

eco

environment coastal & offshore

2016



MEDIA CARD



2016 MEDIA CARD

About ECO

ECO: Ocean and coastal intelligence delivered in the formats you want with the urgency you need.

Since January 2013, ECO has provided comprehensive coverage and analysis of issues impacting the coastal and offshore environment. During that time, we've brought you exclusive features from BOEM, NOAA, Ducks Unlimited, the Guy Harvey Foundation, Esri, the Consortium for Ocean Leadership, Earthjustice, World Ocean Council, US Navy, the National Oceanography Center, ORCA, the National Energy Technology Laboratory, and many more. We are the only media sponsor of Capitol Hill Ocean Week and are as the official publication of the Gulf of Mexico Foundation, but more than that, we are the voice of everyone from government decision makers, to scientists in the field, to companies providing products and services, to ocean focused industries, organizations, and researchers alike.

Published nine times a year in print and digital formats, ECO also includes a weekly digital news flash. Together, these publications reach approximately 200,000 professionals around the globe. ECO is also the official publication of the Gulf of Mexico Foundation.

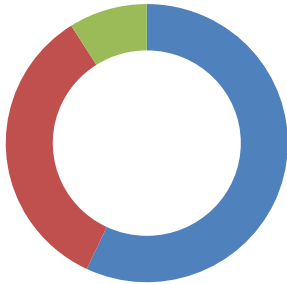


ECO Readership Statistics



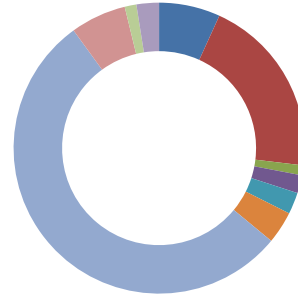
March 2016
Distribution* 19,380

Readership by Job Function



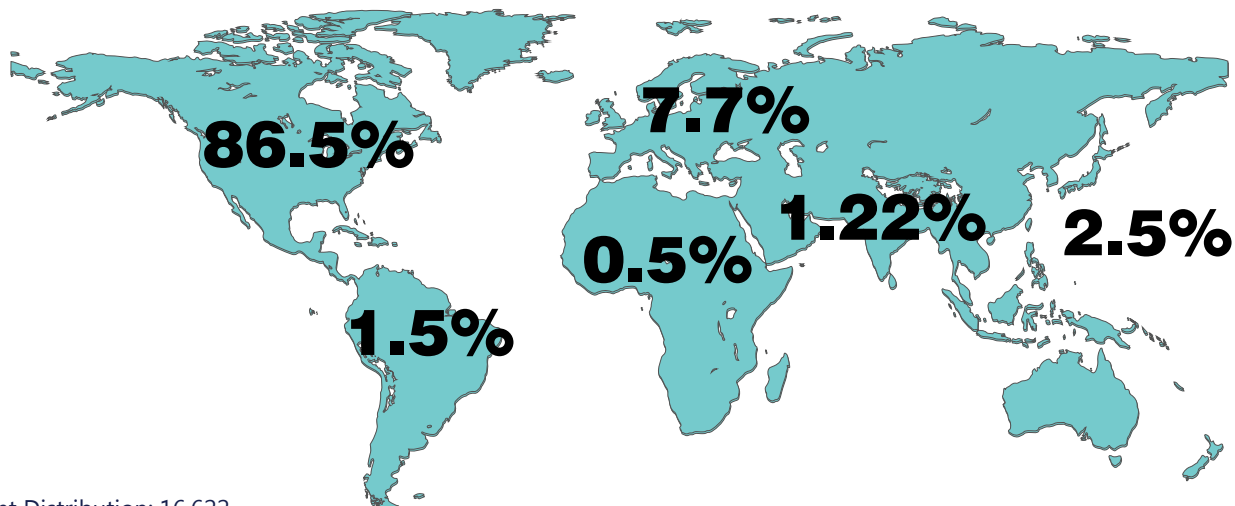
- Owner, Executives, Management, Professors
- Engineer Scientist, Technician, Operator
- Buyer, Sales, Other

Readership by Company Type



- Marine Industry
- Offshore Oil and Gas/Mining
- Ocean Renewables
- Education
- Government, Military
- Government, Civilian
- Marine Science/Environmental/Fisheries
- Maritime Communications and Computing
- Instrumentation/Equipment/Components
- Other

Global Distribution



*Total Print Distribution: 16,622
Total Digital Distribution: 6,627

Print Advertising

Advertising Rates

Frequency: 1X 3X 6X 9X 12X 18X

Black & White

Full Page	\$2,500	\$2250	\$2,115	\$1,975	\$1,900	\$1,825
2/3 Page	\$1,950	\$1795	\$1,710	\$1,620	\$1,510	\$1,435
1/2 Island	\$1,780	\$1625	\$1,550	\$1,475	\$1,365	\$1,305
1/2 Horiz; Vert.	\$1,600	\$1480	\$1,400	\$1,325	\$1,275	\$1,210
1/3 Vert; Sq.	\$1,180	\$1075	\$1,025	\$975	\$960	\$895
1/4 Page	\$1,025	\$910	\$870	\$830	\$780	\$715

4-Color

Full Page	\$3,300	\$3,050	\$2,915	\$2,775	\$2,700	\$2,625
2/3 Page	\$2,750	\$2,595	\$2,485	\$2,390	\$2,310	\$2,235
1/2 Island	\$2,580	\$2,325	\$2,275	\$2,225	\$2,165	\$2,105
1/2 Horiz; Vert.	\$2,400	\$2,280	\$2,200	\$2,125	\$2,075	\$2,010
1/3 Vert; Sq.	\$2,020	\$1,925	\$1,895	\$1,820	\$1,760	\$1,695
1/4 Page	\$1,825	\$1,710	\$1,670	\$1,630	\$1,580	\$1,515

Covers

Cover II	\$3,650	\$3,325	\$3,175	\$3,025	\$2,885	\$2,795
Cover III	\$3,650	\$3,325	\$3,175	\$3,025	\$2,885	\$2,795
Cover IV	\$3,800	\$3,475	\$3,325	\$3,175	\$3,090	\$2,995

Special Positions

Pages 3 – 10: Space & Color +	\$280
Other Special Positions: Space & Color +	\$280

VIP: VIDEO-IN-PRINT

(Embed video in your ad! - viewed by digital readers)

Space & Color+	\$300
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VIP: VIDEO-IN-PRINT Specifications

File size: under 10mb
 File type: FLV
 File dimensions: 400 x 300
 Duration: 30 seconds to 2 minutes recommended
 Quality: Speed
 Bitrate: 400 kb/s
 Audio Bitrate: 64 kb/s

Ad Dimensions

Trim Size: 8.375" x 10.875" Live/Copy Area: 7.5" x 10"

Page	inches	mm
Full page w/ bleed	8.625" x 11.125"	219.075 x 285.75
Full page	7.5" x 10"	190.5 x 254
2/3 Vertical	4.563" x 10"	115.9 x 254
1/2 Island	4.563" x 7.5"	115.9 x 190.5
1/2 Horizontal	7" x 4.875"	177.8 x 123.825
1/2 Vertical	3.313" x 10"	84.15 x 254
1/3 Vertical	2.188" x 10"	55.58 x 254
1/3 Square	4.563" x 4.875"	115.9 x 123.825
1/4 Vertical	3.313" x 4.875"	84.15 x 123.825

Print Ad Specifications

TSC Publishing uses computer-to-plate technology for all printed material. We ask that our advertisers supply digital files using the Environment Coastal & Offshore published ad sizes and standardized file formats as listed below. Note: TSC Publishing reserves the right to resize any incorrectly sized ads to fit the ad dimensions listed.

Requirements for Sending Print Files:

Platform: Macintosh or PC accepted.

Files Accepted: High resolution PDF, TIFF, EPS or JPG

Color: Send all files in CMYK mode. RGB and spot colors will be converted to CMYK. Publisher will not be responsible for shift in color.

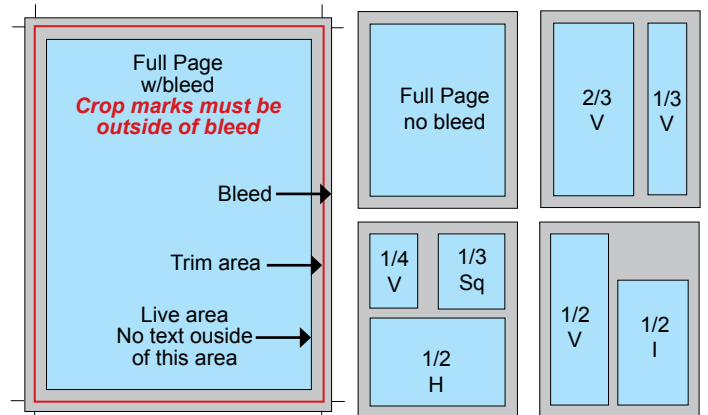
Fonts: Unfurnished or PC platform fonts will be substituted.

Resolution and Embedded Images: MINIMUM resolution 300 dpi

Requirements: 300 dpi for full color artwork or grayscale. Images and logos from Web sites are NOT usable for print ads.

Digital File Submission:

- Email: sshort@tscpublishing.com
- Transfer file electronically via www.wetransfer.com or www.dropsend.com using sshort@tscpublishing.com as send-to address.



Digital Advertising*

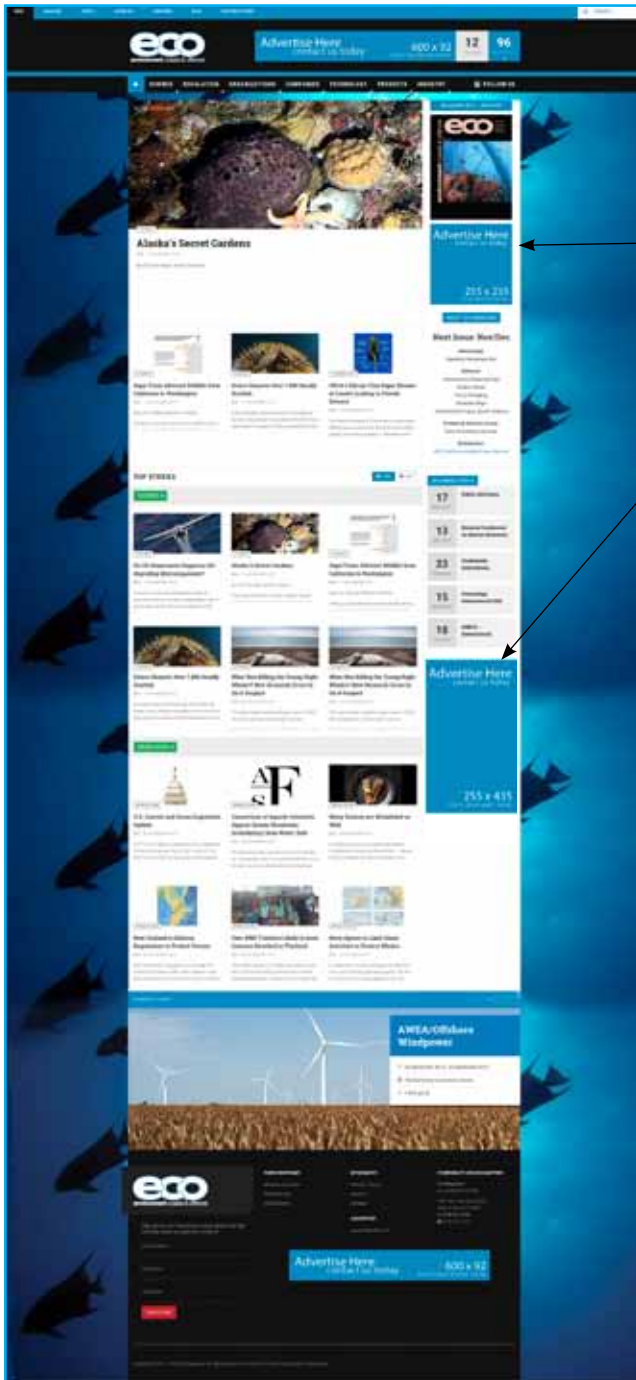
Website Advertising - www.ecomagazine.com

June - December 2015 Stats

2015 Website Analytics

Average Monthly Page Views: 7,127

Average Monthly Visits: 4,480; Unique Visits: 2,503



Sizes/Materials (w x h) 1-6 months 7-12 months

Web Banner:

Top	600x92	\$750.00/mo	\$625.00/mo
Footer	600x92	\$550.00/mo	\$425.00/mo

Box Ad

255x255	\$575.00/mo	\$475.00/mo
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Skyscraper

255x435	\$700.00/mo	\$575.00/mo
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Digital Ad Specifications

Requirements for Sending Banner Files Electronically:

Platform: Macintosh or PC accepted.

Files Accepted: Web quality PDF, JPG, GIF or SWF

Color: Send all files in RGB mode. CMYK and spot colors will be converted to RGB. Publisher will not be responsible for shift in color.

Pixel sizes: 72 dpi for full color artwork or grayscale.

Digital File Submission:

- Email: sshort@tscpublishing.com
- Transfer file electronically via www.wetransfer.com or www.dropsend.com using sshort@tscpublishing.com as send-to address.

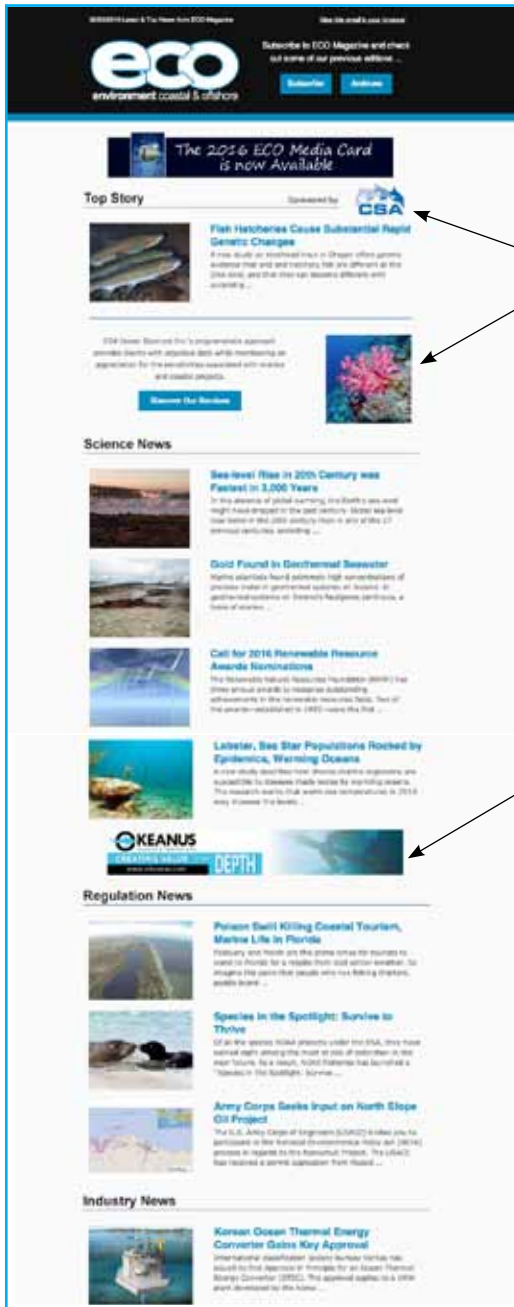
* Non-Commissionable

Newsletter Advertising ECO News Delivered Weekly by email

February 2016 Stats

Average Distribution 10,670

Average Open Rate 14%



*Sponsorship: 150w x 150h image, logo, 25 words of copy

1-6 months

7-12 months

*Top Story

\$700.00/mo

\$550.00/mo

*Run of Category

\$600.00/mo

\$475.00/mo

* Plus Box ad on website included (255 x 255)

Banner

\$500.00/mo

\$400.00/mo

600w x 92h

2016 Calendar

ECO 2016 Editorial Calendar and Show Distribution

Issue	Editorial Focus	Ad Deadline	Show Distribution*	Show Dates
January/ February	Restoration & Remediation Decommissioning & Abandonment	January 8	Decomm & Abandonment Underwater Intervention	February 23-25 February 23-25
<i>PRODUCT/SERVICE FOCUS: Artificial Reefs; Imaging Sonars; Environmental Consulting</i>				
March	Risk Management & Mitigation Offshore Safety	February 3	Oceanology International	March 15-17
<i>PRODUCT/SERVICE FOCUS: Deck gear; Safety Equip; Water Monitoring Equipment; Software</i>				
April	Offshore Energy: Oil & Gas; Ocean Renewables; Metocean	March 3	OTC All Energy 14th Ballast Water Management Conf.	May 2-5 May 4-5 May 4-5
<i>PRODUCT/SERVICE FOCUS: Mooring & Anchoring Products</i>				
May	Environmental Monitoring Marine Sound	April 3	Capital Hill Ocean Week (CHOW)	June 7-9
<i>PRODUCT/SERVICE FOCUS: Gliders & AUVs; Cables & Connectors</i>				
June	Ocean/Environmental Law & Policy & Regulation Ports/Dredging	May 3	WODCON XXI SeaWork International Clean Pacific Oceanology & Marine Biology	June 13-17 June 14-16 June 21-23 July 18-20
<i>PRODUCT/ SERVICE FOCUS: Buoys; Environmental Monitoring Products; ISO Certification Services</i>				
July/August	ECO's Annual Interview Issue Blue Economy	July 3	ESA Annual Meeting Am Fisheries Soc Annual Meeting	August 7-12 August 20-25
<i>PRODUCT/SERVICE FOCUS: Data Acquisition/Analysis</i>				
September	Coastal Engineering Fisheries & Aquaculture	August 3	Oceans '16 MTS/IEEE EWEA AWEA Offshore Wind Offshore Energy	September 19-22 September 27-30 October 25-26 October 25-26
<i>PRODUCT/SERVICE FOCUS: Modeling & Simulation Software & Systems</i>				
October	GIS Mapping; Modeling, Simulation & Visualization Subsea Telecom	September 3	Ocean Innovation Clean Gulf Teledyne Marine Technology Workshop	October 4-5 November 1-3 TBD
<i>PRODUCT/SERVICE FOCUS: Acoustic Modems, Releases & Transponders; Environmental Risk/Impact Assessment</i>				
November/ December	Intl Shipping Regulation Ballast Water Emission Regulation	November 3	Restore Americas Estuaries WOC Sustainable Ocean Summit Euromaritime	December 10-15 TBD January 31- February 2 2017
<i>PRODUCT/SERVICE FOCUS: Data Processing Services</i>				

*Publisher reserves the right to change show distribution at any time.

Learn More about other TSC Products and Marketing Opportunities

About TSC – www.tscpublishing.com

TSC is more than a publisher of leading industry magazines, we offer a portfolio of specialized on-target marketing resources to provide your company with the fundamental tools to leverage a successful marketing communications program through our leading industry publications and events, electronic media, industry analysis, and comprehensive marketing services:

MEDIA

Ocean News & Technology: - www.oceannews.com

Print and digital magazine

Celebrating its 35th year, ON&T is the leading industry news publication, providing the intelligence industry professionals rely on to develop and grow their companies. Every month Ocean News' print and digital editions feature authoritative articles and reports on the latest developments in the ocean science, offshore oil & gas, and defense industries around the world.

Digital

Reporting on breaking news, ON&T keeps the industry apprised of the very latest developments with its twice weekly electronic newsletter and news-centric website.

Digital Annual Directories:

Unmanned Vehicle Buyers' Guide: This comprehensive digital buyers' guide provides company and contact information for manufacturers and operators along with detailed specifications for ROV's, AUV's, USV's, gliders, towed vehicles, and landers.

Product & Services Directory: This unique industry directory eliminates confusion by distinguishing between manufacturers, sellers, and rental agencies; providing the most useful product and services directory available today.

Offshore Source Newsletter - www.offshoresource.com

Digital

Published weekly, the Offshore Source newsletter zeros in on the latest news and technology affecting the offshore oil & gas industry.

Submarine Cable NewsFeed™ - www.subcableworld.com

Digital

Every weekday, Submarine Cable NewsFeed™ issues a collection of subsea cable market intelligence to industry subscribers.

INTEGRATED MARKETING SERVICES

TSC Strategic – www.tscstrategic.com

TSC Strategic is a creative agency that offers marketing services that include brand identity, web design, SEO development, inbound marketing, conference support, and graphic design. Our team of professionals provides high caliber marketing strategies and tactics aimed at meeting the needs of the marine industry.

INDUSTRY ANALYSIS

Submarine Cable World – www.subcableworld.com

Submarine Cable World is TSC's research and information resource for the submarine fiber optic and power cable industry, providing daily market intelligence, in-depth market analysis, and consulting services. Our research specialists bring years of industry experience and analytical forecasting to provide you with unbiased and qualitative insights into the global marketplace.

Radar Screen Report™

Available in three separate editions: Power Cable, Fiber Optic cable and Renewable Ocean Energy. Published twice a year, these in-depth reports provide competitive edge insights to new and existing markets.

Consulting Services

From feasibility studies for banks and submarine cable systems developers, to system and component forecasts for suppliers, and strategies for carriers seeking submarine cable capacity for international growth, our team will customize our research services to fit your needs.



ECO/Environment coastal & offshore

www.ecomagazine.com

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