

Oceanography Advertising

tos.org/oceanography/advertising

Circulation, Readership, and Market

The Oceanography Society membership represents all disciplines of oceanography as well as ocean technology. Approximately 27% of its members are non-US scientists and institutions from 66 countries.

The typical reader of *Oceanography* is a PhD-level professional ocean scientist, educator, or policymaker who directs, conducts, or manages ocean research at a university, institution, or government facility. The magazine offers advertisers direct access to an international core of ocean scientists who are responsible for selecting and purchasing modern ocean technology, and who actively use and often design ocean-related hardware and software. Our information indicates that *Oceanography* remains a valuable reference to readers for years after publication.

Policy and Standards

Oceanography will accept advertising that meets editorial standards of accuracy, relevance, timeliness, and good taste. The magazine will not accept ads that detract from the scientific content of the issue.

Submissions

To submit an advertisement and for payment information contact Jennifer Ramarui at info@tos.org or 1-301-251- 7708. Electronic files indicated in the list below may be submitted via email to info@tos.org or arrangements can be made to transfer large files by other electronic means. The Editor and designer jointly reserve the right to select the exact insert location for accepted advertising, according to layout requirements.

Advertisement Types

In addition to traditional, static ads, we accept animated and video ads that will be published in the full digital flipbook version of the issue. See below for details on acceptable file formats, sizing, and advertising rates.

Acceptable File Formats

Artwork for traditional advertisements may be submitted electronically as:

- tiff, jpg, or png (300 dpi resolution)
- eps or pdf (fonts must be embedded or changed to outlines; 300 dpi resolution for images)

Animated and video advertisements may be submitted electronically as:

- gif
- mp4 (max of 100 MB)

Sizing and Rates

TRADITIONAL ADVERTISEMENT				
Placement	Width x Height	Rates		
		1x	2x	3x
COVERS				
Inside Front	8.5 x 11 inches	\$1,500	\$1,400	\$1,300
Inside Back	8.5 x 11 inches	\$1,300	\$1,200	\$1,100
INSIDE PAGES				
Full Page	8.5 x 11 inches	\$800	\$750	\$700
1/2 Page Vertical	4.25 x 11 inches	\$400	\$375	\$350
1/3 Page Vertical	2.8 x 11 inches	\$300	\$275	\$250
1/4 Page Vertical	2.1 x 11 inches	\$250	\$225	\$200
1/2 Page Horizontal	8.5 x 5.5 inches	\$400	\$375	\$350
1/3 Page Horizontal	8.5 x 3.7 inches	\$300	\$275	\$250
1/4 Page Horizontal	8.5 x 2.75 in	\$250	\$225	\$200

ANIMATED/VIDEO ADVERTISEMENT				
Placement	Width x Height	Rates		
		1x	2x	3x
COVERS				
Inside Front	8.5 x 11 inches	\$1,600	\$1,500	\$1,400
Inside Back	8.5 x 11 inches	\$1,400	\$1,300	\$1,200
INSIDE PAGES				
Full Page	8.5 x 11 inches	\$900	\$850	\$800
1/2 Page Vertical	4.25 x 11 inches	\$500	\$475	\$450
1/3 Page Vertical	2.8 x 11 inches	\$400	\$375	\$350
1/4 Page Vertical	2.1 x 11 inches	\$350	\$325	\$300
1/2 Page Horizontal	8.5 x 5.5 inches	\$500	\$475	\$450
1/3 Page Horizontal	8.5 x 3.7 inches	\$400	\$375	\$350
1/4 Page Horizontal	8.5 x 2.75 in	\$350	\$325	\$300