



Sidelights

Published by The Council of American Master Mariners, Inc.

AUDIENCE:

Active and Retired
Masters & Pilots
Key Congressional Members
Maritime Industry Lobbyists
International Ship Masters
USCG Personnel
U.S. Tug & Terminal Operators

DISTRIBUTION

CAMM Members
Maritime School Libraries
Key Congressional Members
Ports & Terminals
Labor Organizations
International Seafarers'
Associations
U.S. Flag Ships

CIRCULATION

1,000 printed;
Average 240+ downloads
online

FREQUENCY:

Quarterly

ISSUES:

Spring
Summer*
Fall
Winter

CAMM's National Magazine

Media Kit

Our Members and Readers

Members of The Council of American Master Mariners (CAMM) **spend millions** of dollars each year on travel, professional services, legal and financial aid, nautical books & art, and are **influential in shipping companies purchase of operational equipment.**

Marketing: Business to Business

CAMM members are employed by or affiliated with the commercial maritime industry and the U.S. government via the USCG, USN, MARAD and USCG Auxiliary. Companies often rely on our members' input when purchasing operational equipment for their vessels.

- ☆ Navigation Equipment (ARPAs, GPS, ECDIS, Steering systems, docking sensors, and bowthrusters);
- ☆ Communication Equipment (VHF, GMDSS, AIS, and Satellite);
- ☆ Software Programs (for weather, stability, cargo stowage, payroll, inventory, purchasing, personnel documentation & regulatory forms);
- ☆ Deck Machinery, Mooring Lines, Cranes and Wire Rope;
- ☆ Cargo Pumps, Manifolds, and Valves; and
- ☆ Security Systems (Audio, Video, Intruder Defense).

Marketing: Direct to Consumers

CAMM members are active and retired shipmasters, pilots, marine consultants, educators, and qualified maritime associates. A recent survey *of CAMM's membership indicates they are an **excellent target audience** for a variety of merchandise, services, artwork, and publications.

- ☆ 1 out of 3 members are boat owners;
- ☆ 83% have a household income over \$80,000;
- ☆ 86% vacation one or more times per year;
- ☆ 67% have or would take a cruise;
- ☆ 71% are interested in Nautical Art;
- ☆ 80% purchase 5 or more books per year; and
- ☆ 66% purchase nautical artifacts such as art, jewelry, ship models, lighthouse models, charts, glassware, etc.

*Member survey taken in 2013 with 95% accuracy.



Ad Rates

SIZE	Open Rate (per insertion)	2-3 times insertion* (per insertion)	4 times insertion** (per insertion)
Covers: (full color only)			
outside back	\$1600	\$1520	\$1360
inside front	\$1500	\$1425	\$1275
inside back	\$1375	\$1306	\$1169
Color Display Ads (full color)			
2-page spread	\$2400	\$2280	\$2040
Full page	\$1300	\$1235	\$1105
2/3 page	\$1140	\$1083	\$969
1/2 page	\$1050	\$998	\$893
1/3 page	\$ 700	\$665	\$595
1/4 page	\$550	\$523	\$468
Black & White Display Ads (add one color to black & white: add 20%)			
Full page	\$850	\$808	\$723
2/3 page	\$720	\$684	\$612
1/2 page	\$550	\$523	\$468
1/3 page	\$420	\$399	\$357
1/4 page	\$350	\$333	\$298
1/6 page	\$250	\$238	\$213
1/8 page	\$190	\$180	\$162
Column inch	\$75	\$71	\$64
Classifieds	\$1.50 per word		

Advertising Deadlines

Issue	Closing Date	Copy Due	Release Date
Spring	March 10	March 20	April 15
Summer *	June 10	June 20	July 1
Fall	October 10	October 20	November 15
Winter	January 10	January 20	February 15

NOTE:

*Subject to change based on CAMM's Annual General Meeting and Professional Conference dates.

Advertise on CAMM's website

Prices vary based on availability, placement and duration. Please contact us for a quote.

See next page for contact information.

Medium rectangle: 300 x 250

Rectangle: 180 x 150

*Sizes quoted in pixel sizes (wxh).

Payments

Payment due within 30 days of invoice to "CAMM"

A 1.5 percent late payment charge will be assessed on all accounts after 30 days. Accounts turned over for collection will be charged the full cost of collection. No discounts on past due accounts.

Cancellations

Cancellations not accepted after closing date. When no acceptable copy is furnished by the closing date for space scheduled, publisher reserves the right to repeat the latest advertisement, or to charge for space reserved.

Discounts

Frequency rates reflect discounts of:

*2-3x commitment: 5%

**4x commitment : 15%

Additional Charges

Add 1 color to Black & White: add 20%

Special position or extend to trim: add 15%

Design & Layout: \$100 per hour

Technical Specs

SIZE	Width		Height	
2-page spread trim add 9 pts (1/8") bleed to all sides	16¾"	100p6	10⅞"	65p3
full page trim add 9 pts (1/8") bleed to all sides	8⅞"	50p3	10⅞"	65p3
2/3 page vertical *	4⅞"	27p9	8⅝"	53p0
1/2 page island	4⅞"	27p9	7"	42p0
1/2 page horizontal*	7"	42p0	4½"	27p0
1/3 page square	4⅞"	27p9	4½"	27p0
1/3 page vertical*	2¼"	13p6	8⅝"	53p0
1/3 page horizontal*	7"	42p0	3"	18p0
1/4 page square	4⅞"	27p9	3½"	21p0
1/4 page horizontal*	7"	42p0	2⅓"	14p0
1/6 page vertical	2¼"	13p6	4½"	27p0
1/6 page horizontal	4⅞"	27p9	2⅓"	14p0
1/8 page	2¼"	13p6	3½"	21p0
Column Inch	2¼"	13p6		

*size may be extended to trims for additional 15% surcharge. Please inquire for exact dimensions.

Digital Requirements & File Formats

All artwork is to be submitted digitally.

High resolution PDF files with embedded graphics and fonts at actual size are preferred. All color graphics must be in CMYK; RGB and Microsoft Office files are not accepted.

A flat charge of \$100 will be charged for each file that must be converted to CMYK, and advertisements submitted in MS Office or other programs will be subject to design services rates.

Email files up to 10 MB to sidelightsmag@gmail.com. Please ask about ftp upload options for larger files.

Design Services

Design services are offered for an additional charge. Please supply logos, art-work and/or ideas, along with text.

Design work is charged at \$100/hour.

Content Accepted

All articles and advertisements are subject to approval by the *Sidelights* Committee.

Contacts

Editor

sidelightseditor@mastermariner-us.org
(send Letters to the Editor to this email)

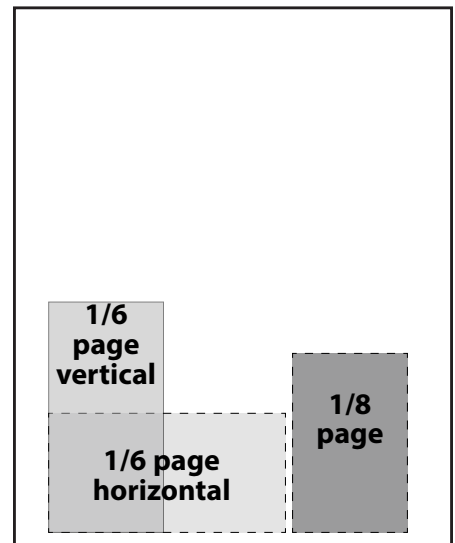
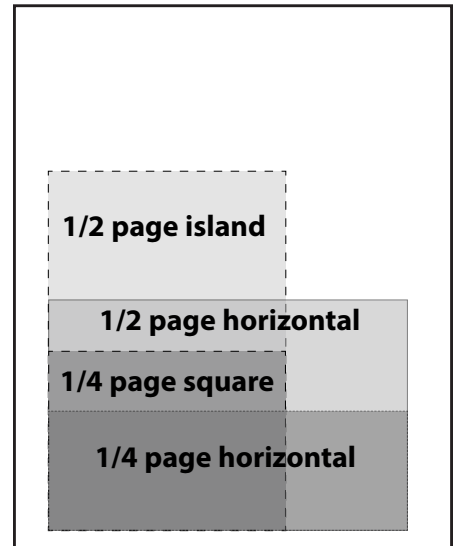
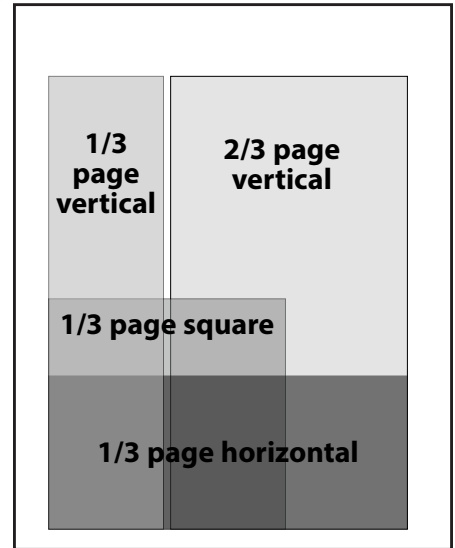
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Sidelights

Published by The Council of American Master Mariners, Inc.

our Organization

Established in 1936, the Council of American Master Mariners (Camm) is a national nonprofit organization comprised of Shipmasters, Pilots and Maritime Associates. It is independent of any union, company, school or political party. *Sidelights* is the official publication of Camm.

Advertisers in *Sidelights* gain direct access to a large pool of high income maritime professionals. Camm members are in position to influence dollars spent in the business sector. Our members have discretionary income to spend on hobbies, books, artwork, travel and other goods and services.

Sidelights is the foremost advocate for the American Merchant Mariner. It focuses on current legislative and

regulatory topics and covers environmental issues, new shipboard technology, and shipboard safety. By advertising in *Sidelights* you will reach potential customers and an influential audience. Your company will be promoted throughout the U.S. maritime industry.

covers environmental issues, new regulations, vessel management,

"Sidelights just keeps getting better and better. It is obvious to me this publication is one of the best for forging world wide efforts to improve world wide maritime affairs."

— Captain Jackson Davis,
ARCO Tanker Captain (Ret.)

VIEW from the Bridge

Russian – Ukrainian War Shows the Need for a Vibrant U.S. Flag Fleet

Thank you to the members of Camm for their support during the recent election. It is an honor and privilege to serve this fine organization as President. I would also like to thank Captain Jerry Boyd for nominating me to join Camm when I was still in the US Coast Guard. I have served as the President of the US Merchant Marine Association (USMMA) and as National Executive Vice President for most of Camm's history. I appreciate your support and encouragement. I am proud to be the President of Camm and to have the support of its members. I will continue to work with you to ensure that the interests of Camm are protected and that the maritime industry is a vibrant and successful one.

Future of Camm
Our organization is facing many challenges, but we will continue to press forward with our mission. Many professionals of exceptional merit entering the maritime industry and increased membership. I realize that during these challenging times, some members have had to make choices between what organizations they will continue to support. I strongly believe that our industry needs the support of Camm and its members. I ask for your continued support and participation. Please realize that your vote is not just a vote for me, but a vote for the future of our industry. Our organization is composed of professional mariners with years of knowledge and experience. We will be expanding our efforts to provide maritime reports to government, maritime associations and any interested parties that may require our expertise.

Congratulations to the Class of 2022
On behalf of Camm, congratulations to all graduates of the Pilot and Master courses. You have shown the industry and the world that you are the best. I am proud to have you as members of our industry. I will be in touch with you as you begin your new journey. If you need any help, please contact me at any time. I will be in touch with you as you begin your new journey. If you need any help, please contact me at any time.

Professional Development Conference and Annual Meeting
At the Camm, we are excited to announce the 2022 Annual Meeting and Professional Development Conference. The event will be held in a beautiful location and will feature a variety of speakers and topics. We will also have a networking opportunity for all attendees. We look forward to seeing you there.

our Editorial Content

The majority of *Sidelights* content is based on current news and significant maritime subjects. We do not schedule topics in advance, allowing us the flexibility to comment on current maritime events in each publication.

- ☆ Industry updates
- ☆ Internationa Federation of Ship Master's Secretary-General, Commodore Jim Scorer reports on IMO and SOLAS issues
- ☆ Seafarer's Rights by Father Sinclair Oubre, Apostleship of the Seas-USA
- ☆ CAMM's National President reports on current industry subjects of interest to CAMM members
- ☆ Updates on New Maritime Regulations

In the Industry

Southern California Coastal Ocean Observing System (SCCOOS) and the Leveraged Products Made Available For The Maritime Community

The US and COCOSTEP have teamed up to create a new observing system for the Southern California coastal ocean. This system will provide real-time data on ocean conditions, including temperature, salinity, and chlorophyll-a. The data will be used to improve weather forecasting and to study climate change. The system will also be used to monitor marine resources and to protect the environment.

SCCOOS Leveraged Assets
SCCOOS has a number of assets that can be leveraged for a variety of purposes. These assets include data, expertise, and infrastructure. They can be used to improve weather forecasting, to study climate change, and to monitor marine resources.

High Frequency Radar (HFR)
HFR is a type of radar that can provide real-time data on surface currents and wave heights. It is used to improve weather forecasting and to study ocean circulation.

Wave
Waves are an important part of the ocean's energy budget. They can be used to generate power and to transport sediment. They can also be a hazard to ships and structures.

How You Can Access This Information
You can access this information through a variety of channels. You can visit the SCCOOS website, or you can contact the project manager. You can also attend workshops and seminars.

Maritime Trades and Commerce
The maritime industry is a vital part of the global economy. It provides a means of transport for goods and people. It is also a source of employment and income.

Mission Statement

The Council of American Master Mariners is dedicated to supporting and strengthening the United States Merchant Marine and the position of the Master by fostering the exchange of maritime information and sharing our experience. We are committed to the promotion of nautical education, the improvement of training standards, and the support of the publication of professional literature. The Council monitors, comments, and takes positions on local, state, federal and international legislation and regulation that affect the Master.

www.mastermariner.org