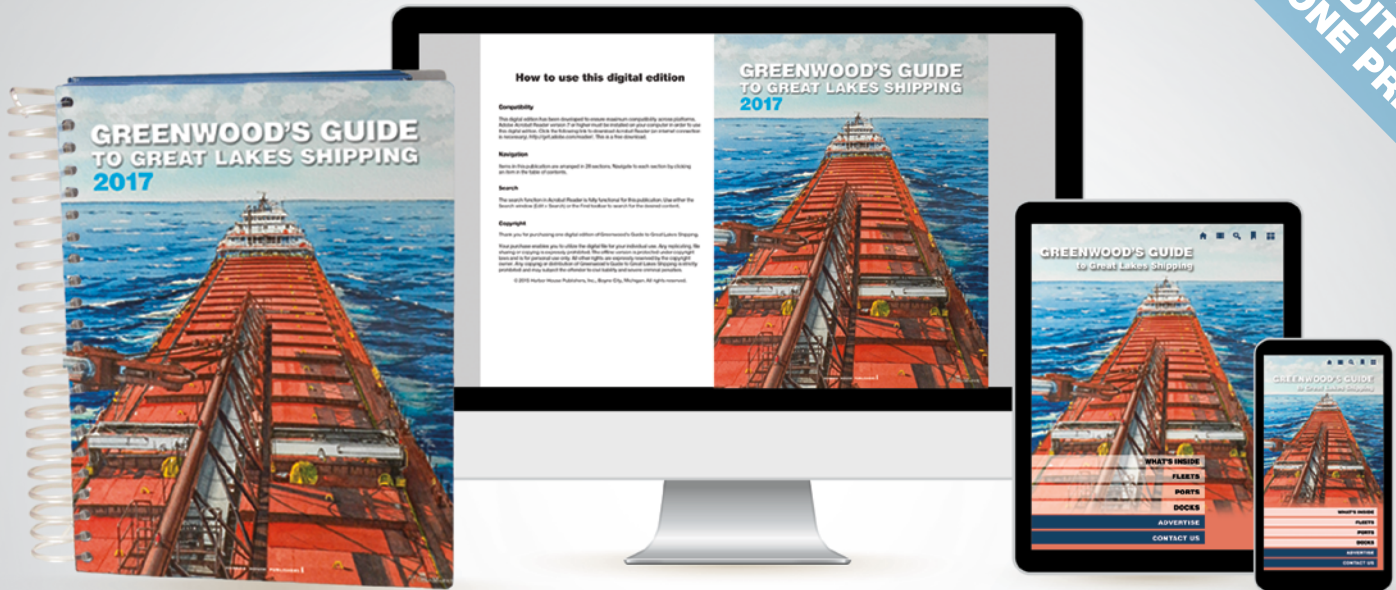


# GREENWOOD'S GUIDE

## to Great Lakes Shipping

### 2018 edition

THREE EDITIONS ONE PRICE



PRINT

DIGITAL

MOBILE

## 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

*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.*

*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.*

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

**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\_\_
- Professional Services F\_\_ B\_\_
- Steamship Agents/Brokers, Forwarders/Stevedores F\_\_ B\_\_
- Security & Tolls F\_\_ B\_\_
- Education & Training F\_\_ B\_\_
- Contacts 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 Cover . . . . . 1,995  
 Inside Back Cover . . . . . 1,995  
 Page One premier position . . . . . 1,995  
 Page Two premier position . . . . . 1,995  
 Page Four premier position . . . . . 1,995  
 Last Page premier position . . . . . 1,995  
 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 page . . . . . .950  
 1/4 page . . . . . .495

**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 page . . . . . 1,995

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 ad . . . . . .50

**Additional copies available**

Books . . . . . \$75 + shipping (\$12.00 U.S./\$25.00 Canada)  
 PDF download available online . . . . . .45  
 Mobile app from iTunes store . . . . . .10

All Rates U.S. Funds

**MECHANICAL REQUIREMENTS**

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



Full Page



1/2 Page



1/4 Page

| SIZE OF MATERIAL | WIDTH                              | HEIGHT                          |
|------------------|------------------------------------|---------------------------------|
| Cover            | 6" x                               | 8 <sup>5</sup> / <sub>8</sub> " |
| Cover bleed      | 7 <sup>3</sup> / <sub>8</sub> " x  | 9 <sup>3</sup> / <sub>8</sub> " |
| 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> " |
| 1/2 page         | 4 <sup>5</sup> / <sub>8</sub> " x  | 3 <sup>7</sup> / <sub>8</sub> " |
| 1/4 page         | 2 <sup>3</sup> / <sub>16</sub> " x | 3 <sup>7</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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