

Marine

Yellow Pages



2012 Media Kit

Alaska/West Coast ■ Gulf States ■ Atlantic States

www.marineyellowpages.com

Delivering Your Message To Marine Professionals

Circulation Approximately **50,000** copies of the **Marine Yellow Pages** are distributed nationally each year to key decision makers in the commercial marine industry. There are three separate editions: Atlantic States, Gulf States, and Alaska/West Coast. These are the coastal territories that represent the largest and most profitable sectors of the marine industry today. Each of these regions receives more than 15,000 copies. A majority of the directories will be sent to **National Fisherman, WorkBoat, and MarineLog magazine subscribers**. The remaining copies are then circulated through **major marine-related trade shows, port authorities, and additional mailings**.

Target Market The target market for the Marine Yellow Pages includes **boat builders, commercial fishermen, large pleasure craft owners, marine engineers, naval architects, offshore oil, port and waterway authority managers, seafood processors, ship building and repair, tug and barge operators, workboat owners/operators and all related business professionals** within the commercial marine industry. Key decision makers from thousands of businesses in these markets refer to the **Marine Yellow Pages** on a regular basis because of its vital contents.

Industry Presence If your company can't be there, we will! We have a strong presence at marine conventions across the country. Below are just a few of the trade shows that we plan on promoting and distributing the **Marine Yellow Pages**:

- International WorkBoat Show
- Pacific Marine Expo
- Fish Expo Atlantic
- Comfish Alaska
- East Coast Commercial Fishermen's Expo
- Maine Fishermen's Forum
- Massachusetts Lobstermen's Assn. Lobster Show
- Offshore Technologies Conference

Port Services Guide Our unique Port Services Guide is a must for any marine professional and adds great readership value to the **Marine Yellow Pages**. Each major port along the Atlantic, Gulf, and West Coasts has a profile that details important information such as terminal services, berth capabilities, key personnel, and emergency phone numbers. The Port Services Guide is another reason why marine professionals have come to depend on the **Marine Yellow Pages**.

Web Access Available 24 hours a day, 365 days a year, commercial marine professionals turn to the **Marine Yellow Pages** online for all their maritime needs. Our readers know that the same reliable information found in the print editions of the **Marine Yellow Pages** can be accessed on the internet. Any time, any place, www.MarineYellowPages.com is your number one marine source.



visit us at www.marineyellowpages.com

Call 1-800-4766 For More Information



Print Advertising

To build brand awareness, the **Marine Yellow Pages'** print media provides advertisers the flexibility to customize their message to marine executives worldwide. We will provide the exposure you seek at a cost that fits within your budget. From in-column ad sizes to full page advertisements, our advertising rates are the most competitive in the marine industry. **Now** is the time for buyers to see what your company offers in the 2012 editions of the **Marine Yellow Pages**.

Currents, a monthly E-Newsletter

Currents provides readers with expanded coverage of the marine industry and up-to-date news and information. The e-newsletter also highlights innovative products being released in the industry by providing readers a brief description, a picture, and contact information on how they can learn more about the featured products.



WESTCOAST INSULATION
Provides an extensive range of insulation products for the marine environment, including mechanical, reflective, spray-on and just about any other material surface as well as refrigeration insulation & board sheathing.
<http://www.westcoast.com>

WESTCOAST WATERJET
Manufacture cuts a variety of marine specification parts from existing or obsolete and obsolete. In addition to larger scale plate and small custom items, we provide parts to shipyards and refit yards as well.
<http://www.westcoast.com>

MENTION MARINE YELLOW PAGES TO GET FREE HOT PAGES WITH ORDER

Phone: 204-464-1252 • Fax: 204-287-1706
2424 W. Cumberland Way • Seattle, WA, 98130



Custom E-mail Messages

Expand your reach in the commercial marine industry by creating a one-of-a-kind e-mail that promotes your products and services to all of our e-newsletter recipients, currently numbering 5,000+ and growing. Take advantage of Custom E-mail Messages to put your company directly in the spotlight!

Online Advertising

It's easy to reach the exact audience you want with relevant targeted ads on our website www.MarineYellowPages.com. Adding effective banner ads in the categories relevant to your business is a savvy strategy that puts your message in front of your potential customers which can lead to more revenue for your business. A one year internet listing with link to your site can also aid in branding your company to your target audience. These listings are placed at the top of each category in which your company is listed.









Premium Advertising Positions (All premium positions receive a right-of-first-refusal each year thereafter. Size 6" x 9" with 1/4" bleed)*

Front Cover Featured Advertiser (glossy) with profile on Page 2 <i>*Not included in right of refusal</i>	\$8682
Back Cover (glossy)	\$8682
Inside Front Cover (glossy)	\$5209
Inside Back Cover (glossy)	\$5209
Divider between White & Yellow Pages - Right Hand Page (glossy)	\$4515
Divider between White & Yellow Pages - Left Hand Page (glossy)	\$4515

Annual Display Ad Rates

	B & W	Color
Full Page	\$2325	\$2935
2/3 Page	\$2021	\$2503
1/2 Page Horizontal	\$1728	\$2021
1/2 Page Vertical	\$1728	\$2021
1/3 Page	\$1311	\$1586
1/4 Page	\$1100	\$1251
1/6 Page	\$948	\$1061

Display Ad Sizes (width x height)

Full Page  4 13/16" x 7 1/2"	2/3 Page  4 13/16" x 4 13/16"	1/2 Page  4 13/16" x 3 5/8" (Horz.) or 2 5/16" x 7 1/2" (Vert.)
1/3 Page  4 13/16" x 2 5/16"	1/4 Page  2 5/16" x 3 5/8"	1/6 Page  2 5/16" x 2 1/2"

Annual In-Column Rates

**All in-column ads are designed only by our in-house creative team.*

	B & W	Color
3" Tall (2 pieces of art included)	\$835	\$1001
2.5" Tall (2 pieces of art included)	\$740	\$894
2" Tall (1 piece of art included)	\$667	\$834
1.5" Tall (1 piece of art included)	\$561	\$703
1" Tall (Text only)	\$477	\$637
Trade Bold Listing	\$196	\$244
Bold Listing	\$181	\$228
Extra Line (Fax, web, slogan)	\$113	\$132

Format - 6" x 9"; 2 column directory format. Each listing will include at least: Company name, address & phone. **File Setup** - Please include all supporting documents, artwork imported into your file, and copies of all typefaces, including those used in the EPS files. Save your files at 300 dpi. If you are submitting color artwork, save the images in CMYK, not RGB. Save artwork created in Illustrator as an EPS file. Create outlines for all fonts, or include those fonts with your document support files. Operating System Support: PC. **File Types Supported** - A high resolution .PDF at 300 dpi is preferred, but we also accept .EPS, .AI, .TIF, .PSD, Adobe Illustrator, Adobe Photoshop, Microsoft Office & Vector based files. Please send artwork on CD to: 100 Colonial Center Pkwy, Ste 480, Lake Mary, FL 32746, or e-mail it to art@davisonpublishing.com. **Publication Date** - The anticipated release date for the 2012 editions are **April/May 2012**.

Online Advertising at www.marineyellowpages.com (Banner Size 450 x 132 pixels)

Home Page Banner	\$2500
Regional Banner	\$1500
Category Banner	\$600
1 Year Internet Listing With Link To Site	\$165



Post Your Company's
Website & E-mail
Directly Online

Cable Protection	
SEARCH THE MARINE YELLOW PAGES	
Alaska United Fiber System	
5331 Fairbanks St Anchorage, AK 99503 USA	
Telephone: 907 858-5633	
Telephone 2: 888 442-8662	
Fax: 907 858-8580	
Website: www.alaskaunited.com	
Email: bsm@ajci.com	
Employee(s):	
Key Personnel: Bruce Rein, Director	
Categories: Cable Protection, Cellular Telephone Equipment & Service, Telephone Equipment & Systems	
Description: No description provided at this time.	

Database Available on CD (Excel Format)



Marine Yellow Pages **\$595**

The information on this CD can increase your database and potential leads, streamlining your marketing efforts, whether digital, online, fax or surface mail.

All rates are at net cost.

100 Colonial Center Parkway Suite 480 | Lake Mary, FL 32746

Ph: 407.380.8900 | Fax: 407.380.5222 | Toll Free: 800.328.4766 | info@davisonpublishing.com

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