

# 2022 Website and Email Newsletter Advertising



## Choose Your Audience

*Professional Mariner* readers are an active and engaged audience who depend on us for the most current and comprehensive information affecting the maritime industry. The magazine is focused on the operational and managerial issues that mariners need to make sound purchasing decisions. The integrated offerings of *Professional Mariner* — the print and digital magazine, the website and the email newsletters all ensure that crucial industry information is never missed.

## Email Newsletter Ads

Email newsletter advertising opportunity to reach 11,952 *Professional Mariner* email newsletter subscribers (choose leaderboard and/or vertical banner).

## Dedicated Email Blast

Single advertiser “owns” content sent to entire *Professional Mariner* email newsletter subscriber list of over 8,000. Reach mariners where they’re paying attention, through a source they already trust.

## Website Advertising

**728 x 90 Leaderboard**

**300 x 600 Half Page**

**300 x 250 Medium rectangle**

File type: gif, jpg, rich media  
Size: 40KB  
Dedicated email: supply content as html (600px wide) or provide copy and art for Navigator to create.  
Max Animation Loops: 3 loops or 15 sec

## Website Advertising Rates

Leaderboard+Medium Rectangle	<b>\$750</b>
Leaderboard (728x90px)	<b>\$500</b>
Half Page (300x600px)	<b>\$500</b>
Medium Rectangle (300x250)	<b>\$500</b>
Skyscraper (160x600px)	<b>\$350</b>
Job Posting/Employment Page	<b>\$250</b>

## Email Newsletter Rates

Leaderboard+Vertical Banner	<b>\$1,200</b>
Leaderboard (600x90px)	<b>\$800</b>
Vertical Banner (120x240px)	<b>\$600</b>
Dedicated Email Blast	<b>\$2,250</b>

## Email Newsletter Advertising

**600 x 90 Leaderboard**

**120 x 240 Vertical Banner**

**Weekly Email Newsletter**  
Shipbuilding  
Brownwater  
Casualty News

**Custom Dedicated Email Blast**