

PowerShips

THE MAGAZINE OF ENGINE-POWERED VESSELS



The Official Magazine of The Steamship Historical Society of America (SSHSA)

PowerShips gives members what they want, capturing the stories and nostalgia of engine-powered vessels and their crews, their journeys both historic and modern, and their impact on our world today.

Our membership includes maritime and boating enthusiasts of varying backgrounds, historians, authors, maritime artists, genealogists, Merchant Mariners, Coast Guard, Navy, scuba divers, collectors, students, professors, ship engineers and architects, sea captains, and maritime professionals of all kinds. You'll find our membership has a loyal following, with members renewing year after year.

If your target audience is interested in maritime, *PowerShips* is the place to be.

Through recording, preserving, and educating, the mission of the Steamship Historical Society of America is to share the impact of engine-powered vessels, their crews, and their passengers with future generations.

Contact Amy Rajack to advertise today at
401-463-3570 or arajack@sshsa.org



Who Are Our Readers?



According to recent member surveys:

- **WELL EDUCATED** - over 70% with BA or higher
- **HIGHER INCOME BRACKET** - with 68% earning over \$75K, and 33% at \$125K+
- **84% ENJOY MUSEUMS** and historical sites
- **90%+ AGREED** that their SSHSA membership is a good value
- **OVER 40%** employed in (or retired from) the **MARITIME INDUSTRY**
- **OVER 80%** have been on **AT LEAST ONE CRUISE**, about 50% on 5 or more

Material Requirements/Specifications

Advertisement Specifications

Ad Materials: All ad materials should be supplied in one of the following digital file formats. Ad materials other than acceptable digital files can incur additional charges.

Acceptable Digital Files

Adobe Acrobat PDFs (Press Optimized, 2400 dpi, binary CMYK, all fonts embedded) or flattened CMYK TIFF or EPS files, 300 dpi at actual size. Other file types accepted are Adobe Illustrator and Adobe Photoshop. Please do not submit files created in word-processing programs: MS PowerPoint, MS Publisher, etc. Production charges will be incurred if files do not meet these acceptable digital file guidelines.

Graphic/Imaging Formats

All graphic elements should be imported from drawing or imaging applications. The following drawing programs are supported: Illustrator, Freehand, Photoshop, and CorelDraw. For best results, graphics should be saved as TIFF or EPS files. Do not use JPEG, GIF, or PICT files. Images should be placed at 100% of size in final document, converted to CMYK, and saved as either a print-ready PDF, TIFF or EPS file.

File Submission

Files may be submitted using the following media: Email or FTP. When submitting your electronic files, clearly label the media with the magazine issue date, Advertisers and Agency's complete contact details, list of contents, platform (Mac, PC), and file name/number. Files sent through electronic channels must be compressed. Files less than 5 MB may be e-mailed.

Mechanical Specifications

Magazine Final Trim Size 8.5" x 11"



**Full page
7.5" x 10"**

**Full page
w/bleed
9" x 11.5"
(critical material
should be kept ½"
from trim edge)**

**2/3 page
4.875" x
9.875"**

**1/2 Page
Island
4.875" x
7.375"**

**1/2 Page
Horizontal
7.5" x 4.875"**

**1/3 Page
Vertical
2.375" x
9.875"**

**1/3 Page
4.875" x
4.875"**

**1/4 Page Horizontal
7.5" x 2.375"**

**1/4 Page
3.625" x
4.875"**

**1/6 Page
Vertical
2.375" x
4.875"**

Terms & Conditions

Agency Commissions

15% commission allowed on gross billings to recognized advertising agencies on space, color, bleed, and position, provided account is paid within 30 days of invoice date. Advertiser material must be print-ready in order to qualify for agency commission. Advertiser and agency are jointly and severally liable for payment.

Terms

Net 30 days from invoice date. Neither the advertiser nor agency may cancel advertising after the closing date. When new materials are not received by the official closing date, materials furnished or run in the previous issue will be published.

Short Rate Policy

Advertiser billed at discounted frequency rates, but who fail to fulfill the contract, will be billed at the Publisher's sole discretion for the difference to reflect the actual rate that is earned based on the number of ads actually published.

Special Positions

Premium charge must be authorized in space contract and/or insertion order. Positions subject to availability and color capability.

Cover Rates

There are three cover positions available. Position can be cancelled only upon 60-days written notice prior to the published closing date.

Rate Policy & Contract Provisions

All insertion orders for advertising in *PowerShips* are accepted subject to the terms and provisions of the current rate card. Publication of the advertisement(s) represents acceptance of the order. The Publisher will not be bound by any conditions, printed or otherwise, appearing on any order form, insertion order or contract that conflict with the terms or conditions. Any insertion of advertising made by the agency or advertiser represents an acceptance by both the agency and the advertiser of all of the terms and conditions of the rate card applicable to the issue in which such insertion is to be published. Insertion order and/or contract cancellations will be accepted only upon written notice prior to closing date.

Advertiser and agency are jointly and severally liable for payment. The Publisher will not release any advertising agency from liability even if a sequential liability clause is included in the contract, insertion order, or any other order submitted to Publisher.

Conversion of advertiser's materials to Publisher's printing requirements will be billed at Publisher's cost. Advertisements not received by the advertising production department by closing date are not entitled to the privilege of review or revision by the advertiser or its agency.

Publisher accepts all advertisements entirely on the representation that the agency and/or advertiser are properly authorized to publish the entire contents and subject matter thereof. It is understood that, in consideration of the publication of the advertisement(s), the advertiser and/or agency will indemnify and hold harmless the Publisher from and against any claims or suits for libel, violation of rights of privacy, plagiarism trademark and copyright infringement, and other claims based on the contents or subject matter of such publication.

The Publisher reserves the right to reject any and all advertising that the Publisher, at his sole discretion, feels is not in keeping with the publication's standards, policies and principles.

The Publisher reserves the right to add the word "advertisement" at the top and/or bottom of, or anywhere within any page, that in the Publisher's sole judgment, too closely resembles editorial pages in the magazine.

Publisher shall not be subject to any liability for any failure to publish or circulate all or any part of any issue due to strikes, work stoppages, accidents, fires, or any circumstance not within the control of the Publisher.

The Publisher's liability for any error will not exceed the charge for the ad in question. The Publisher assumes no liability for errors in phone numbers, reader service numbers, advertisers' index, or any type set by the Publisher.

The Publisher is not responsible for the accuracy of corrections or changes made to any advertiser's materials.



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