

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 a quality 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 ►

2010 PLANNING CALENDAR

**VOLUME 38 NUMBER 3
JANUARY-MARCH, 2010**

Deadline: JANUARY 8

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
Passenger Cruising
Ferries
Dredging
Deadline: March 12

JULY-SEPTEMBER, 2010

Volume 39 Number 1

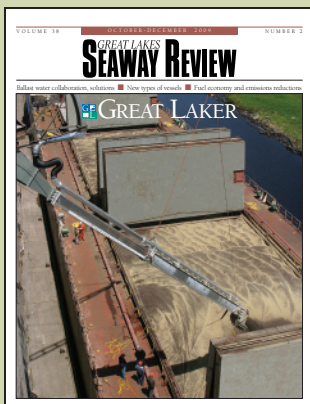
Iron Ore/Steel
Barging & Towing
Training & Recruitment
Deadline: June 12

OCTOBER-DECEMBER, 2010

Volume 39 Number 2

Shipbuilding & Ship Repair
Ballast Water Management
Seaway Trade Mission
Deadline: September 10

COMING THIS WINTER



TECHNOLOGY: New technology applications by the Great Lakes shipping industry are increasing efficiency, decreasing environmental impact and improving crew and cargo safety. Advancements in both infrastructure and cutting edge ship-board improvements are reviewed in this detailed report.

EVOLVING TRADE PATTERNS: Trade pattern change is accelerating. Currently the CN is improving their E-W line out of Thunder Bay, the Panama Canal expansion is underway, and ports on the East and West Coast experience periodic congestion. These and other external forces will affect future Great Lakes trade patterns, which we will examine in detail.

PORT DEVELOPMENT PANEL: Great Lakes Governors and Premiers discuss how ports aid economic development, gentrification and the key role of public-private partnerships.

BALLAST WATER MANAGEMENT: Ballast water treatment systems are beginning to achieve technical certifications. In addition to explaining the approvals, this coverage will describe each technology and whether they have been tested in fresh-water.

IRON ORE: Iron ore expert Professor Peter Kakela provides observations on the chaotic state of the industry and describes the role "junior mines" will play in the future.

GREAT LAKES RESTORATION INITIATIVE: \$455 million is budgeted for Great Lakes Restoration and the commercial shipping industry will benefit. The U.S. EPA is reviewing initial project proposals. We will discuss the process and the proposals.

SMALL PORTS: Small ports add up to big tonnage in the Great Lakes/St. Lawrence Seaway System. Now these ports are uniting to create a more influential voice. For the first time, we will present these small ports and the role they play in the system.

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

BONUS DISTRIBUTION: International Shipmasters Convention; SNAME Great Lakes & Great Rivers Regional Meeting; Industry Day at Great Lakes Maritime Academy. Great Lakes Day, Washington, D.C.

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
BLEED, POSITION	ten percent		
METALLIC INK	add \$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: \$30.00 per year in U.S.A., Add \$15.00 postage for foreign subscriptions. SRDS Classifications 84, 115C, 148. ISSN 0037-0487.



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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*	17¼	11¼	43.8	28.6
Full Page (image area)	7¼	9½	18.4	24.1
Bleed Page trimming to*	8¾	11	22.2	28.6
2/3 Page (vertical)	4¾	10	11.7	25.4
1/2 Page (horizontal)	7	4¾	17.8	12.4
1/2 Page (vertical)	3¾	10	8.6	25.4
1/2 Page (island)	4¾	7½	11.7	19.1
1/3 Page (vertical)	2¾	10	5.7	25.4
1/3 Page (square)	4¾	4¾	11.7	12.4
1/4 Page (vertical)	3¾	4¾	8.6	12.4
1/6 Page (vertical)	2¾	4¾	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 prepared in QuarkXpress, collected with all supporting fonts and graphics. We will accept PDF files distilled as press optimized with all fonts embedded. We also accept tiff, jpeg and eps files. We recommend tiff and jpeg files with type be created at 600 dpi resolution. EPS files should have fonts converted to outlines. Minimum resolution of 300 dpi is required. Images designed for the web are done at a low screen resolution of 72 dpi. Print images need to be created at 300 dpi or there will be a substantial drop in image quality.

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

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

We accept DVD or CD media. A color proof must accompany media with software information. You may also upload your file (not to exceed 75 MB) to our FTP site at www.greatlakes-seawayreview.com

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

- 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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