



the **WATERWAYS**
JOURNAL
Weekly SINCE 1887



2012

Advertising Guide

319 N. Fourth St. • Suite 650 • St. Louis, Mo. 63102
Phone (314) 241-7354 • FAX (314) 241-4207
www.waterwaysjournal.net • info@waterwaysjournal.net

Advertising Rates & Sizes

BLACK AND WHITE RATES – SAME LOW RATES AS 2011!

Size	1x	4x	7x	13x	26x	52x
1 Page	\$1,540	1,395	1,285	1,225	1,110	1,045
3/4 Page	\$1,215	1,085	1,020	960	910	815
1/2 Page Island*	\$1,160	1,040	975	950	850	790
1/2 Page	\$845	775	720	690	610	570
1/3 Page	\$645	595	560	525	490	450
1/4 Page	\$490	440	415	400	360	325
1/6 Page	\$395	360	330	315	295	270
1/8 Page	\$300	280	265	250	235	210
1 Column Inch	\$65	55	50	48	46	42

* Guaranteed only ad on page

Rates are based on the total number of insertions within a 12-month period. Largest unit to be counted as one insertion is a full page. A spread counts as two insertions. Advertising schedules composed of mixed space units are entitled to standard discounts.

DISPLAY AD SIZES

Size	Width	Height	Column inches
Front Cover	9"	9"	36"
1 Page (including bleed)	9.875"	12.875"	46"
1 Page* (* no bleed; will have 1 pt. black border around edge and page header on top of page)	9"	11.375"	46"
3/4 Page (3 Col)	6.75"	11.375"	33.75"
1/2 Page (4 Col)	9"	5.625"	22.5"
1/2 Page Island*	6.75"	7.5"	22.5"
1/2 Page (2 Col)	4.4"	11.375"	22.5"
1/3 Page (4 Col)	9"	3.75"	15"
1/3 Page (3 Col)	6.75"	5"	15"
1/3 Page (2 Col)	4.4"	7.5"	15"
1/4 Page (4 Col)	9"	2.75"	11.25"
1/4 Page (3 Col)	6.75"	3.75"	11.25"
1/4 Page (2 Col)	4.4"	5.625"	11.25"
1/4 Page (1 Col)	2.125"	11.375"	11.25"
1/6 Page (2 Col)	4.4"	3.75"	7.5"
1/6 Page (1 Col)	2.125"	7.5"	7.5"
1/8 Page (2 Col)	4.4"	2.75"	5.625"
1/8 Page (1 Col)	2.125"	5.625"	5.625"
1 Column Inch	2.125"	1"	1"

CLASSIFIED DISPLAY AD SIZES

Same as above except we do not offer 3 column wide ads in classified section.

Add Color

Take advantage of these low prices and include color in your ad!

Per Ad—Inside Pages

4-color: \$400

2-color: \$100

Cover Rates

Low prices on back, inside front, and inside back ads.

Flat Rate. Non Cancelable

Front Cover: \$2,900

Back Cover:

4-color: \$2,200

2-color: \$1,950

b/w: \$1,825

Inside Front/Inside Back Cover:

4-color: \$2,100

2-color: \$1,850

b/w: \$1,750

Mechanicals

We accept digital ads created in Photoshop, Illustrator, and InDesign applications.

Please submit high resolution files (at least 300 dpi) saved as a TIFF, EPS, JPEG, or a press ready PDF.

Note: We do not accept files in Microsoft Publisher or Adobe PageMaker.

Ad design: \$50 per hour, \$50 minimum.

Trim size: 9.625" x 12.625"

Bleed size: 9.875" x 12.875"

Color mode: CMYK

Ink density: below 320%

Please contact Kim Waterhouse at kim@waterwaysjournal.net or 314-241-7354 if you have any further questions regarding art requirements.

Editorial Calendar

The Waterways Journal publishes every Monday, 52 times per year. However, once per month we have pre-determined topics to focus our attention. Please see below for our Monthly Feature Issues.

MONTHLY FEATURE ISSUES

JANUARY 23

State of the Industry and New Products for 2012 – We will be talking to industry leaders to get their opinions on the outlook for the coming year. We will also be publishing details on some of the latest products to hit the waterways including deck equipment, wheelhouse electronics, material handlers and more. **Ad materials and space deadline is January 13.**

FEBRUARY 27

Inland Waterways Conference – Bonus Distribution! This year's Inland Waterways Conference will be held in St. Louis, Mo., and our special issue will offer a preview of some of the topics to be addressed. **Ad materials and space deadline is February 17.**

MARCH 26

Vessel Construction & Repair – Our annual look at inland waterways shipyards, highlighting new deliveries and future construction/repair needs. **Ad materials and space deadline is March 16.**

APRIL 23

Ports & Terminals – Bonus Distribution! A look at what's new in the vital shoreside portion of the industry and a preview of the 2012 IRPT Conference in St. Louis, Mo. **Ad materials and space deadline is April 15.**

MAY 14

Maritime Law and Insurance – Bonus Distribution! In this issue we will examine the world of maritime (admiralty) law and insurance and how they apply to operators. The issue will feature coverage of the Greater New Orleans Barge Fleeting Association's (GNOBFA's) annual seminar. This year marks the 30th anniversary of GNOBFA's seminar, which has become the premier event on the inland waterways for discussions on admiralty law and marine insurance. **Ad materials and space deadline is May 4.**

JUNE 25

125th Anniversary Issue – *The Waterways Journal* first went to press in 1887. For our 125th anniversary we are planning to celebrate with this very special issue that will document the history of the inland marine transportation industry over the last 125 years. Special contributors will be invited to participate. This is one issue that you won't want to miss. **Ad materials and space deadline is June 15.**

JULY 16

WJ Port Special – Ports of Indiana. The state of Indiana is home to three public ports, two located on the Ohio River and one on Lake Michigan. Together the three ports ship about 70 million tons of cargo by water each year. We look forward to highlighting the state's excellent use of its waterways and its many tenants. **Ad materials and space deadline is July 6.**

AUGUST 6

Gulf Intracoastal Waterway – Bonus Distribution! Published in advance of the Gulf Intracoastal Canal Association (GICA) annual meeting, this issue will cover key issues important to companies operating along the GIWW. Copies will be distributed at GICA's meeting. **Ad materials and space deadline is July 27.**

SEPTEMBER 3

Dredging & Marine Construction – Marine contractors and civil engineers keep the barge industry moving by ensuring proper channel depth and providing needed infrastructure; we'll take a look at some of their current projects and get an update on challenges ahead in this special issue. **Ad materials and space deadline is August 24.**

OCTOBER 8

Waterways & Washington – Bonus Distribution! An update on the Hill and the issues that impact the barge industry, as well as on the associations that work on our behalf. Extra copies will be distributed at the Waterways Symposium, the annual meeting of Waterways Council with the support of Informa Economics and *The Waterways Journal*. **Ad materials and space deadline is September 28.**

NOVEMBER 19

Workboat Show Issue – Bonus Distribution! Advance coverage of products to be exhibited at the largest trade show in the industry. This year will also feature a section on developments in the engineroom. Copies of the issue will be distributed at the show from our booth. **Ad materials and space deadline is November 9.**

DECEMBER 17

Annual Review & Directory – A comprehensive look back at key developments in the industry in 2011, with valuable boat tables to help keep track of new construction, acquisitions and more. **Ad materials and space deadline is December 7.**

BONUS EXPOSURE FOR YOUR 2012 PRINT ADS

The *WJ* now offers online users access to a digital edition, giving your print ad online exposure at no additional cost! There are also online advertising opportunities on our Web site. To inquire about adding online advertising to your 2012 schedule, please call 314-241-7354 and ask for Jason Koenig.

The Weekly Trade Magazine for the Inland Rivers and Gulf Intracoastal Waterway

**No other magazine reaches the inland market like the WJ!
In fact 40% of our readers report that they do not subscribe to or read any other marine trade magazine.**

Quality Readership - Experience the difference of PAID circulation!

- Companies and key personnel PAY to have the WJ delivered to their mailbox. They are invested and active readers, which is why 91.1% report to have read four out of the last four issues.
- With an average of three readers per copy, the Waterways Journal is seen by nearly 16,000 individuals every week.

Purchasing Involvement

- More than three-fourths of our readers surveyed have purchasing involvement for products and services for their company.
- About two-thirds of the respondents' companies (68.9%) have purchased one or more marine-related products in the past 12 months.
- 66.1% of readers report taking one or more actions as a result of seeing an advertisement in The Waterways Journal. These include saving an ad for reference, contacting the advertiser for more information and purchasing the advertised product or service.

Readership Occupations

- 41.6% boat/barge owner, operator, agent, broker
- 20.9% terminals, ports, shippers, dredgers or employees of construction companies, associations and other allied marine industries
- 3.8% shipbuilding & repair
- 10.8% independent professional
- 8.7% marine suppliers, equipment manufacturers

**Please visit our website:
www.waterwaysjournal.net**

For more information or to place an ad, please contact: Jason Koenig or Nelson Spencer, Jr.
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jason@waterwaysjournal.net
spence@waterwaysjournal.net

Survey conducted by Research USA Inc. between October 1, 2002 and November 5, 2002.

What else we offer:

ANNUAL DIRECTORIES

Inland River Guide:

Listings are free and advertising space is available. The Inland River Guide is the only directory published specifically for the benefit of companies doing business along the inland and Gulf Intracoastal waterways.
www.waterwaysjournal.net/IRG-About.html

Inland River Record:

A hard-back book that lists in detail more than 3,500 commercial towboats and tugs, U.S. engineer vessels and Coast Guard vessels navigating the Mississippi and Ohio, their tributaries and the Gulf Intracoastal Waterway. Advertising space is available in the forward section of the book.
www.waterwaysjournal.net/IRR_site/IRR_about.html

ONLINE ADVERTISING

New Website

All-new design. The new site includes a digital version of the WJ, giving your print ad online exposure at no additional cost! There will also be new online advertising opportunities on the new site.

To inquire about any of these additional opportunities, please call Jason Koenig at: 314-241-7354.

Do you have a special event on the horizon?

Whether it is a christening, barge launch, new facility or retirement celebration, we can help. Call and ask about our Photo Page special!

