Oceanography Advertising

Circulation, Readership, and Market

The Oceanography Society membership represents all disciplines of oceanography as well as ocean technology. Approximately 30% 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 contemporary 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 is 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 inserts that detract from the scientific content of the issue. In all cases, the Editor has final responsibility for determining the acceptability of an advertising insert, and any submitted material may be declined at the Editor's prerogative. All inserts will be produced using four-color process.

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. Except for covers and prearranged special cases, the Editor and designer jointly reserve the right to select the exact insert location for accepted advertising, according to layout requirements.

Artwork

Artwork may be submitted electronically in one of the following file formats:
- tiff, jpg, or png (at least 300 dpi resolution at print size)
- eps or pdf (fonts must be embedded or changed to outlines; any embedded rasterized artwork must be at least 300 dpi resolution at print size)

Rates

Display Ad Size (no bleeds)	Width x Height	Rates		
		1x	2x	3x
Full page	7.5 x 9.75 in	$1360	$1340	$1320
1/2 page vertical	3.75 x 9.75 in	$950	$926	$902
1/2 page horizontal	7.5 x 4.75 in	$950	$926	$902
1/3 page vertical	2.35 x 9.75 in	$795	$775	$755
1/3 page horizontal	7.5 x 3 in	$795	$775	$755
1/4 page vertical	2.35 x 7 in	$550	$536	$522
1/4 page horizontal	5 x 3 in	$550	$536	$522

Display Ad Size (with bleeds)*	Width x Height With Bleed	Width x Height Final (After Cropping)	Rates		
			1x	2x	3x
Inside, front cover	9 x 11.5 in	8.5 x 11 in	$2850	$2778	$2706
Inside, back cover	9 x 11.5 in	8.5 x 11 in	$2640	$2573	$2506
Full page	9 x 11.5 in	8.5 x 11 in	$1430	$1394	$1358
1/2 page vertical	4.5 x 11.5 in	4.25 x 11 in	$998	$973	$948
1/2 page horizontal	9 x 5.75 in	8.5 x 5.5 in	$998	$973	$948
1/3 page vertical	3 x 11.5 in	2.75 x 11 in	$835	$814	$793
1/3 page horizontal	9 x 11.5 in	8.5 x 3.5 in	$835	$814	$793

*Artwork for ads that bleed off the page must be submitted at "bleed" size with any "live" content, such as text, set at least .5 inches inside the "final" size dimensions.