

SNAME: A UNIQUE OPPORTUNITY

Although The Society of Naval Architects and Marine Engineers is a 115-year old organization, the mission at it's core has remained the same:

"To advance the state of the art; to afford facilities for the exchange of information and ideas; to disseminate the results of research, experience and information among the members; to encourage and sponsor such research; to cooperate with educational institutions; and to promote the professional integrity and the status of the members."

The periodicals published by the Society are distributed to the 8,500 global membership, which is comprised of marine industry leaders in business, government and academia. Advertising and promotional opportunities offered by SNAME provide your organization with an edge -- the opportunity to reach the true decision-makers within the industry. Our promotional vehicles include:

Marine Technology and SNAME News
Banner ads on SNAME website
SNAMENewsletter Announcements

Whether your business is selling products or providing professional services, utilizing SNAME's publications as the vehicle to promote your business is the best kept secret in the industry! Call us now and see how affordable and effective our publications are!

Information on format, dimensions, rates, deadlines and contact information is included in this media kit. For further information contact:

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MARINE TECHNOLOGY

AND SNAME NEWS

(ISSN 0025-3316)

is the flagship publication of The Society of Naval Architects and Marine Engineers. Published quarterly this journal is distributed free of charge to both domestic and international members. Marine Technology also has numerous paying subscribers.

Consisting of both news and technical information, the publication offers the readers a rare opportunity to catch up on the most current issues facing the industry via peer reviewed reprints of local Section papers while learning about SNAME activities on the local, national and international level. Also included are book reviews, upcoming events, courses and material of professional interest.

ISSUE HIGHLIGHTS AND DEADLINES

ISSUE	THEME	SPACE CLOSING	MATERIAL DEADLINE
JANUARY	ANNUAL MEETING HIGHLIGHTS	NOVEMBER 19	NOVEMBER 26
APRIL	SECTION HIGHLIGHTS	FEBRUARY 7	FEBRUARY 14
JULY	ANNUAL MEETING AND EXPO	MAY 8	MAY 15
OCTOBER	WHAT'S NEW - THE COMING YEAR	AUGUST 6	AUGUST 13



MT READERSHIP PROFILE

INDUSTRY EXPERIENCE:

- ▶ 64% have 15 years' experience
- ▶ 29% have 30 years' experience

EDUCATION:

- ▶ 92% hold a BA degree or better
- ▶ 39% have a Masters degree
- ▶ 10% have a Doctorate degree
(degrees are in the fields of Naval Architecture,
Marine Engineering and Ocean Engineering)

MEMBERSHIP LOCATION:

- ▶ Northeast: 18%
- ▶ Mid-Atlantic: 16%
- ▶ Pacific: 15%
- ▶ Central: 28%
- ▶ Global: 23%

PURCHASING POWER:

- ▶ 75% are directly involved in equipment purchasing
- ▶ 46% determine the need or develop specifications
- ▶ 31% investigate or recommend suppliers
- ▶ 37% review costs for final purchasing approval
- ▶ 70% of MT readers are directly involved in new technology and products or production methods
- ▶ 2500+ professionals conduct research into products or production methods
- ▶ 3300+ professionals review or approve specifications
- ▶ 1500+ professionals recommend or authorize new products or methods of production



Marine Technology readers have the experience, the education, and they occupy the decision-making positions. This makes them experts in the maritime industry.
Marine Technology is available free online with a print subscription.

ADVERTISING RATES

RATES EFFECTIVE DECEMBER 1, 2008
THESE RATES APPLY TO SNAME JOURNALS ONLY

BLACK & WHITE	1x (\$)	2x (\$)	3x (\$)	4x (\$)
<i>(RATES PER INSERTION)</i>				
FULL PAGE	\$1650	\$1590	\$1485	\$1400
HALF PAGE	\$1100	\$1075	\$ 990	\$ 910
THIRD PAGE	\$ 965	\$ 880	\$ 800	\$ 715
QUARTER PAGE	\$ 770	\$ 690	\$ 605	\$ 525

FOUR COLOR

<i>(RATES PER INSERTION)</i>				
FULL PAGE	\$2255	\$2175	\$2090	\$2010
HALF PAGE	\$1705	\$1625	\$1540	\$1460
THIRD PAGE	\$1375	\$1295	\$1210	\$1150
QUARTER PAGE	\$1155	\$1075	\$ 990	\$ 910

PROFESSIONAL LISTING- Nominal business card size 3.5" x 2" run in 4 consecutive issues.
B&W \$165 per insertion. Four Color \$275 per insertion. Billed in advance.
Agency discounts not applicable



15% PREMIUM FOR COVERS
PAGE TRIM - 7" X 10"

Cancellation dates: No cancellation after closing date. Contracts may be cancelled by advertiser or publisher on written notice 3 days in advance of closing date. Contact Bob Rogaski 856-881-0247 or sname@pobox.com

Publisher reserves the right to **reject** any ad which in the publishers opinion is unethical, in bad taste, or otherwise inappropriate or incompatible with the character of the publication.

Advertisers and advertising agencies agree to indemnify and protect the publisher from any claims or expenses resulting from the advertiser's **unauthorized use** of any name, photograph, sketch, or words protected by copyright or registered trademark.

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Trim Size:	8 1/2" x 11"
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2-pg. Spread:	14" x 10"
Full Page Bleed:	8 3/4" x 11 1/4"
Full Page:	7" x 10"
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Half Page Vertical:	3 3/8" x 10"
Third Page:	4 1/2" x 5 1/8"
Quarter Page:	3 3/8" x 4 7/8"
Professional Listing:	3.5" x 2"

2-Page Spread Full Bleed
17 1/2" x 11 1/4"

2-Page Spread
14" x 10"

PRINTING SPECIFICATIONS

Materials Preferred:	Electronic files on Zip or CD in Quark, In Design, Photoshop, Illustrator or PDF
Negatives Accepted:	Right-reading, emulsion-side-down negatives
Printing:	Web Offset Press
Line Screen:	133
Binding:	Saddle-stitched
Live Matter:	3/8" from gutter
Four-Color:	Chromalins, matchprints, or progressive proofs required

Full Page Bleed
8 3/4" x 11 1/4"

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1/2 Horizontal
7" x 4 7/8"

1/2 Vertical
3 3/8" x 10"

1/3 Vertical
4 1/2" x 5 1/8"

1/4 Vertical
3 3/8" x 4 7/8"

**ALL DISKS MUST BE ACCOMPANIED BY A PRINTOUT*

Materials should be sent to Susan Evans Grove, Publications Director
The Society of Naval Architects and Marine Engineers
601 Pavonia Ave, Jersey City, N.J. 07306
sevans@sname.org

**Professional
Listing**
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SNAME Website

Rates

Channel [page name]	Price
Technical or Standing Committees main	A
Tech or Standing Comm individual committee main pages	B
Events Calendar main	B
Events Calendar results page	A
Regions main	B
Regions individual main pages	B
Sections main	B
Sections individual main pages	B
Public Forums	A
Education main	B
Education results pages	B
Maritime Links main	A
Maritime Links results pages	A
Accessories for sale	A
SNAME Membership Information	B
Publications Catalog results pages	A
SNAME Intranet main	B
SNAME Intranet results pages	B
Career Center main	A
Career Center results pages	A
SNAME Information main	B
SNAME Information results pages	A or B
Sname News News Main	A
Sname News results pages	A
Member Login	A
Contact Us	A
Membership Directory	A
Membership Directory results pages	A

Flat rate pricing* – Six Month Minimum

	Full Banner	Mini Banner
A	\$200/mo	\$150/mo
B	\$150/mo	\$100/mo

*Prices subject to change without notice

Special Discounts:

50% Discount on ad banners for a print ad run in Marine Technology. Discount is based on a 1/1 page B&W ad, with other size and process ads prorated accordingly.

Banner Specs:

Ads are to be static, industry related and professional.

Full banner - 468X60 pixels 30K max .gif, .jpg, javascript

Mini banner – 130X140 pixels 15K max .gif, .jpg, javascript

Ads are to be received five [5] days prior to launch

Agency Discounts do not apply.

Contact: Bob Rogaski
Advertising Representative

[P] 856-881-0247 or [email] sname@pobox.com



SNAME*NewsLetter*

Announcements

The SNAME*NewsLetter* is published twice every month (on the the 1st and 15th) by SNAME Headquarters. It is distributed via e-mail to over 7,000 SNAME members who have supplied their e-mail address to us. The SNAME*NewsLetter* current and past issues are also posted on the SNAME Website at: http://www.sname.org/sname_newsletter.htm

Periodically, non-product related advisements such as service and employment/recruiting announcements may be accepted for the SNAME*NewsLetter* only with the approval of the Executive Director. These advisements will be placed in a dedicated section of the newsletter with introductory titles only and hyperlinks to the text for those interested in reading the entire message.

The cost for this placement is \$770. A discount of 15% is available to current advertisers in Marine Technology.

Agency discounts do not apply to ads in the SNAME*NewsLetter*.

Placement copy including graphics [1 page max] can be provided digitally by email as a MSWord or pdf attachment to Bob Rogaski at <sname@pobox.com>.

Your placement should be received at least 5 business days in advance for inclusion in the SNAME*NewsLetter* distribution.

MARINE TECHNOLOGY

AND **SNAME** NEWS Insertion Order

(ISSN 0025-3316)

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2/C ☐

4/C ☐

2009 Issues

January ☐

April ☐

July ☐

October ☐

2010 Issues

January ☐

April ☐

July ☐

October ☐

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