595	2,475
Two-thirds Page	1,795	1,625	1,575
One-half Page Island	1,675	1,515	1,425
One-half Page	1,455	1,315	1,250
One-third Page	895	825	775
One-quarter Page	715	655	635
One-sixth Page	475	435	415
Business Card	335	305	285

DIGITAL ENHANCEMENTS	
Direct link to your website	50
Video on your business in digital magazine	495
Add a QR Code to your advertisement	50

Payable in U.S. Funds. Premier Positions 4T placement only.

INSERTS & SPECIAL SUPPLEMENTS Rates and specifications upon request.

ISSUANCE AND CLOSING DATES Published quarterly in March, June, September and December.

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MECHANICAL REQUIREMENTS

FOUR-COLOR, R.O.P. (OFFSET)

SIZE OF MATERIAL	INCHES		CENTIMETERS	
	WIDTH	DEPTH	WIDTH	DEPTH
Centerspread (image area)	15 3/4	9 1/2	40.0	24.1
Bleed Both Pages	17 1/4	11 1/4	43.8	28.6
trimming to*	17	11	43.2	27.9
Full Page (image area)	7 1/2	10	19.1	25.4
Bleed Page	8 3/4	11 1/4	22.2	28.6
trimming to*	8 1/2	11	21.5	27.9
2/3 Page (vertical)	4 3/4	10	11.7	25.4
1/2 Page (horizontal)	7	4 3/4	17.8	12.4
1/2 Page (vertical)	3 3/4	10	8.6	25.4
1/2 Page (island)	4 3/4	7 1/2	11.7	19.1
1/3 Page (vertical)	2 3/4	10	5.7	25.4
1/3 Page (square)	4 3/4	4 3/4	11.7	12.4
1/4 Page (vertical)	3 3/4	4 3/4	8.6	12.4
1/6 Page (vertical)	2 3/4	4 3/4	5.7	12.4
Business Card	3 1/2	2 3/16	8.9	5.9

*On bleed pages, keep all live matter 3/8" (.9525 cm) from trim on all sides. Require 3/16" (.47625 cm) bleed on all sides.

ELECTRONIC FILES

We are Mac-based and prefer ads distilled as PDF files using press optimized settings with all fonts embedded. We also accept QuarkXpress, tif, jpg and eps files. QuarkXpress files must be submitted with all supporting files, including fonts. We recommend tif and jpg files with type be created at 600 dpi resolution. EPS files should have fonts converted to outlines. Minimum resolution of 300 dpi is required.

We print direct to plate. Ads not supplied electronically will be rebuilt and a production charge required. We do not accept coupon advertising. We do not accept Word, Powerpoint or Publisher files. Files supplied in Word, Powerpoint or Publisher will be distilled as a PDF or recreated and a production charge will be incurred.

Video - Accepted file formats: avi, mov, mpeg, wmv. Aspect ratio: Video shot in Standard 4:3. Recommended video resolution: 640 x 480 or higher. Duration: 30 seconds. Rate for video enhancement remains the same for client-supplied video to our specifications.

Client takes full responsibility for the accuracy of files supplied. We do not assume responsibility for reproduction quality of electronically submitted photography, video or advertisements. We reserve the right to return advertisements or video not supplied to our requirements.

We accept DVD, CD or flash drive media. Print media must include a color proof and software information. You may also upload your file to our FTP site at www.greatlakes-seawayreview.com (limit 75 Mb).

If you require your advertisement for use in another publication or a copy of your video, there will be a fee charged.

Reserve your space today by returning this form

Please insert our advertisement in **Great Lakes/Seaway Review**

- Please repeat the advertisement you have on file.
- Our advertisement is attached.
- We will send a new advertisement under separate cover.
- Prepare an advertisement based on the attached material. I understand there will be a charge for production services. _____ SIZE
- Include a direct link from the digital magazine to my website.
- Include a video on my business in the digital magazine.
- Include a QR Code in my advertisement.
- I need more information.
- Please send invoice upon publication.
- Check enclosed with order for 2% prepayment discount.

Great Lakes/Seaway Review

221 Water Street
Boyer City, Michigan 49712 USA
(800) 491-1760 • FAX: (866) 906-3392

www.greatlakes-seawayreview.com • harbor@harborhouse.com



NAME _____

FIRM _____

MAILING ADDRESS _____

CITY _____

STATE/PROVINCE _____ ZIP/POSTAL CODE _____

TELEPHONE _____

FAX _____

EMAIL _____ WEB _____

SIGNED _____ DATE _____