

## 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](http://www.greatlakes-seawayreview.com)**

**[harbor@harborhouse.com](mailto:harbor@harborhouse.com)**

Please turn over for rates and specifications ►

### 2010 PLANNING CALENDAR

**VOLUME 39 NUMBER 1  
JULY-SEPTEMBER, 2010**

*Deadline: July 15*

#### JANUARY-MARCH, 2010

*Volume 38 Number 3*

Economic Development/Ports  
Trade Patterns

Propulsion

*Deadline: January 8*

#### APRIL-JUNE, 2010

*Volume 38 Number 4*

Season Review: International,  
interlake and port-by-port  
coverage summarizing the  
2009 season

Dredging

*Deadline: April 16*

#### JULY-SEPTEMBER, 2010

*Volume 39 Number 1*

Iron Ore/Steel

Barging & Towing

Training & Recruitment

*Deadline: July 15*

#### OCTOBER-DECEMBER, 2010

*Volume 39 Number 2*

Shipbuilding & Ship Repair

Ballast Water Management

Seaway Trade Mission

*Deadline: September 10*

## COMING THIS FALL



**Dredging:** A detailed review of the growing need for beneficial reuse of dredged material, including the Duluth Mine Reclamation Project and a summary of the U.S. Army Corps of Engineers' newly-released five-year dredged material reuse plan.

**Commodities:** A look at the iron ore ventures which are currently re-emerging, including potential steelmaking, increased production at the Mesabi Iron Range and the status of a magnetation project, all of which were slowed or stalled during the recent economic downturn.

**Training & Recruitment:** The use of internship programs to draw young talent into the commercial shipping industry will be explored. Coverage will include statistics on the demand and supply for crew and how training centers are preparing the next generation of merchant mariners.

**Towing & Barging:** A system-wide report on conversions, new tugs and barges, as well as new technologies being used to create greater efficiencies.

**Offshore Drilling:** An account of current and planned drilling in the Great Lakes. We will also discuss how the oil spill in the Gulf of Mexico has become a local issue.

**Green Marine:** An analysis of an independent inspection conducted on Green Marine members and how the year-two results compare with year-one.

**Great Lakes Restoration Initiative:** Detail on the proposals of four industry-related finalists in the bid for funding from the Great Lakes Restoration Initiative. We will also look at how year-two funding will open with another Request for Proposals.

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

**BONUS DISTRIBUTION:** Great Lakes Maritime Research Institute Fall Meeting, SNAME Annual Meeting & Expo, Marine Mart.

Editorial subject to change without notice.

**Rates, specs and insertion order on the reverse side.**

## ADVERTISING RATES

Effective January 1, 2010

All positions full-color at no additional cost.  
Premier positions run at four-time frequency.

SIZE	FREQUENCY		
	1T	2T	4T
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
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
DIRECT LINK TO YOUR WEBSITE		50	
30-SECOND VIDEO IN DIGITAL MAGAZINE		495	
BLEED, POSITION		ten percent	
METALLIC INK		595	

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.

**MISCELLANEOUS** Established 1970, Subscription price: \$32.00 per year in U.S.A., Add \$15.00 postage for foreign subscriptions. SRDS Classifications 84, 115C, 148. ISSN 0037-0487.



**Terms:** Billed upon publication. Net 10 days. Payable to Harbor House Publishers, Inc. Two percent (2%) discount for payment at time of order. 1.5 percent finance charge on accounts aged over 30 days. 15 percent commission to recognized AAAA agencies. No agency commissions on invoices aged beyond 60 days. Payment can also be made by Visa, MasterCard or American Express.

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## MECHANICAL REQUIREMENTS

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

SIZE OF MATERIAL	INCHES		CENTIMETERS	
	WIDTH	DEPTH	WIDTH	DEPTH
Centerspread (image area)	15½	9½	40.0	24.1
Bleed Both Pages trimming to*	17	11	43.2	27.9
Full Page (image area)	7½	9½	18.4	24.1
Bleed Page trimming to*	8½	11	21.5	27.9
2/3 Page (vertical)	4%	10	11.7	25.4
1/2 Page (horizontal)	7	4½	17.8	12.4
1/2 Page (vertical)	3%	10	8.6	25.4
1/2 Page (island)	4%	7½	11.7	19.1
1/3 Page (vertical)	2½	10	5.7	25.4
1/3 Page (square)	4%	4½	11.7	12.4
1/4 Page (vertical)	3%	4½	8.6	12.4
1/6 Page (vertical)	2½	4½	5.7	12.4
Business Card	3½	2½	8.9	5.1

\*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](http://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.

If you require your advertisement for use in another publication, there will be a fee charged, based upon the time involved.

# 2010 RATES & SPECIFICATIONS

## RESERVE YOUR SPACE TODAY BY RETURNING THIS FORM

NAME \_\_\_\_\_

FIRM \_\_\_\_\_

MAILING ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

STATE \_\_\_\_\_ ZIP \_\_\_\_\_

TELEPHONE \_\_\_\_\_

FAX \_\_\_\_\_

EMAIL \_\_\_\_\_ WEB \_\_\_\_\_

SIGNED \_\_\_\_\_ DATE \_\_\_\_\_

Please insert our advertisement **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 link to my website.
- I will submit a 30-second video to include in the digital magazine.
- I need more information.
- Please send invoice upon publication.
- Check enclosed with order for 2% prepayment discount.

### Great Lakes/Seaway Review

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