

The *Inland River Record* is published annually in cloth-covered hard-backed book form, page size 5 by 8 inches. Additionally, a CD-ROM with a PDF copy of the entire *Inland River Record* is included with each hardbound copy. The content lists and describes the commercial towing vessels presently operating on the Mississippi River system, streams emptying into the Gulf of Mexico and the Gulf Intracoastal Waterway.

Also included are separate sections listing vessel owners and their fleets with proper mailing addresses and former names of vessels presently in operation with disposition shown.

A section begun in 1995 displays the stack logos of all major towing vessel fleets, in full color.

Who Uses The *Inland River Record*?

- Boat owners and operators
- Insurance companies, financial firms
- Marine equipment manufacturers
- Brokers, surveyors and salvage firms
- Crewmembers
- Towboat enthusiasts

Paid Advertising Information

All advertisers receive a complimentary copy of the *Inland River Record*.

Please contact Nelson Spencer, Jr. or Jason Koenig to reserve your ad space.

The Inland River Record
319 N. Fourth St., Suite 650
St. Louis, Mo. 63102

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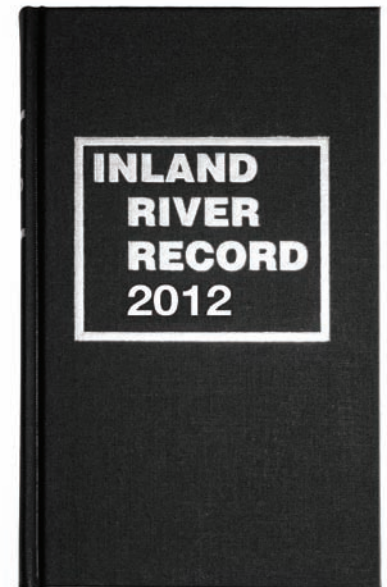
The Inland River Record is a Waterways Journal Inc. publication

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2012
Advertising Rates
and Sizes



"The Boat Book"

The only directory of commercial towing vessels operating on the Mississippi River system, streams emptying into the Gulf of Mexico and the Gulf Intracoastal Waterway.

Add Color – LOW Rates for 2012!

Advertising Deadline: June 24, 2011

Ad Sizes	Black & White	2-Color (b/w + 1 color)	4-Color (CMYK - Full Color)
Full Page	\$990	\$1,240	\$1,640
Half Page	\$625	\$875	\$1,275
Quarter Page	\$390	\$515	\$840
Eighth Page	\$250	\$375	\$700

Sample ads inside this brochure show actual size of Inland River Record ad space. If you need assistance designing your ad, please provide us with a rough layout. There is no charge unless the ad takes more than 1/2 hour to create.

We accept digital ads compatible with Adobe InDesign. Please submit high resolution files (at least 300 dpi) saved as a TIFF, EPS, JPEG, or a PDF.

Please contact our graphics department at 314-241-7354 for questions regarding art and production/design issues.

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Photo by Robert Montero

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- Vessel Pollution _____
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(314) 721-5100 • www.aon.com

Full Page: 4" x 6 7/8" • \$990 (Black & White)

Gallagher Marine Group—ST. LOUIS
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Eighth Page: 4" x 1" • \$250 (Black & White)

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Quarter Page: 4" x 1 1/2" • \$390 (Black & White)

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Half Page: 4" x 3" • \$625 (Black & White)