

THE MARITIME EXECUTIVE SERVES ...

- The marine transportation and vessel construction industries.
- Vessel owners, operators, managers, captains, chief engineers, and port captains of commercial vessels.
- Owners and managers of shipyards for vessel construction, repair, and/or conversion.
- Classification societies, admiralty lawyers, marine pilots, naval architects, maritime academies and training institutes, marine cargo surveyors, insurance & financial professionals.
- Federal & state legislators, and agencies, U.S. Coast Guard, Navy & Military Sealift Command, U.S. Army Corp of Engineers, and various maritime unions.
- International Maritime Organization (IMO), World Trade Organization (WTO), and others allied to the commercial marine industry.



2008 EDITORIAL CALENDAR

January / February : Passenger Vessel Market

State of the Industry:

Passenger Vessels Case Study & Interviews

Environmental Compliance & Operator Responsibility

Review of the Retail Shipping Model

Ballast and Sewage Treatment Technology

Safety: Fire Safety Products and Survival Craft

Global Spotlight: Europe

Advertising Deadline: January 18th

March / April : Offshore Energy Production

State of the Industry:

Oil & Gas Transportation Case Study & Interviews

Offshore Wind Farms

High Tech Exploration and Production (E&P) Vessels

Oil Spill and Hazardous Materials Response

Satellite Communications- Next Generation Products

Global Spotlight: Africa

Advertising Deadline: March 14th

May / June : Shipbuilding & Repair

Shipyard State of the Industry:

Case Study & Interview with CEO

Marine Design: Modern Concepts in Building and Conversion

Financing for Newbuilds and Conversions

Government Subsidies for Shipbuilding

CAD/CAM Technology

Deepwater Technology

Global Spotlight: Asia

Advertising Deadline: May 16th

July / August : Training & Education Issue

State of the Industry:

Case Study and Executive Interview with Academy Director

Training & Education: School Spotlight

Marine Electronics – The Bridge of the 21st Century

Marine Insurance – Global Rates and Trends

Dredging Marine Construction: Making the impossible, possible

Global Spotlight: Asia & the Middle East

Advertising Deadline: July 18th

September / October : Naval Architecture & Marine Engineering

State of the Industry:

Short Sea Shipping

Executive: Interview & Case Study with Naval Architect

Barge Builders –Global Market Overview

Intelligent Ship Design

Maritime Salvage – Responding to Disasters

Piracy Prevention

Global Spotlight: South America

Advertising Deadline: September 19th

November / December : Global Workboat Market

State of the Industry:

Offshore Services

Company Case Study & Interview

Marine Finance – To Lease or to Own?

Marine Propulsion

Spare Parts and Service Directory

Coatings and Corrosion Control

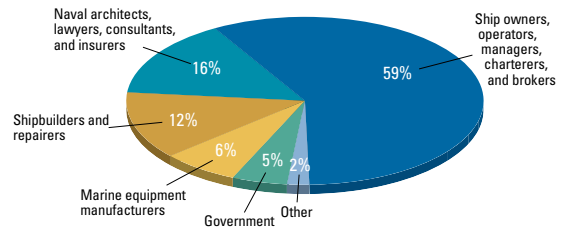
Global Spotlight: North America

Advertising Deadline: November 7th

GLOBAL DISTRIBUTION

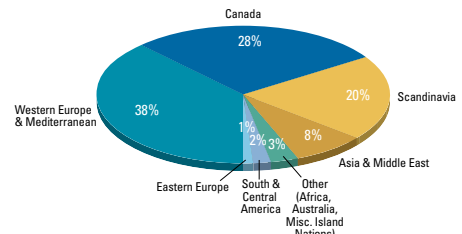
Total Circulation: **23,895**

- 59% Ship Owners, Operators, Managers, Charterers, Brokers
- 16% Naval Architects, Lawyers, Consultants, and Insurers
- 12% Shipbuilders & Repairers
- 6% Marine Equipment Manufacturers
- 5% Government
- 2% Other



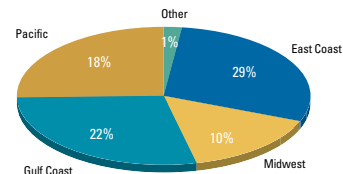
Foreign Circulation: **3,985 (Outside USA)**

- 38% Western Europe & Mediterranean
- 28% Canada
- 20% Scandinavia
- 8% Asia & Middle East
- 3% Other (Africa, Australia, Misc. Island Nations)
- 2% South & Central America
- 1% Eastern Europe & Russia



Domestic Circulation: **19,910 (US)**

- 29% East Coast
- 22% Gulf Coast
- 18% Pacific
- 10% Midwest
- 1% Other



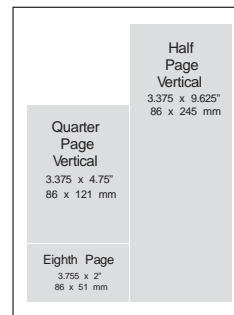
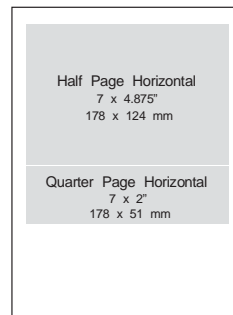
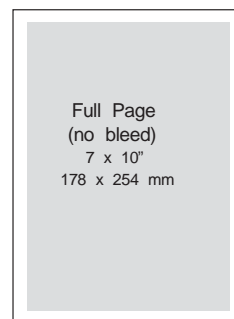
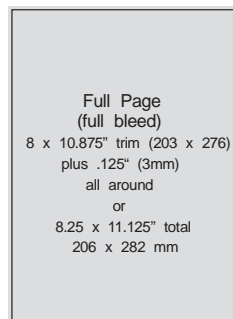
TRADE SHOWS

MEOST January 21-23, 2008 Abu Dhabi, UAE www.meost.com	2008 Offshore Technology Conference (OTC) May 5-8, 2008 Houston, TX www.otcnet.org	ASBA 2008 Cargo Conference TBA www.asba.org
SecurePort® 2008 January 28-30, 2008 Houston, TX www.secureportusa.com	Posidonia June 2-6 Posidonia Greece www.posidonia-events.com	2008 SNAME Maritime Technology Conference & Expo & Ship Production Symposium October 10-17 Houston, TX www.sname.org
International Maritime Expo-China 2008 TBA Guangzhou, China www.inmexchina.com	Marine Money Week June TBA New York, NY www.marinemoney.com	U.S. Maritime Security Expo TBA New York, NY www.maritimesecurityexpo.com
Seatrade Cruise Shipping Convention March 10-13, 2008 Miami Beach, Florida www.cruiseshipping.net	LNG North America Summit 2008 2008 Venue TBC www.lngna.com	Clean Gulf 2008 Oct. 29-30, 2008 San Antonio, TX www.cleangulf.org
CMA Shipping 2008 March 17-19 Stamford, CT, US www.shipping2008.com	API Tanker Conference June 23-24 San Diego, California www.api.org/meetings/topics/marine/index.cfm	Offshore Communications 2008 TBA New Orleans, LA www.offshorecoms.com
Gulf Maritime 2008 April 21-23 2008 United Arab Emirates www.gulfmaritime.ae	SMM 2008 Shipbuilding, Machinery, & Marine Technology September 23-26, 2008 www.hamburg-messe.de/smm	International Workboat Show 2008 TBA New Orleans, LA www.workboatshow.com

Specifications

(all sizes are width x height)	inches	millimeters
trim size	8 x 10.875	203 x 276
Full bleed (trim plus .125 all around)	8.25 x 11.125	206 x 282
Full page	7 x 10	178 x 254
Half page vert	3.375 x 9.625	86 x 245
Half page horiz	7 x 4.875	178 x 124
Qtr page vert	3.375 x 4.75	86 x 121
Qtr page horiz	7 x 2	178 x 51
eighth page	3.375 x 2	86 x 51

For best results we recommend sending press quality pdfs. Where color is important please include a high quality color proof. When color is not an issue please fax a hard copy of your ad for reference to ensure pdf accuracy. all full page bleeds must extend .125" or 3mm beyond trim all around and live copy must be .25" inside trim.



Advertising Rates

	1x	3x	6x
Center Spread	\$8,500	8,500	8,500
C-4 (outside back cover)	\$4,750	4,750	4,750
C-2, C-3 (inside front & back covers), and premium positions.	\$4,500	4,500	4,500
Full page (bleed no charge)	\$4,250	4,000	3,800
Half page	\$2,850	2,550	2,250
Quarter page	\$1,750	1,450	1,250
eighth page	\$950	850	750

all rates are based on full color. B/W ads are 25% less.

Production Charges

ad design services are available upon advance request. Prevailing rates apply. Contact sales department for further information.

Advertising Sales in Poland

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ADVERTISING POLICIES

1. **General** – If more or less space than contracted is used within one year from date of first insertion, the rate will be adjusted to the earned rate published here. Advertiser will be short-rated at the prevailing frequency rate if they have not completed the terms of their contracted frequency rate within 12 months of first insertion order.
2. **Positioning** – Regular full page adverts are run-of-the-house positioning. If a special placement is requested such as facing editorial, there is a \$400 premium.
3. **Payment Terms** – Terms of payment are Net 30 on approved credit. Late payments will incur an interest charge of 1.5% per month, compounded monthly, if received after the NET 30 payment due date.
4. **Agency Commission** – 15% to recognized agencies, Net 30 terms. Publisher will hold Agency and Advertiser jointly responsible for payment.

Advertisement Specifications

Ad Materials: All ad materials should be supplied in one of the following digital file formats accompanied by a hardcopy color proof. Ad materials other than acceptable digital files can incur additional charges (see Production Charges).

- a. **Acceptable Digital Files:** Adobe Acrobat PDFs (Press Optimized, 2400 dpi, binary CMYK, all fonts embedded) or Flattened CMYK TIFF or EPS files, 300 dpi at actual size. Other file types accepted are Adobe Illustrator and Adobe Photoshop. Please do not submit files created in word-processing programs, MS PowerPoint, MS Publisher, etc. Production charges will be incurred if files do not meet these acceptable digital file guidelines.
- b. **Graphic/Imaging Formats:** All graphic elements should be imported from drawing or imaging applications. The following drawing programs are supported: Illustrator, Freehand, Photoshop, and CorelDraw. For best results, graphics should be saved as TIFF or EPS files. Do not use JPEG, GIF, or Pict files. Images should be placed at 100% of size in final document, converted to CMYK, and saved as either a Print Ready PDF, TIFF or EPS file.
- c. **Storage Media:** Files may be submitted using the following media: Email, CD-ROM, or FTP. When submitting your electronic files, clearly label the media with the magazine issue date, Advertiser's and Agency's complete contact details, list of contents, platform (Mac, PC), and file name/number. Files sent through electronic channels must be compressed. Files less than 5 MB may be e-mailed.

Publisher's Copy Protective Clause

1. Advertisers are liable for all content of advertisements printed and for any claims made against The Maritime Executive. The Publisher reserves the right to reject any advertising that does not conform to the publication's standards.
2. In the event that no acceptable copy is furnished, Publisher reserves the right to repeat latest advertisement for scheduled space.
3. With the exception of premium positions, contracts may be terminated by either party on 30 days notice before closing date.
4. In the event of non-payment of invoices, the Publisher may terminate the contract without notice.
5. Contracts for covers and special positions are non-cancelable, except for non-payment of invoices at Publisher's discretion.
6. Cancellations will be accepted only before closing date for reservations.
7. Advertising materials not requested by Advertiser within one year will be destroyed unless instructions are sent in writing to Publisher.