



## 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 editions 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

Rates 2010

## 2010 ADVERTISING RATES

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

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

PREMIUM POSITIONS	6X	3X	1X
Cover IV	\$2,275	\$2,695	\$3,145
Cover II	\$2,085	\$2,500	\$2,935
Cover III	\$1,850	\$2,275	\$2,725
Page One	\$1,850	\$2,275	\$2,725
Opposite TOC	\$1,760	\$2,180	\$2,620

\* 15% discount to recognized advertising agencies providing camera-ready art.

## ADVERTISING DEADLINES

ISSUE	SPACE RESERVATION/ NON-CAMERA-READY ART	CAMERA-READY ART
January/February 2010	12/2/09	12/5/09
March/April 2010	2/10/10	2/17/10
May/June 2010	4/7/10	4/14/10
July/August 2010	6/2/10	6/9/10
September/October 2010	7/28/10	8/4/10
November/December 2010	9/22/10	9/29/10

## MECHANICAL SPECIFICATIONS

STANDARD AD SIZES	INCHES WIDE	INCHES DEEP
Full Page	7	10
1/2 Horizontal	7	4-7/8
1/2 Island	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 8.0; Quark Xpress 6.5; Adobe Illustrator CS3; Adobe Photoshop CS3; Adobe InDesign CS3.
- > 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 (note: if proof is not provided, a matchprint will be generated and \$50 billed to the advertiser). 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.

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

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