



# US MERCHANT MARINE ACADEMY **MIDSHIPS**

*"Today, the U.S. Merchant Marine is our most active participant in global trade, with over 26,000 alumni leading our maritime industry..."*

The **Midships** is the **United States Merchant Marine Academy's Official Annual** saluting the graduating class and Academy alumni - the leaders of the Maritime Industry. **75 years ago**, the **first graduating class** from **Kings Point** shipped out to **WWII**, a war that saw the **U.S. Merchant Marine** suffer the **highest level of casualties of any other branch of the military**. It was our youngest service, and the one most decorated in that conflict. Today, the **U.S. Merchant Marine** is our most **active participant in global trade**, with over **26,000 alumni leading our maritime industry**, an industry that links our country's economy across vast oceans with the rest of our world. **Founded in 1943**, the **Academy** closely monitors all graduates to make certain they meet the requirement of obtaining employment within the maritime industry upon graduation. Midships offers a unique opportunity to recruit one of the USMMA graduate from one of many degrees offered: **Marine Transportation, Marine Engineering, Marine Engineering Systems, Marine Engineering and Shipyard Management, Maritime Logistics and Security.**

The **U.S. Merchant Marine Academy, the Maritime Administration, and the Department of Transportation** invite you to become part of **Merchant Marine** history and look forward to including your firm on the **growing list of major corporations** committed to the **Midships!** To reserve your company's space in this prestigious annual please contact the Program Manager at **Mr. Michael Massicott at 800 891-2828 Extension 1162 or [mike@pentagon-usa.us](mailto:mike@pentagon-usa.us)**



## **A D V E R T I S I N G   P O L I C Y**

The **Midships** staff reserves the right to edit, reject and/or cancel any advertisement. Advertisements for alcohol, tobacco, firearms and political groups are not accepted. The advertiser and their advertising agency assume full liability for content of advertisements printed and assume full responsibility for any claims made against the publisher.

Advertising contracts, insertion orders or written notice authorizing an advertisement to run must accompany or precede the arrival of the advertising material. Guaranteed positions are contracted for page positions only and requested placement will be attempted based on space availability and the discretion of the publisher. Only ads that meet our design specifications will be accepted.

## **P A Y M E N T**

The advertiser and advertising agency are jointly and separately responsible for payment. Pre-payment is required. Ads will be pulled at the discretion of the Publisher for non-payment.

## DIMENSIONS & MECHANICALS REQUIREMENTS

Please request our detailed **Advertising Mechanicals and Electronic Ad Specifications** from your program representative or from our **Art Department** at **800-891-2828 Ext: 1148** or **art@pentagon-usa.us**

**Digital data is required for all ad submissions.** Digital data is required for all ad submissions. Preferred file format is PDF/X-1a. However, other digital art will be accepted. High-resolution PDFs must be provided as CMYK with fonts and images embedded via disk, CD-ROM or email. Additional electronic and mechanical specifications are available.

**Midships** is printed on a high-speed web and SWOP standards apply. Final trim size is 9 x 12 inches and bleed size is 9 1/4 x 12 1/4 inches (trims to 9 x12). Bleed is available on full-page only. Live material must be kept 1/4 inch from the trim.

Additionally, the production department at **Pentagon Publishing, Inc.** is available to design or reformat files at \$75 per hour (fee may be waived). Please contact the **Art Department** at **800-891-2828 Ext: 1148** or **art@pentagon-usa.us** if you wish assistance.



## DEADLINES

- VARIES BY PLACEMENT REQUIREMENTS**
- PLEASE CONSULT YOUR REPRESENTATIVE**
- DISTRIBUTION IS IN FALL/WINTER**

The **Midships** staff reserves the right to insert suitable ad copy for paid ads that do not submit copy by final deadline. Distributed to the **graduates, faculty, administrative staff, and selected alumni of the United States Merchant Marine Academy, senior officers of the Maritime Commission, and the Department of Transportation.** Full Page advertisers will receive a complimentary copy of the Midships.



## AD RATES

PLEASE NOTE: ALL AD RATES REFLECT 4/C PROCESS AND FULL PAGES INCLUDE BLEED. ALL RATES ARE **NET** - AGENCIES MUST ADD COMMISSION

<b>TWO PAGE SPREAD</b>	<b>\$9,895.00</b>
<b>FULL PAGE</b>	<b>\$5,195.00</b>
<b>HALF PAGE</b>	<b>\$3,895.00</b>
<b>QUARTER PAGE</b>	<b>\$2,895.00</b>

