

GREAT LAKES SEAWAY REVIEW

The international maritime magazine of the Great Lakes/St. Lawrence Seaway system

VOLUME 49 NUMBER 1
July-September 2020

TWO EDITIONS
ONE PRICE

MORE THAN
68,795
DIGITAL VIEWS
PER YEAR



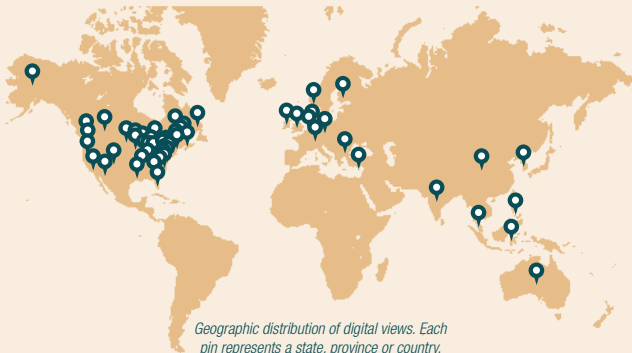
PRINT



DIGITAL



Our global distribution increases your outreach and promotes the Great Lakes/St. Lawrence Seaway system throughout the United States, Canada and world-wide.



Geographic distribution of digital views. Each pin represents a state, province or country.

2020 Editorial Content

- Ballast Water Management
- Business Development
- Commodities • Dredging
- Fleets • Interviews • Legislation
- Season Review • Security
- Shipbuilding & Ship Repair
- Technology • Towing & Barging
- Trade Patterns • Training & Recruitment

Editorial subject to change without notice based upon current events.

Coming this Fall

ENVIRONMENT: Amid volatile weather patterns, this section will look at the Fourth Seacoast's overall resiliency and review needed modifications.

DREDGING: A detailed example of how can-do innovations are turning the constraints of limited CDF space into viable beneficial reuse programs.

LEADERSHIP: At the 100th Anniversary of ratification of U.S. women's right to vote, we examine how females are leading and influencing Great Lakes/Seaway shipping.

MEET THE FLEET: This two-part series showcases the crucial connection of two ships which carry goods to the system's freighters.

ALSO IN THIS ISSUE: Interviews; Guest Editorials; From the Advisory Board; Generations; Ports; Fleets; Maritime Photography; History; Meet the Fleet; Light-houses; Meet the Crew.

Advocating for the system. *Great Lakes/Seaway Review* was founded over 50 years ago with the belief that an industry trade magazine can educate, market and even advocate on behalf of the Great Lakes/St. Lawrence Seaway system. Our purpose has always been to advance commercial shipping in the system. We offer well-researched, relevant, factual information to our stakeholders, elected officials and decision-makers.

Bi-national coverage. *Great Lakes/Seaway Review* provides bi-national coverage in each issue to:

- Represent the industry with one voice
- Provide thoughtful analysis
- Encourage collaboration on issues involving the entire system

A quality environment. The editorial excellence and high design and production standards of *Great Lakes/Seaway Review* guarantees your advertisement is placed in a quality environment which enhances your visibility and outreach.

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

GREAT LAKES
SEAWAY REVIEW

(800) 491-1760 • harbor@harborhouse.com • www.greatlakes-seawayreview.com

Please turn over for rates and specifications

For one low price your advertisement appears in **PRINT** and **DIGITAL**

ADVERTISING RATES

Effective January 1, 2020

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

SIZE	FREQUENCY		
	1T	2T	4T
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
Last Page 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	1,825	1,650	1,565
One-half Page	1,455	1,315	1,250
One-third Page	895	825	775
One-quarter Page	725	665	645
One-sixth Page	485	445	425
Business Card	340	310	290

DIGITAL ENHANCEMENTS

Direct link to your website from your ad	50	50	50
Video or slideshow on your business	350	350	350

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

INSERTS & SPECIAL SUPPLEMENTS Rates and specifications upon request.

ISSUANCE AND CLOSING DATES Published quarterly.

MISCELLANEOUS Established 1970, Subscription price: Print - \$32.00 per year in USA. Digital - \$20.00 per year. Print & Digital subscription \$38.00 in USA. 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. We do not accept cash.

© 2020 Harbor House Publishers, All rights reserved.

MECHANICAL REQUIREMENTS

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

SIZE OF MATERIAL	INCHES		CENTIMETERS	
	WIDTH	HEIGHT	WIDTH	HEIGHT
Centerspread (image area)	15 $\frac{3}{4}$	9 $\frac{1}{2}$	40.0	24.1
Bleed Both Pages	17 $\frac{3}{4}$	11 $\frac{1}{4}$	43.8	28.6
trimming to*	17	11	43.2	27.9
Full Page (image area)	7 $\frac{1}{2}$	10	19.1	25.4
Bleed Page	8 $\frac{3}{4}$	11 $\frac{1}{4}$	22.2	28.6
trimming to*	8 $\frac{1}{2}$	11	21.5	27.9
2/3 Page (vertical)	4 $\frac{5}{8}$	10	11.7	25.4
1/2 Page (horizontal)	7	4 $\frac{7}{8}$	17.8	12.4
1/2 Page (vertical)	3 $\frac{3}{8}$	10	8.6	25.4
1/2 Page (island)	4 $\frac{5}{8}$	7 $\frac{1}{2}$	11.7	19.1
1/3 Page (vertical)	2 $\frac{1}{4}$	10	5.7	25.4
1/3 Page (square)	4 $\frac{5}{8}$	4 $\frac{7}{8}$	11.7	12.4
1/4 Page (vertical)	3 $\frac{3}{8}$	4 $\frac{7}{8}$	8.6	12.4
1/6 Page (vertical)	2 $\frac{1}{4}$	4 $\frac{7}{8}$	5.7	12.4
Business Card	3 $\frac{1}{2}$	2 $\frac{5}{16}$	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. Bleed refers to printing that goes beyond the edge of the sheet before trimming. If you want your copy to print to the edge of the page, bleed is required.

ELECTRONIC FILES

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

Ads not supplied electronically will be rebuilt and a production fee charged. 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.

Client takes full responsibility for the accuracy of supplied files. 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 do not accept files uploaded to file-sharing sites such as Dropbox, We Transfer or Google Drive. Please upload your file at www.greatlakes-seawayreview.com (up to 200 Mb).

RESERVE YOUR SPACE TODAY BY RETURNING THIS FORM

NAME _____

FIRM _____

MAILING ADDRESS _____

CITY _____

STATE/PROVINCE _____ ZIP/POSTAL CODE _____

TELEPHONE _____

FAX _____

EMAIL _____

WEBSITE _____

SIGNED _____ DATE _____

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 to my website from my advertisement.
- Include a video or slideshow on my business.
- I need more information.

Great Lakes/Seaway Review

221 Water Street, Boyne City, MI 49712 USA

(800) 491-1760 • FAX: (866) 906-3392

harbor@harborhouse.com

www.greatlakes-seawayreview.com