



# Sidelights

Published by The Council of American Master Mariners, Inc.

## AUDIENCE:

Working & Retired Ship 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:

bi-monthly from Oct. - June

## ISSUES:

February  
April\*  
June\*  
October  
December

## 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, Electric charting, 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)	3-4 times insertion* (per insertion)	5 times insertion** (per insertion)
<b>Covers: (full color only)</b>			
outside back	\$1600	\$1520	\$1360
inside front	\$1500	\$1425	\$1275
inside back	\$1375	\$1306	\$1169
<b>Color Display Ads (full color)</b>			
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
<b>Black &amp; White Display Ads (add one color to black &amp; white: add 20%)</b>			
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
February	January 10	January 20	February 15
April *	March 5	March 10	April 1
June *	May 5	May 10	June 1
October	September 5	September 10	October 1
December	November 1	November 10	December 1

\*Subject to change based on annual meeting dates.

### NOTES:

\*Subject to change based on AGM dates.

## Advertise on CAMM's website

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

Medium rectangle: 300 x 250

Rectangle: 180 x 150

\*Sizes quoted in pixel sizes (w x h).

## 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:

\*3-4x commitment: 5%

\*\*5x commitment : 15%

## Additional Charges

Add 1 color to Black & White: add 20%

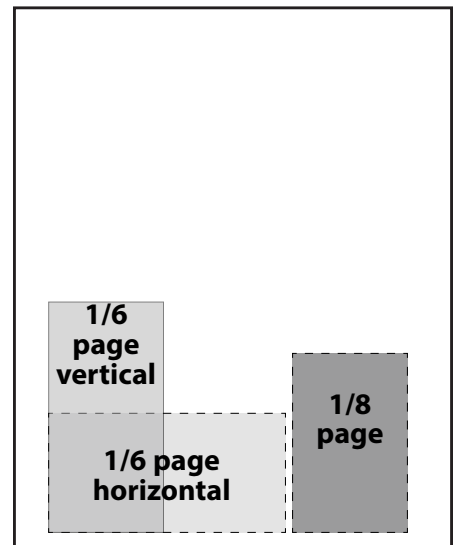
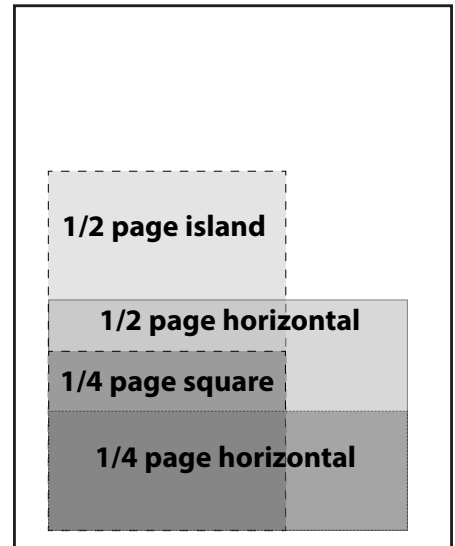
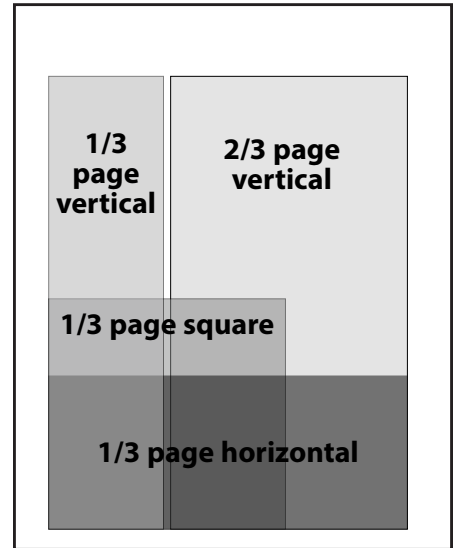
Special position or extend to trim: add 15%

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 [davyne@mastermariner.org](mailto:davyne@mastermariner.org). Please ask about ftp upload options for larger files.

## Design Services

Design services are offered for an additional charge. Please supply logos, artwork and/or ideas, and text.

Design work is charged at \$100/hour.

## Content Accepted

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

## Contacts

### Editor

[sidelightsed@mastermariner.org](mailto:sidelightsed@mastermariner.org)  
(send Letters to the Editor to this email)

### Advertising

[sidelightsads@mastermariner.org](mailto:sidelightsads@mastermariner.org)

### Layout & Design

[sidelightsdesign@mastermariner.org](mailto:sidelightsdesign@mastermariner.org)

### General Info

[sidelightsinfo@mastermariner.org](mailto:sidelightsinfo@mastermariner.org)

### Article Submissions

[sidelightsarticles@mastermariner.org](mailto:sidelightsarticles@mastermariner.org)



# 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, regulations, vessel management, 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.

*"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.)

## 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.

- ☆ Piracy and security updates
- ☆ Internartiona Federation of Ship Master's Association's Secretary-General, Captain John Dickie reports on IMO and SOLAS issues
- ☆ Seafarer's Rights by Father Sinclair Oube, Apostleship of the Seas-USA
- ☆ CAMM's National President reports on current industry subjects of interest to CAMM members
- ☆ Reports from IOOS®/NOAA



## 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](http://www.mastermariner.org)