

MARINER

THE ALUMNI MAGAZINE OF MAINE MARITIME ACADEMY
2008 ADVERTISING RATES



PURPOSE

MARINER, the magazine for alumni and friends of Maine Maritime Academy, strives to keep its audience informed about significant developments in the life of the academy, in the lives of its various alumni, and in the broad area of ocean-related education. **Mariner** tries to strengthen loyalty to and pride in the institution which it represents.

AUDIENCE

MARINER is mailed to alumni of MMA as well as friends of the Academy, including donors, parents of current students, faculty, staff, guidance counselors, and selected individuals in the news media. The magazine reaches all 50 states and 34 countries with a total circulation of 8,562.

RESPONSIBILITY

MARINER is produced by the Academy's Alumni Affairs office. The Editor is responsible for content, writing, editing, design, production, and distribution. In planning the content of each issue the editor consults with the Director of Alumni Affairs.

THEMES

1. Our Alumni succeed in many endeavors, at sea and shore.
2. MMA is an evolving institution, as is true of all good colleges and universities.
3. We offer the most complete and varied ocean-related curriculum in the United States.
4. MMA is well-managed and financially sound.
5. We provide an environment that nurtures and challenges students.
6. Our professors are recognized experts in their fields.

ADDITIONAL FACTS

Frequency: 3 times a year: Fall, Winter, Spring
Pages per issue: 32
Total Annual Budget (no salaries): \$40,000
Cost per Issue: \$13,000
Total Editorial Staff: 1-1/2

Display Advertising

4-Color	1x	2x	3x	Size (width by height)
Full Page	\$780	\$740	\$700	7 x 10
1/2 Page	\$465	\$415	\$385	7 x 4-7/8
1/2 Page	\$465	\$415	\$385	3-3/8 x 10
1/4 Page	\$310	\$285	\$260	3-3/8 x 4-7/8
1/8 Page	\$240	\$220	\$200	3-3/8 x 2-3/8

B & W	1x	2x	3x	Size (width by height)
Full Page	\$575	\$518	\$466	7 x 10
1/2 Page	\$345	\$315	\$270	7 x 4-7/8
1/2 Page	\$345	\$315	\$270	3-3/8 x 10
1/4 Page	\$230	\$210	\$190	3-3/8 x 4-7/8
1/8 Page	\$145	\$130	\$115	3-3/8 x 2-3/8

Cover	1x	2x	3x	Size (width by height)
Inside Front	\$1300	\$1250	\$1200	7 x 10
Inside Back	\$1300	\$1250	\$1200	7 x 10
Back Cover	\$1100	\$1050	\$1000	7 x 7
Inside 1/2 page	\$1000	\$950	\$900	7 x 4-7/8

MECHANICAL REQUIREMENTS

Inside covers ONLY may bleed: Trim Size: 8.5 x 11

Black & White or Color ads will be considered camera-ready when submitted at correct size in 300 dpi tif. or 2400 dpi eps or pdf format.

If submitting electronic file, please fax or mail hard copy of ad.

Reductions, enlargements, halftones, or copy changes required to meet camera ready requirements, will be charged according to current rates. See partial price schedule, right.

Per B & W Scan:
\$10.00
Design/Typesetting:
\$65.00/hr.

DEADLINES:

July 1 for Fall Issue (Mid-September)
Nov. 1 for Winter Issue (Mid-January)
Mar. 1 for Spring Issue (Mid-April)

Direct questions, space reservations, materials and payment to:
Maine Maritime Academy, Alumni Affairs Office, Castine, ME 04220
Contact: Alyssa Lacroix phone: (207)326-2337 fax: (207) 326-2135 email: alyssa.lacroix@mma.edu