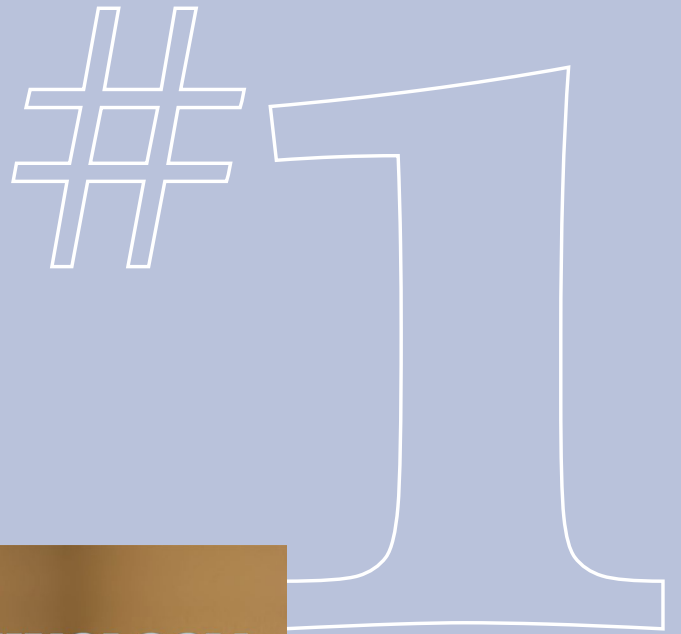


LEADING THE WAY

To Top of Mind

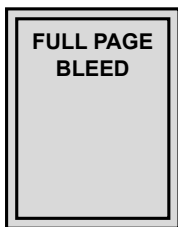


The Most Powerful News and Information Delivery System in the Ocean Industry

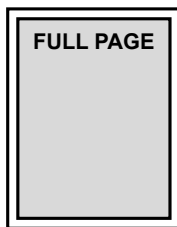
Sea Technology, including its monthly magazine with searchable archive; annual *Buyers Guide/Directories*; electronic newsletter; and news-centric website, is the established “voice of industry”, providing reliable and relevant information on the issues and challenges facing the ocean/marine industry today. Company news and in-depth articles on the latest trends, technology, policy and regulation help to keep managers, scientists, and engineers efficient, effective, and competitive in today’s market.

2018 MEDIA CARD

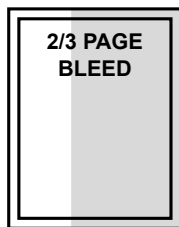
2018 PRINT/DIGITAL - Rates & Specs



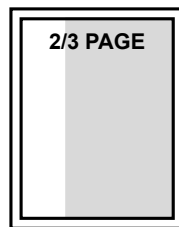
7-3/4" x 10-13/16"
197mm x 275mm



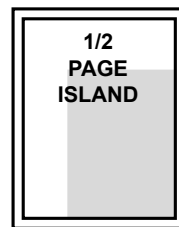
6-5/8" x 9-5/8"
168mm x 245mm



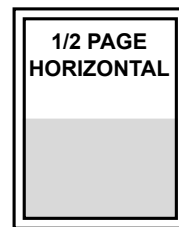
4-15/16" x 10-13/16"
125mm x 275mm



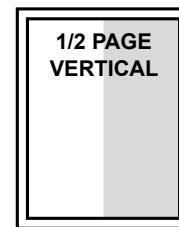
4-5/16" x 9-5/8"
110mm x 245mm



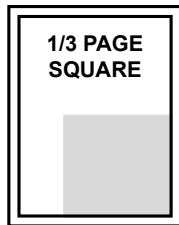
4-5/16" x 7-5/16"
110mm x 186mm



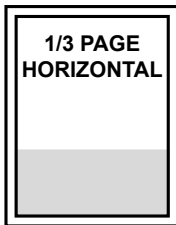
6-5/8" x 4-11/16"
168mm x 119mm



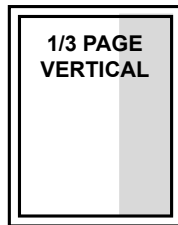
3-3/16" x 9-5/8"
81mm x 245mm



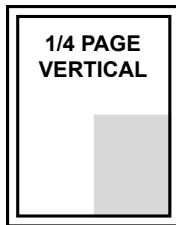
4-5/16" x 4-11/16"
110mm x 119mm



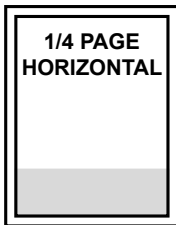
6-5/8" x 3"
168mm x 76mm



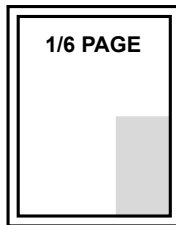
2" x 9-5/8"
51mm x 245mm



3-3/16" x 4-11/16"
81mm x 119mm



6-5/8" x 2-1/4"
168mm x 57mm



2" x 4-11/16"
51mm x 119mm

PRINTING: Offset
BINDING: Saddle stitch
Dot gain is 25%
TRIM SIZE: 7-5/8" x 10-5/8" (194mm x 270mm)

ALL PRICING REFLECTS 4-COLOR RATES

Space	1x	3x	6x	9x	12x	18x	24x
1 page	\$3470	\$3400	\$3330	\$3320	\$3240	\$3150	\$3060
2/3 page	2760	2715	2645	2595	2555	2510	2485
1/2 pg. island	2630	2495	2425	2375	2335	2290	2260
1/2 pg. ver/hor	2425	2290	2260	2215	2170	2150	2130
1/3 pg. horiz.	2175	2150	2105	2080	2060	2040	2010
1/3 pg. ver/sq	1875	1850	1805	1780	1760	1740	1710
1/4 pg. horiz.	1990	1970	1925	1900	1875	1855	1810
1/4 pg. vert.	1690	1670	1625	1600	1575	1555	1510
1/6 page	1510	1465	1440	1415	1370	1350	1330

COVERS & SPECIAL POSITIONS

Each cover used can be counted as one space insertion with other space used to earn additional frequency discount.

2nd and 3rd covers—earned full page rate, plus color, if any—

Plus.....\$520

4th cover—earned full page rate, plus color, if any—

Plus.....\$580

Cover colors—process colors

CLASSIFIED ADVERTISING (PROFESSIONAL SERVICES DIRECTORY)

\$95/column-inch (3-3/16" wide). One-inch increments, max 3".
Non-commissionable.

ISSUE CLOSING DATES:

Space: 15th of the month preceding.
Material: 20th of the month preceding.

ANNUAL BUYERS GUIDE

Content for *Sea Technology Buyers Guide/Directory* is divided into seven sections: market segment overviews; alphabetical listings, including profile and contact information; product type and service type by subcategories; government organizations; academia offering marine-related programs; oceanographic research vessels; and geographic research vessels.

ALL PRICING REFLECTS 4-COLOR RATES

Space	Standard rates	ST advertiser combination rates
1 page	\$2570	\$2355
2/3 page	2465	2245
1/2-page (island)	2310	2090
1/2-page (V or H)	2270	1985
1/3 page (V, H or SQ)	1955	1785
1/4 page (V or H)	1845	1695
1/6 page	1740	1560

COVERS

2nd or 3rd	\$3110	\$2780
4th	3240	2900

BUYERS GUIDE CLOSING DATES

SPACE DEADLINE: October 15

MATERIAL DEADLINE: November 1

Published annually in December.

BLACK & WHITE RATES: Please contact your representative.

Cancellation Policy: Cancellation must be received in writing the 10th of the month preceding cover date. Cancellation is subject to short-rate if applicable.

COMMISSIONS: 15% agency commission allowed on space/color when invoice is paid within 30 days.

PREPAYMENT DISCOUNT: 5% on space/color for individual insertions; 10% for entire programs.

JANUARY Annual Review & Forecast	TBD
FEBRUARY Instrumentation: Measurement, Processing & Analysis	** <i>Oceanology International</i> , March 13-15, Excel London, U.K. ** <i>Canadian Hydrographic and National Surveyors' Conference</i> , March 26-29, Victoria, Canada
MARCH Electronic Charting/Vessel Management/Ports & Harbors/Dredging/Homeland Security	TBD
APRIL Offshore Technology/Alternative Energy & Ocean Engineering	** <i>Offshore Technology Conference</i> , April 30-May 3, Houston, TX ** <i>AUVSI XPONENTIAL 2018</i> , April 30-May 3, Denver, CO ** <i>OCEANS '18 MTS/IEEE Kobe / Techno-Ocean 2018</i> , May 28-31, Kobe, Japan
MAY Communications, Telemetry, Data Processing	** <i>BlueTech Expo</i> , June 4, Washington, DC ** <i>CLEAN PACIFIC 2018</i> , June 19-21, Portland, OR ** <i>UDT 2018</i> , June 26-28, Glasgow, U.K.
JUNE Seafloor Mapping/Sonar Systems/Vessels	TBD
JULY Deck Gear, Cable, Connectors, Power Systems & Salvage	TBD
AUGUST Geophysical Exploration/Seafloor Engineering	** <i>SEG 2018</i> , October 14-19, Anaheim, CA
SEPTEMBER Ocean Resources Development & Coastal Zone Management	** <i>Offshore Energy 2018</i> , October 22-24, Amsterdam, The Netherlands ** <i>EURONAVAL 2018</i> , October 22-26, Paris Le Bourget, France ** <i>OCEANS '18 MTS/IEEE Charleston</i> , October 23-25, Charleston, SC
OCTOBER Environmental Monitoring, Remote Sensing & Pollution Control	** <i>International Water Conference</i> , November 4-8, Scottsdale, AZ ** <i>CLEAN GULF</i> , November 13-15, New Orleans, LA
NOVEMBER Undersea Defense/Antisubmarine Warfare	TBD
DECEMBER Diving, Underwater Vehicles & Imaging	** <i>Underwater Intervention 2019</i> , February 5-7, New Orleans, LA

Electronics



MATERIAL DEADLINE:
1 week prior to publish date

SEA TECH e-NEWS

electronic newsletter published bi-weekly

Per Edition
Banner Ad: \$100

Discounts:
3 months: 10%
6 months: 15%
12 months: 20%



LEADER ADS:
160 x 250 pixels

Sea-Technology.com

24/7 website marketing

Per Month
Rotating Header Ad: \$1,200
Sidebar: \$900
Discounts: 3 months: 10%
6 months: 15%
12 months: 20%



HEADER ADS:
728 x 90 pixels

SKYSCRAPER ADS:
160 x 250 pixels

Special Considerations

CARD INSERTS

Published with individual advertiser's message, printed in 1-color and inserted into *Sea Technology* magazine. Advertiser supplies print-ready text/images. Reply card barcodes must conform with U.S. Postal regulations.

Advertising Rate: \$1740 per card. Commissionable (15%) unless "pubset" by *Sea Technology's* production staff.

Mechanical Specifications: 3 in x 4-3/4 in (76mm x 121mm) vert or horiz format. Printed on white card stock.

Deadlines: Reserved by 15th of preceding month. Material by 20th of preceding month.

DIRECT MAIL LIST RENTAL

Pre-printed mailers, allow at least 10 days for processing after receipt of materials.

Basic list rental: \$80/M (minimum \$250)

Specific selections, each: \$20/M (industry type, title, geographic)

Folding / Inserting (ea): \$9/M / \$8/M

Labeling: \$25/M

Electronic transaction fee: \$20

Other charges may apply based on mailer design. Complete mailer sample must be provided by client. A firm quotation, including postage will be provided within 7 days after sample is received. For more information, contact our main office.

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