



Navigator Magazine

Advertising Rates

Standard Space	Occasional	3x	6x	9x	12x
Full Page (7.125"W x 9.625"H)	\$1,195	\$1095	\$985	\$930	\$875
1/2 Page (3.5"W x 9.625"H) Vertical	\$650	\$600	\$570	\$540	\$505
1/2 Page (7.125"W x 5"H) Horizontal	\$650	\$600	\$570	\$540	\$505
1/3 Page (3.5"W x 6.425"H) Vertical	\$430	\$400	\$380	\$355	\$320
1/3 Page (7.125"W x 3.25"H) Horizontal	\$430	\$400	\$380	\$355	\$320
1/4 Page (3.5"W x 5"H) Vertical	\$330	\$300	\$280	\$265	\$245
1/4 Page (7.125"W x 2.5"H) Horizontal	\$330	\$300	\$280	\$265	\$245

Premium Space	Full Pg	1/2 Pg	3x	6x	12x
Inside Front Cover	\$1,885	\$1,150	-10%	-15%	-20%
Inside Back Cover	\$1,885	\$1,150	-10%	-15%	-20%
Outside Back Cover	\$1,990	\$1,255	-10%	-15%	-20%
Premium Gloss	\$1,675	\$940	-10%	-15%	-20%
Centre Spread	\$2,410	\$1,570	-10%	-15%	-20%
Cover Tab	N/A	N/A	N/A	\$250	\$200
Advertorials	Full Page: \$1,360		(Max: 500 Words)		

Colour is complimentary for all Navigator Magazine advertisements.

Guaranteed position is 10% surcharge.

Rates do not include HST. Rates are net of agency commission. Rates are subject to change without notice. All advertising copy subject to the approval of the publisher.



Premium Gloss: Starting at \$940

These pages are located just inside the cover and feature gloss paper so your ad stands out.

Size: 1/2 Page or Full Page



Cover Tab: \$250 (6x) / \$200 (12x)

Cover Tabs are placed at the bottom of the front cover of Navigator for maximum exposure.

Size: 1.8125"W x 1.75"H

For advertising details contact Rob Rose:
 Toll-Free: 1-877-754-7977 | Cell: 709-771-5428
 Email: rrose@thenavigatormagazine.com
 www.thenavigatormagazine.com

Mechanical Specifications

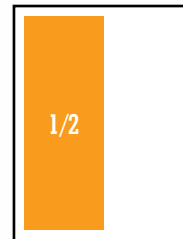
Format: 8.125" x 10.625" Stitched
 Full Bleed Size: 8.625" wide x 11.125" high
 Active Image Area: 7.125" wide x 9.625" high
 Number of Columns: 2
 Column Widths: 1 col.~3.5" 2 col.~7.125"



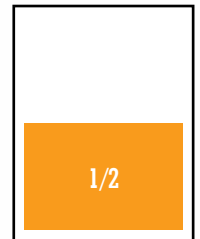
7.125" x 9.625"



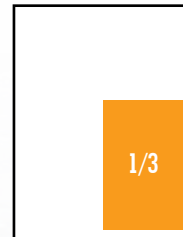
8.625" x 11.125"



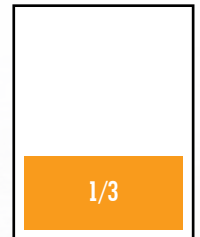
3.5" x 9.625"



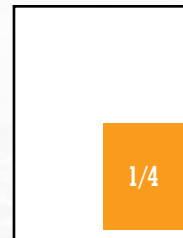
7.125" x 5"



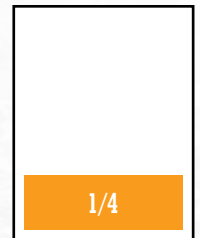
3.5" x 6.425"



7.125" x 3.25"



3.5" x 5"



7.125" x 2.5"

- File formats: Press-quality PDF, Photoshop CC or lower (.tif), Illustrator CC or lower (.eps) with fonts converted to outlines.
- Ads must be CMYK or grayscale.
- Ads should be designed at the appropriate size.
- Resolution and line screen must be 150 line screen at 300 dpi.
- Microsoft Word files are not acceptable.
- Production charges may apply for artwork not received camera ready.

Navigator Website

The Navigator website is a popular online destination covering the marine industries in Atlantic Canada and the Eastern United States. It features a diverse blend of feature articles and probing commentaries by an informed team of journalists, giving our readers and viewers news they can use to meet the challenges of the future. There are profiles of innovators who are on the cutting edge in their industry, analysis pieces on key regulatory issues, comprehensive listings of boats and fishing licenses for sale, new product technologies and much more.



Advertising Rates

Home Page

Pop-Up Ad	700px (W) x 600px (H) Max	\$500/month	1 Space Available per Month
Small Ad	420px (W) x 120px (H)	\$200/month	1 Space Available per Month
Medium Ad	420px (W) x 220px (H)	\$200/month	2 Spaces Available per Month
Large Ad	420px (W) x 420px (H)	\$250/month	1 Space Available per Month
Footer Banner Ad	1320px (W) x 180px (H)	\$200/month	1 Space Available per Month

All Pages

Header Banner Ad	600px (W) x 100px (H)	\$500/month	1 Space Available per Month
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Article Pages

Generic Article Page Ad	290px (W) x 290px (H)	\$100/month	Multiple Spaces Available per Month
Specific Article Page Ad	290px (W) x 290px (H)	\$100/month	Availability Depends on Specific Article

Industry Directory

Business Listing	\$20/month (or FREE with ad purchase)	Unlimited Spaces Available per Month
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www.thenavigatormagazine.com

Wall Calendar

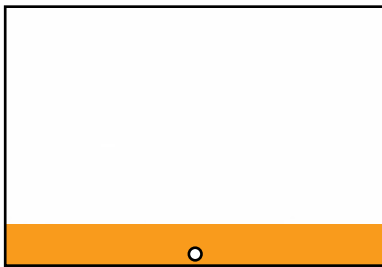
The Navigator Magazine is known for its high-quality photos of the marine industry, particularly of fishing vessels.

The Navigator will once again be compiling a collection of Atlantic Canadian vessel photos for its gloss 13-month wall calendar.

This calendar is a popular, sought-after addition to both offices and wheel houses. As part of the calendar design, The Navigator is offering advertising opportunities for select businesses and organizations that would like to have their ad displayed in what is quickly becoming one of the most popular calendars in the marine and fishing industry.

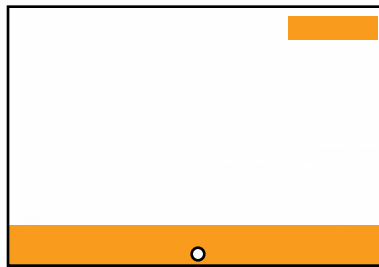


Mechanical Specifications



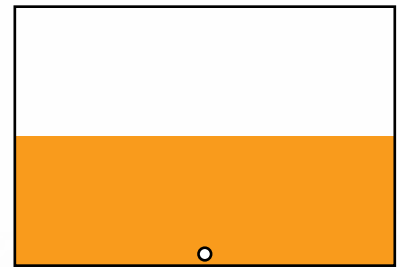
Front Cover

11" x 1.5" + 0.25" bleed on all sides
(Hole punch 3/8" from bottom trim)



Calendar Page

Bottom space: 11" x 1.5" + 0.25" bleed on all sides
(Hole punch 3/8" from bottom trim)
Top Space: 3.5" x .75"



Back Cover

11" x 4.25" + 0.25" bleed on all sides
(Hole punch 3/8" from bottom trim)

Advertising Rates

Front Cover (CMYK) \$1,000

Back Cover (CMYK) \$1,000

Calendar Page (CMYK) \$800

Includes 2 advertising spaces per page

- Format: 11" x 8.5" Stapled
- File formats: Press-quality PDF, Photoshop CC or lower (.tif), Illustrator CC or lower (.eps) with fonts converted to outlines.
- Ads must be CMYK.
- Ads should be designed at the appropriate size.
- Resolution and line screen must be 150 line screen at 300 dpi.
- Microsoft Word files are not acceptable.
- Production charges may apply for artwork not received camera ready.

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Navigator
THE VOICE OF ATLANTIC
CANADA'S FISHING INDUSTRY

Skipper's Logbook

Published once per year, the Skipper's Logbook is a must-have, ready-to-use book for captains to record their personal findings, catches of the day, weather, sea conditions and much more.

The Logbook contents include: A daily journal space for all recordings, maps, emergency phone numbers and emergency information, a variety of general interest content, marine business directory, Harbour Authorities directory and much more. The Skipper's Logbook is a must-have for all vessel owners and operators.

Advertising Rates

Outside Back Cover (CMYK)	\$2,200
Inside Back Cover (CMYK)	\$2,000
Inside Front Cover (CMYK)	\$2,000
Full Page (CMYK)	\$1,600
1/2 Page (CMYK)	\$900
1/4 Page (CMYK)	\$500
Tab Ad (B&W)	\$100
Bookmark — 1 Side (CMYK)	\$1,500
Bookmark — 2 Sides (CMYK)	\$2,500
Front Cover Banner (CMYK)	\$800

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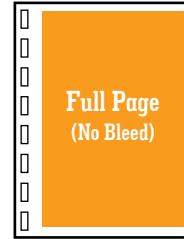
Toll-Free: 1-877-754-7977 | Cell: 709-771-5428

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Mechanical Specifications

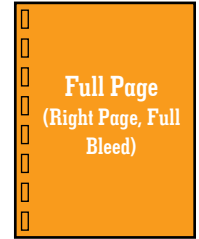
Format: 5.75" x 8.75" Coil Bound
Full Bleed Size: 6.25" wide x 9.25" high
Active Image Area: 4.75" wide x 8.25" high



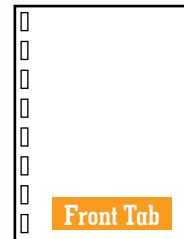
4.75" x 8.25"



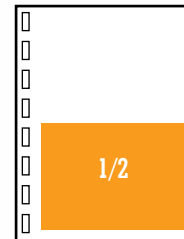
6.25" x 9.25"
(Allow a 0.625" right margin for the coil)



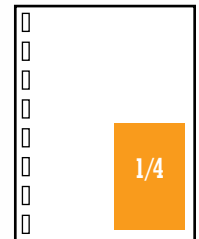
6.25" x 9.25"
(Allow a 0.625" left margin for the coil)



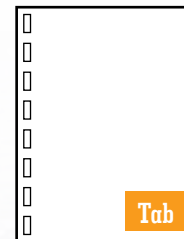
4.25" x 0.85"



4.75" x 4.00"



2.35" x 4.00"



1.75" x 1.26"



2.00" x 8.00"
+ 0.25" bleed (all sides)

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