



Sidelights

Published by the Council of American Master Mariners, Inc.

2011 Media Kit

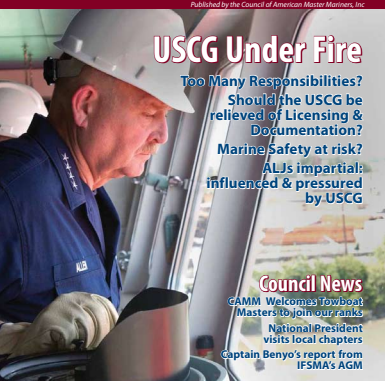
The Council of American Master Mariners (Camm) is a national, nonprofit organization comprised of Masters and Pilots

Please support our efforts while reaching your potential customers



Sidelights

Fall 2007 Vol. 37, No. 3
Published by the Council of American Master Mariners, Inc.



USCG Under Fire
Too Many Responsibilities?
Should the USCG be relieved of Licensing & Documentation?
Marine Safety at risk?
ALJs impartial: influenced & pressured by USCG

Council News
Camm Welcomes 1000 new Masters to join our Ranks
National President visits local chapters
Captain Benyo's report from IFSMA's AGM



Sidelights
Fall 2009 Vol. 39, No. 3
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**Short Sea Shipping
e-Navigation**

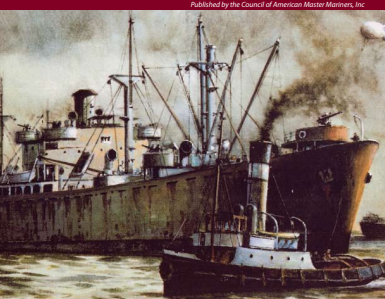
**Pilot-Captain relationship changed
Captains expected not to make mistakes
Is complacency new problem?**

The Council of American Master Mariners is dedicated to supporting and strengthening the United States Merchant Marine and the position of the Master by fostering the exchange of maritime information and sharing our experience. We are committed to the promotion of nautical education, the improvement of training standards, and the support of the publication of professional literature. The Council monitors, comments, and takes positions on local, state, federal and international legislation and regulation that affect the Master.



Sidelights

Spring 2008 Vol. 38, No. 1
Published by the Council of American Master Mariners, Inc.



"A TRIBUTE TO MERCHANT MARINE VETERANS"

As the official publication of Camm, Sidelights reaches this market more efficiently and more effectively than any other publication

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From the Editor-in-Chief



Capt. Tom Bradley,
Editor-in-Chief

As the official publication of the Council of American Master Mariners, *Sidelights* is the only publication in the nation specifically aimed at masters and pilots.

Today, *Sidelights* is the foremost advocate for the American Merchant Mariner. We focus on political, legislative and regulatory 'hot topics,' and we cover the ever evolving technology of ship command, vessel management, safety and environmental stewardship.

Sidelights is a powerfully effective advocate. In 2007 we ran a piece asking readers to send letters on behalf of Captain Wolfgang Schröder in a criminal case. Our request produced more than 1,000 letters to the judge, and helped effect Captain Schröder's early release.

Masters and pilots spend millions of dollars in professional services and equipment. They buy legal aid and insurance services.

As operators of shipboard equipment their employers rely on them to recommend shipboard navigation and communication equipment, cranes, and all of the operational equipment about the vessels they

"Sidelights just keeps getting better and better. It is obvious to me this publication is one of the best for forging world wide efforts to improve world wide maritime affairs."

— Capt. Jackson Davis,
ARCO Tanker Captain

Advertisers in *Sidelights* get unique access to this large pool of talented maritime professionals working both ashore and at sea.

CAMM members represent all vessel types, cutting across company divisions and ignoring union affiliations. Our voice is based upon the prestige of ship command and backed by the collective expertise of over 20,000 years of maritime experience.

"My colleagues at IFSMA and I enjoy reading *Sidelights*. It is well produced, instructive and keeps the industry well informed, particularly as regards the USA sector."

— Capt. Rodger MacDonald
Secretary General, International Federation of Shipmasters' Associations

command.

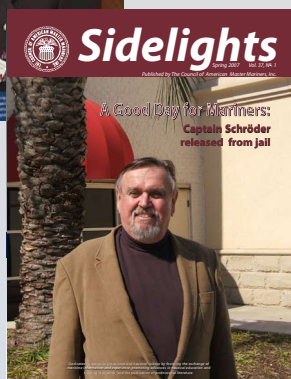
As our industry evolves, CAMM evolves and *Sidelights* evolves. Our circulation has grown to include not only CAMM members, but USCG personnel, terminal operators, Congressional leaders and public policymakers, international seafarers' associations and maritime schools. We are proactively increasing our circulation to include international Masters and the international maritime community.

Your advertising support is critical to our efforts. Not only will you reach your customers through our targeted editorial environment, your company's commitment to the industry as demonstrated through your advertising will be appreciated by the Masters and Pilots who keep our industry healthy.

regular Columns

Much of *Sidelights* content is based on current news and hot topics amongst mariners at the time of production. We do not schedule topics months in advance. This allows us to remain flexible and our content timely. We do have regular writers and column topics which appear in every issue:

- ☆ *The View from the Bridge*, report from our own CAMM National President regarding the hot issue of the month.
- ☆ Legislative & regulatory news updates by Will Watson;
- ☆ Seafarers' Rights by Father Sinclair Oubre, Apostleship of the Seas-USA;
- ☆ IFSMA submits 2-4 pages each issue, Secretary-General Capt. Rodger MacDonald typically reports on safety at sea;
- ☆ Council reports form local chapters and national committees;
- ☆ *In the Membership*: CAMM members write features about what's important to them.



AUDIENCE:
Working & Retired Masters & Pilots
USCG Personnel
Tug & Terminal Operators
Congressional Leaders

DISTRIBUTION
CAMM Members
Union Halls
Ports & Terminals
Maritime Schools
Congressional Members
International Seafarers' Associations

CIRCULATION
1,000 printed;
many more on website!

FREQUENCY:
bi-monthly from Oct. - June

RELEASE DATES:
Feb. 1
April 1
June 1
October 1
December 1

From the President



Capt. Cal Hunziker,
CAMM National
President

The Council of American Master Mariners (CAMM) is a national, nonprofit organization comprised of Masters and Pilots. Our industry is undergoing rapid and dramatic technological changes. Pressured by reduced manning programs and ever-increasing sanctions, the need for the Master's input in appropriate shipping policies and products has never been greater.

The greatest irony of our industry is that the maritime community and its regulatory agencies recognizes the importance of the masters' opinion. They sincerely wish to avail themselves of that maritime expertise, but generally have reservations in accepting such help from labor lobbyist groups or

individuals. CAMM finds itself in a unique position to supply that expertise for both the industry and the public good. This was the intention of the founding members and it remains true today. The Council, representing a broad and diverse spectrum of master mariners, as well as experience, is respectfully listened to.

CAMM is a trusted resources for both members and industry. Quite frequently, CAMM contacts Congress, the US Coast Guard and other key government officials on behalf of members seeking relief and clarification on a rule, regulation, and a notice of violation. To a great extent, members see CAMM as the one place that they can go when they need personalized assistance immediately. Attorneys often contact us to supply professional expert witnesses regarding various sectors of the maritime industry.

CAMM prides itself on its ability to quickly bring the necessary resources to bear to solve a problem or answer a pressing question.

Our Members

When not speaking on behalf of CAMM, our members and readers are active and influential.

After spending years at sea, Masters bring their expertise ashore and continue to have rewarding and meaningful maritime careers with operators, terminals and port commissions.

About CAMM's members

- ☆ Spoken at the UN twice;
- ☆ Consult for small and large companies;
- ☆ Spoken before Congressional committees;
- ☆ Act as expert witnesses on USCG, criminal and civil cases; and
- ☆ CAMM members are not limited to the commercial industry; we have many members in the USCG, US Navy, MARAD, and USCG Auxiliary.

the CMMC

The Company of
Master Mariners of Canada



CAMM welcomes the CMMC aboard *Sidelights* for both distribution and contributing editorial content.

The Company supports 8 Regional Division Councils, similar to CAMM's local chapters, across Canada, with its National Office located in Vancouver, BC.

Like CAMM, CMMC are members of IFMSA and are consultative to IFMSA on matters associated with the IMO.

The CMMC is a professional association for those qualified to command. It was established to encourage and maintain high and honourable standards within the nautical profession, further the efficiency of the Sea Service, and uphold the status, dignity, and prestige of Master Mariners.

www.mastermariners.ca

Council & Editorial Contacts

COUNCIL MAILING OFFICE

The Council of American Master Mariners, Inc.
P.O. Box 5034
Lynnwood, WA 98046-5034
www.mastermariner.org

SIDELIGHTS

4605 NW 139th Loop
Vancouver, WA 98685
360-901-1257
sidelights@mastermariner.org

COUNCIL OFFICERS

National President: Capt. Cal Hunziker
capthunziker@mastermariner.org
Secretary / Treasurer : Capt. Donald Moore, Jr.
captmoore@mastermariner.org

BOARD OF GOVERNORS

Capt. Cal Hunziker	President
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Capt. Richard Klein	Seattle

Advertising and Publishing Contacts

ADVERTISING MANAGER

Capt. Tom Bradley
captbradley@mastermariner.org
360-901-1257

DESIGN & LAYOUT

Davyne Bradley
davyne@mastermariner.org

2011 Sidelights Rates & Specifications

Content Accepted

All ads must be maritime related and are subject to approval by the *Sidelights* Committee.

Ad Rates

SIZE	Open Rate (per insertion)	5x insertion* (per insertion)
Covers: (includes 4-color)		
outside back	\$1600	\$1440
inside front	\$1500	\$1350
inside back	\$1300	\$1170
Inside Display Ads (add \$500 for 4-color)		
Full page	\$850	\$765
1/2 page	\$550	\$495
1/3 page	\$420	\$378
1/4 page	\$350	\$315

Other Charges:

4-color process: \$500

Spot Color: \$250

Special Position: earned rate plus 15%

Design & Layout: \$100 per hour

*5-time commitment earns 10% discount on each insertion.

Please ask about www.mastermariner.org website sponsorship and advertising.

Advertising Deadlines

Issue	Closing Date	Copy Due	Release Date
February	Jan. 22	Jan. 22	Feb. 1
April	March 1	March 10	April 1
June	May 3	May 12	June 1
October	Sept. 1	Sept. 10	Oct. 1
December	Nov. 1	Nov. 10	Dec. 1

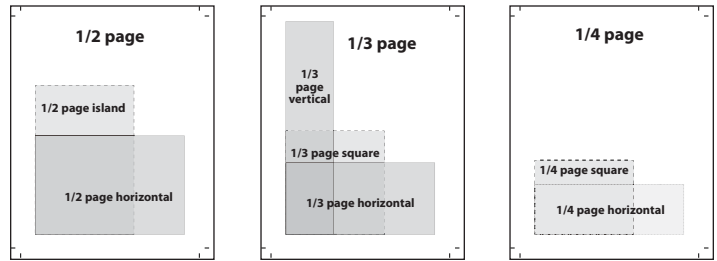
Cancellations not accepted after closing date. When no acceptable copy is furnished by the closing date for space scheduled, publisher reserves the right to repeat the latest advertisement, or to charge for space reserved.

Payments

Payment due within 30 days of invoice.

A 1.5 percent late payment charge will be assessed on all accounts after 30 days. Accounts turned over for collection will be charged the full cost of collection. No discounts on past due accounts.

Technical Specs



All measurements are given in inches.

SIZE	Width	Height
full page trim	8.375	10.875
bleed	8.625	11.125
1/2 page island	4.625	7
1/2 page horizontal	7	4.875
1/3 page square	4.625	4.875
1/3 page vertical	2.25	10
1/3 page horizontal	7	3.25
1/4 page square	4.625	3.5
1/4 page horizontal	7	2.375

* Full page ads with no bleed will be centered on the page with white edges.

Digital Requirements & File Formats

All artwork is to be submitted digitally.

High resolution PDF files (PDF/X-1a:2001) with embedded graphics and fonts at actual size are preferred. Native files can be accepted for Adobe SC2 programs with supporting fonts, tiffs, eps, jpgs for Windows. Please include pdf proof. All color graphics must be in CMYK; RBG and Microsoft Office files are not accepted.

A flat charge of \$100 will be charged for each file that must be converted to CMYK, and advertisements submitted in MS office or other programs will be subject to design services rates.

Email files up to 10 MB to davyne@mastermariner.org. Please ask about ftp upload options for larger files.

Design Services

We can design an advertisement for you if needed. Please supply logos, artwork and/or ideas, and text.

Design work is charged at \$100/hr.

Contacts

Advertising Manager

Tom Bradley
captbradley@mastermariner.org
 360-901-1257

Layout & Design:

Davyne Bradley
davyne@mastermariner.org