

# GREENWOOD'S GUIDE

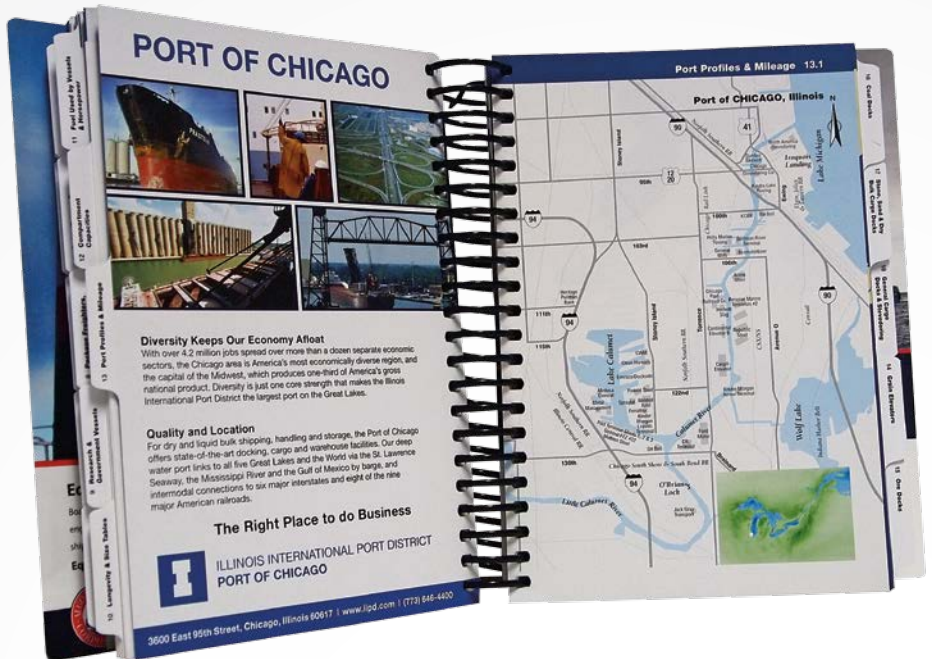
## to Great Lakes Shipping

### 2018 edition

**Place your full page port ad and receive a port/harbor map at no charge**

Map design is included at no charge.

You will have the opportunity to proof your port's map for accuracy.



**The most detailed guide to Great Lakes Shipping available!**

- Hard-cover in handy 6" x 9" size
- 28 tabs provide quick, easy reference
- Includes detailed information not available from any other source
- Updated annually
- All advertisements run in full-color at no additional cost
- Release March, 2018

**THREE EDITIONS — ONE PRICE**



PRINT

DIGITAL

MOBILE

*Greenwood's Guide is utilized by all segments of the shipping industry — owners, operators, agents, governments, libraries, suppliers, import-export, terminal operators, overseas shippers and more.*

*Greenwood's Guide is available in high-quality print, as a PDF download and a mobile app on the iTunes store.*

*Port section advertisers receive two free copies of Greenwood's Guide.*

**HARBOR HOUSE PUBLISHERS**  
CUSTOM | PRINT | DIGITAL | MOBILE

*Rates, specs and insertion order on reverse side.*

For more information call **1-800-491-1760**  
or reserve your ad online **greenwoodsguide.com**

Place your port's full page advertisement and receive a port/harbor map at no additional charge

Map design is included at no charge.

You will have the opportunity to proof your port's map for accuracy



**Ports** Place your port's advertisement in the Port Profile Section along with your port's detailed harbor map.

Full page . . . . . \$1,995  
Includes two free books and a full page port/harbor map.

**Digital enhancements**

Link to your website from your advertisement . . . . . 50  
Create a QR Code for your advertisement . . . . . 50

All Rates U.S. Funds

**Terms:** Billed upon publication. Net 10 days. Payable to Harbor House Publishers, Inc. Two percent (2%) discount for payment at time of order. 1.5 percent finance charge on accounts aged over 30 days. 15 percent commission to recognized AAAA agencies. No agency commissions on invoices aged beyond 60 days. Payment can also be made by Visa, MasterCard or American Express. We do not accept cash.

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**MECHANICAL REQUIREMENTS**

Four-Color, R.O.P. (Offset)

SIZE OF MATERIAL	WIDTH		HEIGHT
Full page	4 <sup>5</sup> / <sub>8</sub> "	x	8"
Full page bleed	6 <sup>3</sup> / <sub>8</sub> "	x	9 <sup>3</sup> / <sub>8</sub> "

\*On bleed pages, keep all live matter 3/8" from trim on all sides. Require 3/16" bleed on all sides. Bleed refers to printing that goes beyond the edge of the sheet before trimming. If you want your copy to print to the edge of the page, bleed is required.

**ELECTRONIC FILES**

We are Mac-based and prefer ads distilled as PDF files using press optimized settings with all fonts embedded. We also accept Adobe InDesign, jpg and eps files. Adobe InDesign files must be submitted with all supporting files, including fonts. EPS files should have fonts converted to outlines and placed images embedded. Minimum resolution of 300 dpi is required. We recommend jpg files with type be created at 600 dpi resolution.

Ads not supplied electronically will be rebuilt and a production fee charged. We do not accept Word, Powerpoint or Publisher files. Files supplied in Word, Powerpoint or Publisher will be distilled as a PDF or recreated and a production charge will be incurred.

Client takes full responsibility for the accuracy of supplied files. We do not assume responsibility for reproduction quality of electronically submitted photography or advertisements. We reserve the right to return advertisements not supplied to our requirements.

We do not accept files uploaded to file-sharing sites such as Dropbox, We Transfer or Google Drive. Please upload your file at [www.greenwoodsguide.com](http://www.greenwoodsguide.com) (up to 200 Mb).

**CONTRACT REQUIREMENTS**

**A.** Advertiser and advertising agency assume liability for content of their advertisements and assume responsibility for any claims arising therefrom made against the Publisher, and agree to indemnify the Publisher against any expense or loss suffered by reason of such claims. **B.** All copy subject to Publisher's approval. **C.** Positioning of advertising is at the discretion of the Publisher except where positions are covered by contract. **D.** Advertisements not received by closing date will not be entitled to proofs. **E.** Cancellations or changes in orders not accepted after closing date. Preferred position not cancellable at any time. **F.** Failure of advertiser or advertising agency to make an insertion order correspond in price to specification with the scheduled rate is regarded as a clerical error and the advertisement is published and charged according to the terms of the schedule in force without further notice. **G.** In the event of non-payment, the Publisher reserves the right to hold advertiser and/or agency jointly and severally liable for such monies as are due and payable.

**RESERVE YOUR SPACE TODAY BY RETURNING THIS FORM**

NAME \_\_\_\_\_

FIRM \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

STATE/PROVINCE \_\_\_\_\_ ZIP/POSTAL CODE \_\_\_\_\_

TELEPHONE \_\_\_\_\_

FAX \_\_\_\_\_

EMAIL \_\_\_\_\_

WEBSITE \_\_\_\_\_

SIGNED \_\_\_\_\_ DATE \_\_\_\_\_

Please insert our advertisement in

**Greenwood's Guide to Great Lakes Shipping 2018 edition**

- Please repeat the advertisement you have on file.
- Our advertisement is attached.
- We will send a new advertisement under separate cover.
- Prepare an advertisement based on the attached material. I understand there will be a charge for production services. \_\_\_\_\_ Size
- Include a direct link to my website from my advertisement.
- Create a QR Code for my advertisement.
- I need more information.

**Greenwood's Guide to Great Lakes Shipping 2018 edition**

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