

GREENWOOD'S GUIDE

to Great Lakes Shipping

2017 edition



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 May, 2017

For more information call

1-800-491-1760

or reserve your ad online

greenwoodsguide.com

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, CD, as a PDF download and a mobile app on the iTunes store.

Place your advertisement in the tabbed section most relevant to your business. Indicate your preferred placement and your advertisement will run with related content.

Every advertiser receives one free copy of *Greenwood's Guide*. Tab page, cover and port section advertisers receive two free copies.

HARBOR HOUSE PUBLISHERS
CUSTOM | PRINT | DIGITAL | MOBILE

Rates, specs and insertion order on reverse side.

TAB SECTIONS

Please indicate the section where you would like your advertisement placed.

Tab advertisers must specify Front or Back placement.

- Terms & Assumptions F__ B__
- Fleets F__ B__
- Bulk Freighters F__ B__
- Self-Unloaders F__ B__
- Tank Vessels F__ B__
- Tugs, Towing & Salvage F__ B__
- Cargo Barges & Crane Vessels F__ B__
- Package Freighters, Car & Passenger Ferries F__ B__
- Research & Government Vessels F__ B__
- Longevity & Size Tables F__ B__
- Fuel Used by Vessels & Horsepower F__ B__
- Compartment Capacities F__ B__
- Port Profiles & Mileage F__ B__
- Grain Elevators F__ B__
- Ore Docks F__ B__
- Coal Docks F__ B__
- Stone, Sand & Dry Bulk Cargo Docks F__ B__
- General Cargo Docks & Stevedoring F__ B__
- Liquid Cargo Docks & Bunkering F__ B__
- Shipyards - Drydocks F__ B__
- Repair & Equipment Providers F__ B__
- Operational Services F__ B__
- Insurance, Surveyors, Engineers, Attorneys F__ B__
- Steamship Agents/Brokers, Forwarders/Stevedores F__ B__
- Security & Tolls F__ B__
- Education & Training F__ B__
- Contacts & Great Lakes Delegation F__ B__
- Port, Vessel & Advertiser Index F__ B__



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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RATES

All positions full-color at no additional cost

Premier Positions Every premier advertiser receives two copies of the book at no charge.

- Back Cover\$2,195
- Inside Front Cover1,995
- Inside Back Cover1,995
- Page One premier position1,995
- Page Two premier position1,995
- Page Four premier position1,995
- Last Page premier position1,995
- Tabs (full page advertisements only)1,995

Full page advertisements only, 2 tabs per section, available on a first-come/first-served basis. Please indicate your preference for front or back tab within requested section.

Display Advertising Please indicate the section where you would like your advertisement placed (see outline at left). Every advertiser receives one copy of the book at no charge.

- Full page\$1,795
- 1/2 page950
- 1/4 page495

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

- Tab (2 available)\$1,995
- Full page1,995

Includes two free books and a full page port/harbor map.

Digital enhancements

- Link to your website from your ad\$50
- Create a QR Code for your advertisement . . .50

Additional copies available

- Books\$75 + shipping (\$12.00 U.S./\$25.00 Canada)
- CD\$65
- PDF download available online45
- Mobile app from iTunes store10

All Rates U.S. Funds



Full Page



1/2 Page



1/4 Page

Need help producing your advertisement? Let our team of professional graphic artists prepare your advertisement for you at no additional cost.

MECHANICAL REQUIREMENTS

SIZE OF MATERIAL	WIDTH		DEPTH
Full page	4 3/8"	x	8"
Full page bleed	6 3/4"	x	9 3/8"
1/2 page	4 3/8"	x	3 7/8"
1/4 page	2 1/16"	x	3 7/8"

*Bleed page dimension accommodates the spiral bind left and right. Center and keep all live matter within 5" x 8 3/4".

ELECTRONIC FILES

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

We print direct to plate. Ads not supplied electronically will be rebuilt and a production charge required. We do not accept coupon advertising. 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.

Video - Accepted file formats: avi, mov, mpeg, wmv. Aspect ratio: Video shot in Standard 4:3. Recommended video resolution: 640 x 480 or higher. Duration: 30 seconds. Rate includes one setup and shoot at one location. Rate for video enhancement remains the same for client-supplied video to our specifications.

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

We accept DVD, CD or flash drive media. Print media must include a color proof and software information. You may also upload your file to www.greenwoodsguide.com (up to 200 Mb).

If you require your advertisement for use in another publication or a copy of your video, there will be a fee charged.

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 _____

MAILING ADDRESS _____

CITY _____

STATE/PROVINCE _____ ZIP/POSTAL CODE _____

TELEPHONE _____

FAX _____

EMAIL _____ WEB _____

SIGNED _____ DATE _____

Please insert our advertisement in **Greenwood's Guide to Great Lakes Shipping - 2017 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.
- Include a direct link to my website from my advertisement.
- Create a QR Code for my advertisement.
- I need more information.

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221 Water Street, Boyne City, Michigan 49712 USA
 (800) 491-1760 • FAX: (866) 906-3392
harbor@harborhouse.com
www.greenwoodsguide.com