

Editorial Calendar for 2006



WWS/World Wide Shipping

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FEBRUARY-MARCH

West Coast Ports and Services • Pacific Rim Carriers & Trade • Perishable Cargo • Caribbean Carriers & Trade • Project Cargo • Bulk/Breakbulk Shipping • Financing • Intermodalism • Logistics • RTG Cranes • Washington Report • U.S. Customs • Guest Editorial

APRIL

Africa Trade & Carriers • Service Contracts • Short Sea Shipping • South America • Hazardous Materials • Intermodal Truckers/Railroads • Big Lift/Heavy Lift • Reach Stackers • Supply Chain Management • Washington Report • U.S. Customs • Guest Editorial

MAY

South Atlantic Ports & Services • Canadian Trade and Services • Cruise Industry • Foreign Trade Zones • Intermodalism • Straddle Carriers • Logistics • Washington Report • U.S. Customs • Guest Editorial

JUNE

North Atlantic Ports & Services • North Atlantic Carriers • European Trade • State of Stevedoring • Top Lifts • Bulk/Breakbulk • Intermodalism (Europe) • Port Development • Logistics • Washington Report • U.S. Customs • Guest Editorial

JULY-AUGUST

Annual International Ports Directory • Central America Trade • Central America Services • High-Tech Ocean Shipping • Intermodalism • Port Development • Lean Supply Chain • Washington Report • U.S. Customs • Guest Editorial

SEPTEMBER

AAPA Meeting • State of Port Equipment • Annual Equipment Directory • Ro/Ro Services • South America Trade • Bulk/Breakbulk • Steel Trade • Intermodalism • Automotive Logistics • Cycle Time Metrics • Washington Report • U.S. Customs • Guest Editorial

OCTOBER-NOVEMBER

State of Maritime Industry • Managing Hazardous Cargo • Mediterranean Trade & Carriers • Computer Technology • Bulk/Breakbulk • Financing • Fork Lift Trucks • Intermodalism • European Logistics • Washington Report • U.S. Customs • Guest Editorial

DECEMBER-JANUARY

U.S. Gulf Ports & Services • Antitrust Immunity • Middle East Trade and Services • Maritime Labor • Port Development, Port Security • Mobile Harbor Cranes • Caribbean Carriers • Export Insurance • Intermodalism • Logistics • Washington Report • U.S. Customs • Guest Editorial

General Advertising Rates (b&w)

Space	1X	3X	5X	8X
1 Full Page	\$2850	\$2625	\$2520	\$2310
2/3 Page	2520	2415	2310	2100
1/2 Page (island)	2100	2000	1900	1800
1/2 Page	1950	1835	1730	1625
1/3 Page	1500	1400	1250	1150
1/4 Page	1150	1050	950	850
1/6 Page	850	800	700	650
1/8 Page	650	600	500	450

Website Bonus: Advertisers' websites are linked with wwship.com **FREE** of charge.

Covers (B&W)

Front cover	\$4750
Second cover	\$4000
Third cover	\$3750
Fourth cover	\$4000

Color

AAAA red, blue, green, yellow & orange per page	\$550
Matched colors per page	\$650
Metallic inks per page	\$700
4-color process per page	\$975
4-color process per spread	\$1,250

Inserts

Black-and-white space rates apply. Back-up charge, folding charge: Prices available on request.

Closing & Issuance Dates:

Published 8 times a year. February/March • April • May • June • July/August • September • October/November • December/January

Cancellations:

Not accepted 15 days preceding month of publication.

Commission & Cash Discount

A. Agency commission 15 percent
 B. Payment terms from date of invoice in United States exchange. Terms are net 30 days.

Offset Printing

Acceptable: Negatives, emulsion side down, right reading; scotch prints; mechanicals; 120-150 line screen; DPI 300, electronic data files preferred. Advertising copy set by publisher will be billed at cost.

Binding Method

Saddle stitched.

Mechanical Requirements

Width	Depth	Width	Depth
1 page	7 x 10		
2/3 page	4 5/8 x 10		
1/2 (island)	4 5/8 x 6 1/2		
1/2 page	3 5/8 x 10	or 2 1/4 x 6 1/2	
1/2 page	3 3/8 x 10	or 7 x 4 7/8	
1/3 page	2 1/4 x 10	or 4 5/8 x 4 7/8	
1/4 page	3 3/8 x 4 7/8	or 7 x 2 3/8	
1/6 page	2 1/4 x 4 7/8	or 4 5/8 x 2 3/8	
1/8 page	2 1/4 x 3 3/4		
Front Cover	7 x 7		
2 page spread	15 x 10		

Inserts & Bleed Requirements

	Bleed	Trim
1 page	8 1/2 x 11 1/8	8 3/8 x 10 7/8
2 page spread (or 4 page insert)	17 x 11 1/8	16 3/4 x 10 7/8
Front Cover	8 3/8 x 8 1/2	8 1/8 x 8"

Caution: Keep live matter 1/4 inch away from trim and at least 1/4 inch away from gutter.

Contracts:

Advertising will be billed at rates shown. Should more or fewer insertions be used within 12 months, rebates or short rates will be made at the end of contract period.

Circulation:

International. 9,500 printed copies per issue, 24,700 pass-along (@2.6) readers per issue.

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