

# Advertising Rate Card #48

## Editorial Calendar 2009



### February / March

Ports & Services (N.A. West Coast) • Carriers & Trade - Asia (India, China) • Cargo (Perishable & Containerized) • Intermodalism (Asia) • Logistics (Trucking & Warehousing) • Equipment (RTG Cranes & Ro/Ro) • Washington Report • Guest Editorial

### April

Ports & Services (Canadian) • Carriers & Trade - Africa (South, East) • Carriers & Trade - South America (East, West) • Ports & Services (Ro/Ro) • Cargo (HazMat & Bulk) • Technology (Shipping, RFID) • Intermodalism (Europe) • Logistics (NCBFAA Forwarders, Customs Brokers) • Equipment (Reach Stackers & Heavy Lift) • Washington Report • Guest Editorial

### May

Ports & Services (N.A. Great Lakes) • Carriers & Trade - Oceania (Indonesia, Philippines, South Pacific) • Cargo (Steel & Project) • Ports & Services (Break Bulk) • Intermodalism (North America) • Equipment (Straddle Carriers & Specialty Equipment) • Technology (Port Development) • Logistics (Ocean Carriers) • Washington Report • Guest Editorial

### June

Ports & Services (N.A. North Atlantic) • Carriers & Trade - Europe (UK, Continent) • Carriers & Trade - Africa (West, North) • Cargo (Reefer) • Ports & Services (Bulk) • Equipment (Spreaders, Scales) • Intermodalism (Trucking, Rail) • Logistics (3PLs, 4PLs) • Security (Hardware) • Washington Report • Guest Editorial

### July / August

Annual World Ports Directory • Carriers & Trade - Asia (Japan, Korea, Viet Nam) • Intermodalism (Asia) • Cargo (Ro/Ro) • State of Stevedoring & Terminal Operations • Security (Ports & Terminals) • Equipment (Tractors, Chassis & Bulk Cargo) • Logistics (Trucking & Warehousing) • Washington Report • Guest Editorial

### September

Industry Equipment & Services Directory • AAPA Annual Convention (American Association of Port Authorities) • Carriers & Trade - Central America • Carriers & Trade - Europe (Scandinavia, Baltic's) • Ports & Services (Inland River & Waterways) • Ports & Services (Cruise) • Intermodalism (Europe) • Logistics (Forwarders, Customs Brokers) • Security (Services) • Washington Report • Guest Editorial

### October / November

Ports & Services (U.S. South Atlantic) • Carriers & Trade - Oceania (Australia, New Zealand) • Carriers & Trade -Mediterranean • NAFTA Conference (Foreign-Trade Zones) • Technology (Terminal Operations) • Technology (Data) • Equipment (Fork Lift Trucks) • Intermodalism (North America) • Logistics (Ocean Carriers) • Washington Report • Guest Editorial

### December / January

Ports & Services (U.S. Gulf) • Carriers & Trade - Caribbean • Carriers & Trade - Middle East (Israel, Iraq, etc.) • Short Sea Shipping • Technology (Port Development) • Equipment (Dockside Container Cranes) • Cargo (Break Bulk) • Intermodalism (Trucking, Rail) • Logistics (3PLs, 4PLs) • Washington Report • Guest Editorial

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### General Advertising Rates (b&w)

Space	1X	3X	5X	8X
1 Full Page	\$3000	\$2800	\$2700	\$2500
2/3 Page	2800	2600	2400	2200
1/2 Page (island)	2300	2200	2000	1900
1/2 Page	2100	1950	1800	1700
1/3 Page	1600	1500	1350	1200
1/4 Page	1250	1150	1000	900
1/6 Page	950	900	800	750
1/8 Page	700	650	550	500

**BONUS:** Advertisers' websites are linked with [www.wwship.com](http://www.wwship.com) **FREE** of charge.

### Covers (B&W)

Front cover	\$5000
Second cover	\$4500
Third cover	\$3900
Fourth cover	\$4200

### Color

AAAA red, blue, green, yellow & orange per page	\$600
Matched colors per page	\$700
Metallic inks per page	\$800
4-color process per page	\$1100
4-color process per spread	\$1350

### 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

Size	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.

### Advertising Department:

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