

# Currents

NEWSLETTER

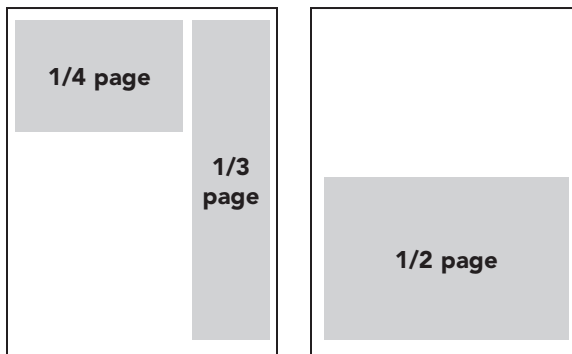
## ADVERTISING RATES

|                  | 1-Color<br>(Black) | 2-Color<br>(Black+Cyan) | 4-Color<br>(CMYK) |
|------------------|--------------------|-------------------------|-------------------|
| <b>Full Page</b> | \$ 550             | \$ 650                  | \$ 850            |
| <b>1/2 Page</b>  | \$ 300             | \$ 400                  | \$ 600            |
| <b>1/3 Page</b>  | \$ 200             | \$ 300                  | \$ 500            |
| <b>1/4 Page</b>  | \$ 150             | \$ 250                  | \$ 450            |

(20% discount for three or more ads placed consecutively.)

## AD DIMENSIONS

|  | Width  | Height  |
|--|--------|---------|
| <b>Full Page</b>                                     | 7-3/4" | 10-1/4" |
| <b>Full Page Bleed</b>                               | 8-3/4" | 11-1/4" |
| (1/8" bleed all sides; 8-1/2" x 11" final trim size) |        |         |
| <b>1/2 Page</b>                                      | 7-3/4" | 4-7/8"  |
| <b>1/3 Page</b>                                      | 2-3/8" | 10"     |
| <b>1/4 Page</b>                                      | 5-1/4" | 3-1/2"  |



All ads must match above dimensions to avoid additional fees. 1/2 pt. border rule minimum size for all non-bleed ads. Bleed ads should include both trim and registration marks.

## SUBMISSION

Contact MHA by phone or email before sending any digital files.

### Mechanical Specifications

All ads must be CMYK, digital file format, Macintosh compatible. **Film, velox, and hard copy proofs will not be accepted.** All ads MUST be submitted in one of the following formats (no exceptions):

- 1) Hi-resolution/Press Quality PDF (preferred).
- 2) Adobe InDesign CS document along with all linked images, all fonts outlined\*.
- 3) Adobe Illustrator .eps file with all images embedded and all fonts outlined.\*
- 4) Adobe Photoshop 300dpi document saved as EPS with all fonts rasterized.\*

*\*If fonts are included, both printer and screen fonts must be provided. Only Macintosh fonts are acceptable. To insure best halftone reproduction, provide 300 dpi images placed at 100% of actual size.*

### Acceptable Media

- 1) CD-ROM (send directly to MHA).
- 2) Via Email: Files must be provided as compressed archives (.sit, .sea, or .zip), no larger than 8MB. **All files sent as email attachment must be sent directly to [mhaads@acmegraphics.net](mailto:mhaads@acmegraphics.net)**. Indicate "MHA/Currents Ad Submission" in subject line, and include all contact info in accompanying email message.
- 3) Via Internet/ftp site: Files larger than 8MB must be submitted via an ftp site. Contact [ftpinfo@acmegraphics.net](mailto:ftpinfo@acmegraphics.net) for specs.

**CONTACT PUBLISHER FOR CLOSING DATES: [advertising@mhaweb.org](mailto:advertising@mhaweb.org)**

**Policies:** All advertising is subject to the approval of the Marine Hotel Association, who also reserves the right to refuse any submissions deemed inappropriate in design or content. It is agreed that the advertiser/agency will indemnify and save the publisher harmless from and against any loss, expense or other liability resulting from any claims or suits for libel, violation of right of privacy, plagiarism, copyright infringement, and any other claims or suits that may arise out of the publication of such advertisement.