

THE OFFICIAL MAGAZINE OF THE OCEANOGRAPHY SOCIETY

Oceanography

ADVERTISEMENT GUIDELINES

SEPTEMBER 2004

CIRCULATION, READERSHIP, AND MARKET

The Oceanography Society membership represents all disciplines of oceanography as well as ocean technology. All members in good standing receive copies of the magazine. Approximately 15% of its members are non-US scientists and institutions from 38 countries. The Society conducts its own biennial scientific meetings at which magazines are distributed to attendees (Society members and nonmembers). The magazine is also distributed to attendees visiting the Society's exhibit booth at several oceanographic conferences throughout the year.

The typical reader of *Oceanography* is a Ph.D.-level professional ocean scientist, educator, or policy-maker who directs, conducts, or manages contemporary ocean research at a university, institution, or government facility. The magazine offers advertisers direct access to an international core of ocean scientists who are responsible for selecting and purchasing modern ocean technology, and who actively use and often design ocean-related hardware and software. Our information indicates that *Oceanography* is retained for years by readers as a valuable reference.

POLICY AND STANDARDS

Oceanography will accept advertising that meets editorial standards of accuracy, relevance, timeliness, and good taste. The magazine will not accept inserts that detract from the scientific content of the issue. In all cases, the Editor has final responsibility for determining the acceptability of an advertising insert, and any submitted material may be declined at the Editor's prerogative. All inserts will be produced using four-color process.

THE OFFICIAL MAGAZINE OF THE OCEANOGRAPHY SOCIETY

Oceanography

DISPLAY ADVERTISEMENTS

SEPTEMBER 2004

ARTWORK

Display ads are printed using four-color process. Artwork may be submitted electronically in one of the following file formats:

- tiff files
 - at least 300 dpi resolution at print size
 - color mode must be set at CMYK or grayscale
- eps files
 - color mode must be set at CMYK or grayscale
 - fonts must be embedded or changed to outlines
 - any embedded rasterized artwork must be at least 300 dpi resolution at print size

SUBMISSIONS

To submit an advertisement and for payment information contact Jennifer Ramarui at info@tos.org or 1-301-251-7708. Electronic files indicated in the list above may be submitted via the magazine's ftp site or on CD to the address below. Except for covers and prearranged special cases, the Editor and designer jointly reserve the right to select the exact insert location for accepted advertising, according to layout requirements.

SUBMISSION DEADLINES

| Issue | Deadline |
|-----------|-----------|
| March | January 1 |
| June | April 1 |
| September | July 1 |
| December | October 1 |

SIZES AND RATES

| Display Ad Size (no bleeds) | W x H (inches) | Rates | | |
|--------------------------------|-------------------|--------|--------|--------|
| | | 1x | 2x | 3x |
| Full page | 7.5 x 9.75 | \$1360 | \$1340 | \$1320 |
| 1/2 page vertical | 3.75 x 9.75 | \$950 | \$926 | \$902 |
| 1/2 page horizontal | 7.5 x 4.75 | \$950 | \$926 | \$902 |
| 1/3 page vertical | 2.35 x 9.75 | \$795 | \$775 | \$755 |
| 1/3 page horizontal | 7.5 x 3 | \$795 | \$775 | \$755 |
| 1/4 page vertical | 2.35 x 7 | \$550 | \$536 | \$522 |
| 1/4 page horizontal | 5 x 3 | \$550 | \$536 | \$522 |

| Display Ad Size (with bleeds) | W x H (inches) | Rates | | |
|----------------------------------|---|--------|--------|--------|
| | | 1x | 2x | 3x |
| Inside, front cover | bleed - 9 x 11.5 final - 8.5 x 11 | \$2850 | \$2778 | \$2706 |
| Inside, back cover | bleed - 9 x 11.5 final - 8.5 x 11 | \$2640 | \$2573 | \$2506 |
| Full page | bleed - 9 x 11.5 final - 8.5 x 11 | \$1430 | \$1394 | \$1358 |
| 1/2 page vertical | bleed - 4.5 x 11.5 final - 4.25 x 11 | \$998 | \$973 | \$948 |
| 1/2 page horizontal | bleed - 9 x 5.75 final - 8.5 x 5.5 | \$998 | \$973 | \$948 |
| 1/3 page vertical | bleed - 3 x 11.5 final - 2.75 x 11 | \$835 | \$814 | \$793 |
| 1/3 page horizontal | bleed - 9 x 11.5 final - 2.75 x 11 | \$835 | \$814 | \$793 |

Artwork for ads that bleed off the page must be submitted at "bleed" size with any "live" content, such as text, set at least .25 inches inside the "final" size dimensions.

THE OFFICIAL MAGAZINE OF THE OCEANOGRAPHY SOCIETY

Oceanography

IN COLUMN CLASSIFIED ADS

SEPTEMBER 2004

SUBMISSIONS

To submit an advertisement and for payment information contact Jennifer Ramarui at info@tos.org or 1-301-251-7708. Electronic submission of advertisement text is preferred. Submissions must include a title for the ad. Advertisements with "Reply By" deadlines that are within the same month as the publication date will not be accepted. All classified advertisements will appear on the "Classifieds" page in the magazine and will be automatically placed on the "Job Announcements" page of the TOS web site.

RATES

| Classified Type | Rates (per four lines)* |
|---|----------------------------|
| Positions Available | \$35.00 |
| Positions Wanted | \$35.00 |
| Student Opportunities | No Charge |
| Services, Supplies, Courses, and Announcements | \$35.00 |

*Approximately 148 characters.

SUBMISSION DEADLINES

| Issue | Deadline |
|-----------|------------|
| March | January 10 |
| June | April 10 |
| September | July 10 |
| December | October 10 |