

GREENWOOD'S GUIDE

to Great Lakes Shipping 2022 edition

THE MOST DETAILED GUIDE TO GREAT LAKES SHIPPING AVAILABLE!



- Hard-cover in handy 6" x 9" size
- 31 tabs provide quick, easy reference
- Includes detailed information not available from any other source
- Updated annually
- All advertisements run in full-color at no additional cost
- Release April, 2022

"Greenwood's Guide is THE definitive information source about Great Lakes Shipping."

For more information call
(231) 582-2814 Ext. 138
or reserve your ad online
greenwoodsguide.com

Greenwood's Guide is utilized by all segments of the shipping industry — owners, operators, agents, governments, libraries, suppliers, import-export, terminal operators, overseas shippers and more.

Greenwood's Guide is available in high-quality print and as a PDF download.

Place your advertisement in the tabbed section most relevant to your business. Indicate your preferred placement and your advertisement will run with related content.

Every advertiser receives one free copy of *Greenwood's Guide*. Tab page, cover and port section advertisers receive two free copies.

TAB SECTIONS

Please indicate the section where you would like your advertisement placed.

Tab advertisers must specify Front or Back placement.

- Terms & Assumptions F__ B__
- Fleets F__ B__
- Bulk Freighters F__ B__
- Self-Unloaders F__ B__
- Tank Vessels F__ B__
- Tugs, Towing & Salvage F__ B__
- Cargo Barges & Crane Vessels F__ B__
- Package Freighters, Car & Passenger Ferries F__ B__
- Research & Government Vessels F__ B__
- Longevity & Size Tables F__ B__
- Fuel Used by Vessels & Horsepower F__ B__
- Alternate Power F__ B__
- Compartment Capacities F__ B__
- Port Profiles & Mileage F__ B__
- Grain Elevators F__ B__
- Ore Docks F__ B__
- Coal Docks F__ B__
- Stone, Sand & Dry Bulk Cargo Docks F__ B__
- General Cargo Docks & Stevedoring F__ B__
- Liquid Cargo Docks & Bunkering F__ B__
- Shipyards - Drydocks F__ B__
- Repair & Equipment Providers F__ B__
- Operational Services F__ B__
- Environmental F__ B__
- Professional Services F__ B__
- Steamship Agents/Brokers, Forwarding/Stevedores F__ B__
- Security & Tolls F__ B__
- Education & Training F__ B__
- Regional Contacts F__ B__
- Passenger Cruising F__ B__
- Port, Vessel & Advertiser Index F__ B__

Terms: Billed upon publication. Net 10 days. Payable to Harbor House Publishers, Inc. Two percent (2%) discount for payment at time of order. 1.5 percent finance charge on accounts aged over 30 days. 15 percent commission to recognized AAAA agencies. No agency commissions on invoices aged beyond 60 days. Payment can also be made by Visa, MasterCard or American Express. We do not accept cash.

RATES

All positions full-color at no additional cost

Premier Positions Every premier advertiser receives two copies of the book at no charge.
 Back Cover \$2,195
 Inside Front Cover 1,995
 Inside Back Cover 1,995
 Page One premier position 1,995
 Page Two premier position 1,995
 Page Four premier position 1,995
 Last Page premier position 1,995
 Tabs (full page advertisements only) 1,995

Full page advertisements only, 2 tabs per section, available on a first-come/first-served basis. Please indicate your preference for front or back tab within requested section.

Display Advertising Please indicate the section where you would like your advertisement placed (see outline at left). Every advertiser receives one copy of the book at no charge.

Full page \$1,795
 1/2 page950
 1/4 page495

Ports Place your port's advertisement in the Port Profile Section along with your port's detailed harbor map.

Tab (2 available) \$1,995
 Full page 1,995

Includes two free books and a full page port/harbor map.

Digital enhancement

Link to your website from your ad \$50

Additional copies available

Books \$75 + shipping
 PDF download available online 45

All Rates U.S. Funds

MECHANICAL REQUIREMENTS

Four-Color, R.O.P. (Offset)



SIZE OF MATERIAL	WIDTH	HEIGHT
Cover	6" x	8 5/8"
Cover bleed	7 3/8" x	9 3/8"
Full page	4 5/8" x	8"
Full page bleed	6 3/8" x	9 3/8"
1/2 page	4 5/8" x	3 7/8"
1/4 page	2 3/16" x	3 7/8"

*On bleed pages, keep all live matter 3/8" from trim on all sides. Require 3/16" bleed on all sides. Bleed refers to printing that goes beyond the edge of the sheet before trimming. If you want your copy to print to the edge of the page, bleed is required.

ELECTRONIC FILES

We are Mac-based and prefer ads distilled as PDF files using press optimized settings with all fonts embedded. We also accept Adobe InDesign, jpg and eps files. Adobe InDesign files must be submitted with all supporting files, including fonts. EPS files should have fonts converted to outlines and placed images embedded. Minimum resolution of 300 dpi is required. We recommend jpg files with type be created at 600 dpi resolution.

Ads not supplied electronically will be rebuilt and a production fee charged. We do not accept Word, Powerpoint or Publisher files. Files supplied in Word, Powerpoint or Publisher will be distilled as a PDF or recreated and a production charge will be incurred.

Client takes full responsibility for the accuracy of supplied files. We do not assume responsibility for reproduction quality of electronically submitted photography or advertisements. We reserve the right to return advertisements not supplied to our requirements.

We do not accept files uploaded to file-sharing sites such as Dropbox, We Transfer or Google Drive. Please upload your file at www.greenwoodsguide.com (up to 200 Mb).

CONTRACT REQUIREMENTS

A. Advertiser and advertising agency assume liability for content of their advertisements and assume responsibility for any claims arising therefrom made against the Publisher, and agree to indemnify the Publisher against any expense or loss suffered by reason of such claims. **B.** All copy subject to Publisher's approval. **C.** Positioning of advertising is at the discretion of the Publisher except where positions are covered by contract. **D.** Advertisements not received by closing date will not be entitled to proofs. **E.** Cancellations or changes in orders not accepted after closing date. Preferred position not cancellable at any time. **F.** Failure of advertiser or advertising agency to make an insertion order correspond in price to specification with the scheduled rate is regarded as a clerical error and the advertisement is published and charged according to the terms of the schedule in force without further notice. **G.** In the event of non-payment, the Publisher reserves the right to hold advertiser and/or agency jointly and severally liable for such monies as are due and payable.

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RESERVE YOUR SPACE TODAY BY RETURNING THIS FORM

NAME _____

FIRM _____

ADDRESS _____

CITY _____

STATE/PROVINCE _____ ZIP/POSTAL CODE _____

PHONE _____ CELL _____

FAX _____

EMAIL _____

WEBSITE _____

SIGNED _____ DATE _____

Please insert our advertisement in
**Greenwood's Guide to Great Lakes Shipping
 2022 edition**

- Please repeat the advertisement you have on file.
- Our advertisement is attached.
- We will send a new advertisement under separate cover.
- Prepare an advertisement based on the attached material. I understand there will be a charge for production services. _____ Size
- Include a direct link to my website from my advertisement.
- I need more information.

**Greenwood's Guide to Great Lakes Shipping
 2022 edition**

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