



## International Shipmasters' Association

Grand Traverse Lodge #23

TO: ISMA Members and Friends  
FROM: PGP Rebecca Hancock, Secretary/Treasurer  
ISMA Lodge #23  
SUBJECT: International Shipmasters' Association 2019 Convention Program

We are well into the planning stages for the 129th Grand Lodge convention to be held February 7-10, 2019 in Traverse City, Michigan. Following the shipmasters' tradition since 1886, the purpose of the convention is "to promote safety on the Great Lakes." Seminars, panel discussions, speakers and open houses at the Great Lakes Maritime Academy, U.S. Coast Guard Air Station and Maritime Heritage Alliance are planned to continue this tradition. This year's theme is "Plotting a Course for the Next Generation."

We are planning a special program booklet for the 2019 convention with added content and an upgraded design. This will be a resource you will want to keep as a permanent addition to your library. Harbor House Publishers of Boyne City, Michigan has agreed to handle this project for us again. As you may know, Harbor House has specialized in the Great Lakes/St. Lawrence Seaway maritime industry for over 45 years and is the publisher of *Great Lakes/Seaway Review* magazine and *Greenwood's Guide to Great Lakes Shipping*.

In addition to the high quality, full-color print publication, we are also producing an interactive digital edition with links to websites, video and a full search function. You will be able to put the program on your website, Facebook, in emails – it is available for you to use to promote our industry in any way you wish. Digital enhancements available to you include:

- Direct link to your website from your advertisement
- Congratulatory video or video on your business

Harbor House has assumed total responsibility for the program booklet, including advertising sales. If you have been an advertiser in the past, I heartily encourage you to renew your participation when Kathy Booth contacts you in the next few weeks. If you have not advertised in the publication before, I hope you will take this opportunity to support ISMA Lodge #23 and become part of the best conference program we've ever produced.

Enclosed you will find information on this advertising opportunity. Thank you very much for your consideration and I look forward to seeing you in Traverse City in February.

# International Shipmasters' Association

## 2019 CONVENTION PROGRAM

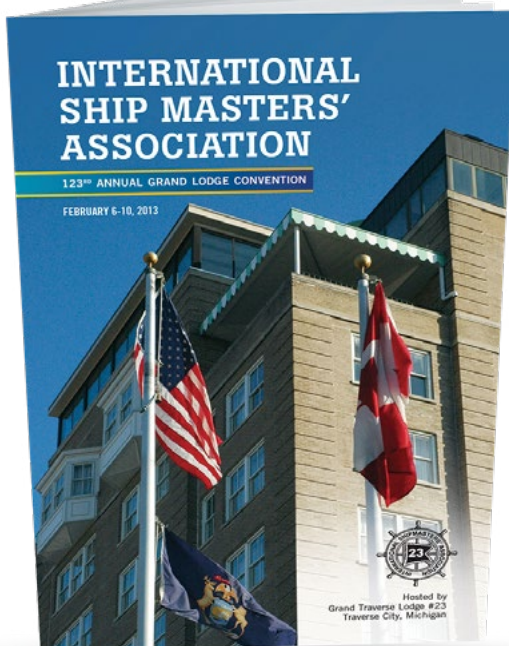
**TWO  
EDITIONS  
ONE PRICE**

***The 128th annual Grand Lodge Convention is being hosted by Grand Traverse Lodge No. 23 February 7-10, 2019 in Traverse City, Michigan. The conference theme is "Plotting a Course for the Next Generation."***

Harbor House Publishers is producing the convention program and plans a special expanded and improved edition. Harbor House has specialized in the Great Lakes/St. Lawrence Seaway maritime industry for over 45 years and is the publisher of *Great Lakes/Seaway Review* magazine and *Greenwood's Guide to Great Lakes Shipping*.

### **This year's program will feature:**

- Complete program details for the convention
- Introductions of incoming ISMA officers and listing of past officers
- Interesting stories and photos
- High quality print and interactive digital formats
- Important maritime references



**PRINT**



**DIGITAL**

### **DIGITAL VIEWS**



**350 print copies, in addition to thousands of digital views**  
**Includes online advertising at no additional charge**

#### **There are three digital options available:**

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Table with 2 columns: Position, Price. Includes Back cover (\$775), Inside front cover (.650), Inside back cover (.650), Page One (.650), Last Page (.650), Centerspread (.850)



Full Page

RUN OF PUBLICATION

Table with 2 columns: Run type, Price. Includes Full page (\$475), 1/2 page (.250), 1/4 page (.125)



1/2 Page

DIGITAL ENHANCEMENTS

Table with 2 columns: Enhancement, Price. Includes Direct link to your website from your ad (\$ 50), Video or slideshow on your business (.350), Create a QR Code for your ad (.50)



1/4 Page

All rates U.S. Funds.

Terms: Billed upon publication. Net 10 days. Payable to Harbor House Publishers, Inc. Two percent (2%) discount for payment at time of order.

Please remit credit card payments by printing this form and returning by mail, fax or contacting us by phone at 800-491-1760.

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CREDIT CARD NUMBER, MONTH, YEAR, EXP. DATE

3-DIGIT verification code from the back of your card

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MECHANICAL REQUIREMENTS

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

Table with 3 columns: SIZE OF MATERIAL, WIDTH, HEIGHT. Includes Full Page, Bleed Page, Centerspread, 1/2 Page, 1/4 Page

\*On bleed pages, keep all live matter 3/8" from trim on all sides. Require 3/16" bleed on all sides.

ELECTRONIC FILES

We are Mac-based and prefer ads distilled as PDF files using press optimized settings with all fonts embedded.

Ads not supplied electronically will be rebuilt and a production fee charged. We do not accept Word, Powerpoint or Publisher files.

Video - Accepted file formats: avi, mov, mpeg, wmv. Aspect ratio: Video shot in Standard 4:3.

Client takes full responsibility for the accuracy of supplied files. We do not assume responsibility for reproduction quality of electronically submitted photography.

We do not accept files uploaded to file-sharing sites such as Dropbox, We Transfer or Google Drive.

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...

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Please insert our advertisement in the International Shipmasters' Association 2019 Convention Program

- Checkboxes for: 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, Include a direct link to my website from my advertisement, Include a video or slideshow on my business, Create a QR Code for my advertisement, I need more information.

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