

# FIRST MATE

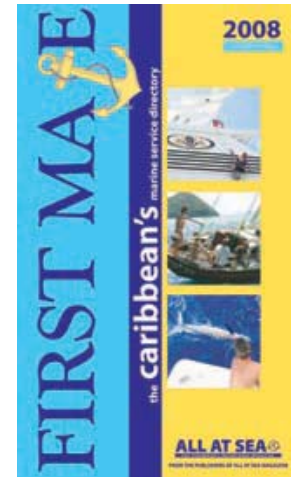
## The Caribbean's Annual Marine Services Directory

One of the things that we love about the Caribbean is the lack of development. Of course, when you want something to get done, you want it done now and more importantly by the right team. We've taken the hassle out of finding the right resource.

Our goal was to keep it simple. We broke the directory up into three sections:

- Listings by Island by Category
- Listings by Category
- Listings in Alphabetical Order

Is your business listed? If not, why not?









Frequency Annual

Circulation 20,000

Trim Size 5" x 8.5"

## First Mate Rate Card all prices in USD

	Ad Size	Annual Rate	Annual Rate with Prepaid Discount
	<b>Full Page Spread (2 pages)</b> Bleed 5.25"w x 8.75"h per page No Bleed 4.17"w x 7.75"h per page	\$2250 USD	\$2025 USD
	<b>Full Page (1 page)</b> Bleed 5.25"w x 8.75"h No Bleed 4.17"w x 7.75"h	\$1250 USD	\$1125 USD
	<b>1/2 Page</b> H 4.17"w x 3.8"h V 2"w x 7.75"h	\$750 USD	\$675 USD
	<b>1/4 Page</b> H 4.17"w x 1.85"h V 2"w x 3.8"h	\$450 USD	\$405 USD
	<b>1/8 Page</b> H 2"w x 1.85"h	\$270 USD	\$243 USD
	<b>1/16 Page</b> V 2"w x .85"h	\$175 USD	\$158 USD

### Discounts

- 2 Pages (non-spread) -10%
- 3 Pages less -15%
- 4 Pages or more less -20%
- Automatic Credit Card Payment less -5%
- Annual Prepay less -10%

### Premiums

- Inside Front Cover & Inside Facing +15%
- Before Table of Contents +10%
- Back Cover (when available) +35%
- Guaranteed Position +10%

## Deadlines

space reservation 6.15.09  
artwork due 7.01.09

# ARTWORK SPECS

## Digital Specifications for Print Ready Artwork

### Preferred File Format:

Print ready TIFF, Flattened PDF or EPS format at 300dpi

### Media Requirements:

- CD-Rom (We DO NOT return cds).  
*-Material instructions and printed proof of artwork must accompany the cd*

### Electronic Transfer:

- E-mail (depending on size of ad) [nicole@allatsea.net](mailto:nicole@allatsea.net)
- Internet/FTP  
*-Instructions for electronic transfer are available from the All At Sea production department. [nicole@allatsea.net](mailto:nicole@allatsea.net)*

### Document Construction:

- All colors must be CMYK
- Bleed must be set to 0.125"  
*-Build pages to trim and extend bleed 1/8" beyond page edge on all sides.*  
*-Retain all live matter at least 5/16" from final trim.*  
*-Trim size for each publication varies. Please see individual rate card for trim size*
- 300 dpi resolution

## Need Help Designing Your Artwork?

Our Art Department will work with your company to design an ad that effectively gets your message across to our readers.

Design Service Fees: \$50/hour. *Minimum of 1 hr.*

Requirements: Hi res logos and images must be provided.

# PAYMENT TERMS

**All payments are expected in US Dollars.**

### **We Accept:**

- US Draft Checks
- Wire Transfers (Please contact us for Wiring Instructions)
- Credit Cards (Visa, Mastercard and American Express)

### **Don't Forget our Two Discounts!**

- Automatic Credit Card Payment = 5% Discount
- Annual Prepay = 10% Discount (applies to All At Sea and Crew Life only)

# PRODUCTS



## **ALL AT SEA – The Caribbean's Waterfront Magazine**

Since 1993 we have been bringing the maritime news and views to the Caribbean region. It's become required reading for the visiting cruisers, megayacht crew, itinerant racers, fishing teams and industry natives alike. Take a stroll with us and see the Caribbean through our eyes. **MONTHLY**

## **CREW LIFE - For Crew. By Crew**

Living an adventure like no other; visit the lifestyle through the eyes of the professional traveler. Let's face it, it's the crew that make the decisions and the list of responsibilities is endless. Crew Life walks with them in this industry that is growing exponentially. Isn't it time to target your business at this powerful readership? **6x/YR**



## **FIRST MATE - The Caribbean's Marine Service Directory**

Many islands, many languages, many governments and many currencies, how do you get anything done? FIRST MATE bridges the gap with an annual directory of marine services. Get to them before they need to get to you. Pick up a copy at any of the key marinas, chandleries and provisioners throughout the Caribbean to help build a reputable rolodex of professionals. **ANNUAL**

## **YACHT ESSENTIALS- A Must-Have Guide to North American and the Caribbean Ports for Yachts 100ft +**

Can you accommodate yachts greater than 30 meters? If so... Congratulations, because not many ports can! Captains and Crew demand the information on this specialized level of service. Help us on this journey to shine the light on the capabilities of the ports from Maine to Aruba. Yacht Essentials is the Annual Port-to-Port Guide to: Yards, Capable Marinas, Qualified Marine Services (Engine, genset, watermaker, bunker, fuel, oil, suppliers), Crew Accommodations, Key Port Information (Hotels, Restaurants and Night Clubs, Gyms, Spas, Provisioners, Chandleries, Car Hire), Port Attractions, Major events over the next year. **ANNUAL**

