

# MARINE TECHNOLOGY *(mt)*

*Leading technology for the worldwide maritime industry*

## **SNAME: Connecting Naval Architects and Marine Engineers for over 115 Years.**

As the flagship publication of **Society of Naval Architects and Marine Engineers, (mt)** is the trusted source for the latest technology, policy advances, and analysis. Only **(mt)** brings together **SNAME** professional members as contributors and readers, amid the international community of **SNAME** sections and members, to publish essential industry leading content. Printed Quarterly, each issue of **(mt)** provides unmatched coverage about technological advances and improvements, rules and regulations and case studies, along with commentary on related public policy issues. **(mt)** provides the information needed by practicing naval architects, and helps marine and ocean engineers perform at a higher level. Each issue is available ONLINE in a digital format as well.

Feature articles include clear, concise graphics, drawings, tables, charts, or photos that show data that supports technical discussions. One of the features focuses on a ship or vessel report with standard drawing, characteristics and key specifications. Departments provide opinion and editorial content in addition to member profiles, policy briefings, technical notes, **SNAME** paper abstracts, education, book, web site and media reviews and historical notes. With a 92% member retention rate, **(mt)** readers are passionate advocates and users of products and services for the maritime industry, loyal to the advertisers who support their society. They are highly educated and highly involved in all aspects of purchasing for the marine industry. The level of industry experience [64% with 15+years and 29% with 30+ years] qualifies them as experts in the maritime industry. To place your company's ad, please call us at **800-891-2828 Ext:1146**, or email [jenny@pentagon-usa.com](mailto:jenny@pentagon-usa.com)



## **ADVERTISING POLICY**

The Society of Naval Architects and Marine Engineers reserves the right to reject and/or cancel any advertisement.

Advertisements for alcohol, tobacco, firearms and political groups are not accepted. The advertiser and their advertising agency assume full liability for content of advertisements printed and assume full responsibility for any claims made against the publisher.

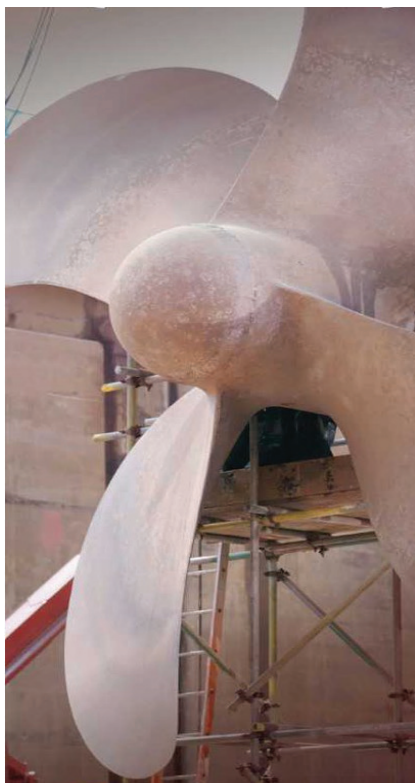
## **SPACE RESERVATIONS**

Advertising contracts, insertion orders or written notice authorizing an advertisement to run must accompany or precede the arrival of the advertising material. Guaranteed positions are contracted for inside the front page (Cover 2) and back page (inside, Cover 3, and outside, Cover 4) positions only. However, requested placement will be attempted based on space availability and the discretion of the publisher. Only ads that meet our design specifications will be accepted.

## **PAYMENT**

The advertiser and advertising agency are jointly and separately responsible for payment. Pre-payment is required. Ads will be pulled at the discretion of the Publisher for non-payment.

# DIMENSIONS & MECHANICALS REQUIREMENTS



Please request our detailed **Advertising Mechanicals and Electronic Ad Specifications** from your program representative or from our **Art Department** at **800-891-2828 Ext: 1148** or **art@pentagon-usa.us**

**Digital data is required for all ad submissions.** Preferred file format is PDF/X-1a. However, other digital art will be accepted. High-resolution PDFs must be provided as CMYK with fonts and images embedded via disk, CDROM or email. Additional electronic and mechanical specifications are available.

**(mt)** is printed on a high-speed web and SWOP standards apply. Final trim size is 8 1/8 x 10 7/8 inches and bleed size is 8 3/8 x 11 1/8 inches. Live Material must be kept 1/4 inch from the trim and 1/8 from gutter.

Additionally, the production department at **Pentagon Publishing, Inc.** is available to design or reformat files at \$75 per hour (fee may be waived). Please contact the **Art Department** at **800-891-2828 Ext: 1148** or **art@pentagon-usa.us** if you wish assistance.

## DISTRIBUTION

Approximately 6,000 copies are printed per issue, combined with **SNAME Online** (mt) readers reach an audience estimated at over 60,000 in the marine architecture and engineering community!

## DEADLINES

All deadline dates are subject to change -- please ask for a copy of our Editorial Calendar or confer with your Marine Technology Project Coordinator!

## ISSUE

**SPRING - APRIL**  
**SUMMER - JULY**  
**FALL - OCTOBER**  
**WINTER - JANUARY**

## MATERIALS

**MARCH 01**  
**JUNE 03**  
**SEPTEMBER 03**  
**DECEMBER 12**

## AD RATES

PLEASE NOTE: ALL AD RATES REFLECT 4/C PROCESS AND FULL PAGES INCLUDE BLEED. ALL RATES ARE **NET** - AGENCIES MUST ADD COMMISSION.

	1x	2x	3x	4x
Full Page	\$3,195	\$2,895	\$2,495	\$2,095
2/3 Page	\$2,695	\$2,495	\$1,995	\$1,595
1/2 Page (vertical)	\$2,595	\$2,295	\$1,795	\$1,295
1/2 Page (horizontal)	\$2,595	\$2,295	\$1,795	\$1,295
1/3 Page	\$1,995	\$1,795	\$1,495	\$1,095
1/4 Page	\$1,795	\$1,495	\$1,295	\$ 995

### COVERS

Inside Front Cover	\$3,595	\$3,295	\$3,095	\$2,895
Inside Back Cover	\$3,495	\$3,195	\$2,995	\$2,695
Outside Back Cover	\$3,695	\$3,495	\$3,295	\$3,095

Covers include color & Bleed.

**\*Additional sizes & ONLINE ads available.**

