

THE OFFICIAL PUBLICATION OF THE MARYLAND PORT ADMINISTRATION

The Helen Delich Bentley Port of Baltimore



**REACH TOP MARITIME
INDUSTRY DECISION-MAKERS**
with *The Helen Delich Bentley
Port of Baltimore Magazine!*



Bi-Monthly Publication Schedule Means More Impact

- >>> Long shelf-life of two months for each issue
- >>> Greater exposure with more pass-along readers

More Issues Deliver More Industry News

- >>> Six issues are packed with timely information
- >>> Every issue includes must-read Port news, profiles and features

Plan a Full Year of Cost-Effective Advertising

- >>> Six issues deliver 12 months of high visibility and value
- >>> One ad buy targets key business owners, managers and executives

Circulation

- >>> 30,000 readers in the U.S. and more than 100 countries

Online

- >>> A digital edition of each issue of the magazine will be available through the Maryland Port Administration's website and at POBdirectory.com

SALES
LEADS
RATES
2011



2011 ADVERTISING RATES >>>

FOUR-COLOR	6X	3X	1X
Full Page	\$ 1,675	\$2,040	\$2,400
1/2 Page	\$ 880	\$1,200	\$ 1,500
1/3 Page	\$ 650	\$ 860	\$ 1,125
1/6 Page	\$ 465	\$ 545	\$ 625

BLACK & WHITE	6X	3X	1X
Full Page	\$ 1,150	\$ 1,415	\$ 1,675
1/2 Page	\$ 730	\$ 890	\$ 1,045
1/3 Page	\$ 495	\$ 625	\$ 780
1/6 Page	\$ 305	\$ 360	\$ 435

PREMIUM POSITIONS	6X	3X	1X
Cover IV (Back Cover)	\$ 2,275	\$ 2,695	\$ 3,145
Cover II (Inside Front Cover)	\$ 2,085	\$ 2,500	\$ 2,935
Cover III (Inside Back Cover)	\$ 1,850	\$ 2,275	\$ 2,725
Page One	\$ 1,850	\$ 2,275	\$ 2,725
Opposite Table of Contents	\$ 1,760	\$ 2,180	\$ 2,620

NEW FOR 2011 >>>

Live Web Link on Digital Edition

\$95 Per Issue

ADVERTISING DEADLINES >>>

ISSUES	SPACE RESERVATION/ NON-CAMERA-READY ART	CAMERA-READY ART
January/February 2011	11/24/10	12/1/10
March/April 2011	2/18/11	2/25/11
May/June 2011	4/8/11	4/15/11
July/August 2011	6/2/11	6/9/11
September/October 2011	7/27/11	8/3/11
November/December 2011	9/21/11	9/28/11

For Advertising Information,
Call Steve Lassiter, 443-909-7828

E-mail: steve.lassiter@mediatwo.com

Media Two, Inc. 1014 W. 36th Street | Baltimore, MD 21211

MECHANICAL SPECIFICATIONS

STANDARD AD SIZES	INCHES WIDE	INCHES DEEP
Full Page	7	10
1/2 Horizontal	7	4-7/8
1/2 Vertical	4-5/8	7-1/4
1/3 Square	4-5/8	4-7/8
1/6 Horizontal	4-5/8	2-1/4
1/6 Vertical	2-1/4	4-7/8
Cover IV (Back)	7-1/8	7-3/4
Full Page Bleed	8-3/8	11-1/8
Magazine Trim	8-1/8	10-7/8

ADVERTISING SPECIFICATIONS

- > Platform: Macintosh only.
- > Applications: Adobe Acrobat 9.0; Quark Xpress 6.5; Adobe Illustrator CS4; Adobe Photoshop CS4; Adobe InDesign CS4.
- > Ads may be submitted on CDs or uploaded to our FTP site (for instructions contact Chris Milton at 443-909-7832).
- > Must be 4-color process (no Pantone Process).
- > Files must be accompanied by: suitcase, printer and screen fonts; print-out of disk contents; composite and separation laser proofs; matchprint or Iris color proof. Graphic files should be CMYK tiff, eps, or PDF files (tiff files 300 dpi; Bitmap files 1200 dpi; eps files please convert type into paths or send fonts; PDFs must be optimized for CMYK print or press with fonts embedded and no RGB images placed).
- > Advertisers providing non-camera-ready materials should contact Steve Lassiter for production services and charges.

