



# 2017

## Advertising Rates and Sizes

319 North Fourth Street, Suite 650  
St. Louis, Missouri 63102  
Phone (314) 241-7354 • Fax (314) 241-4207  
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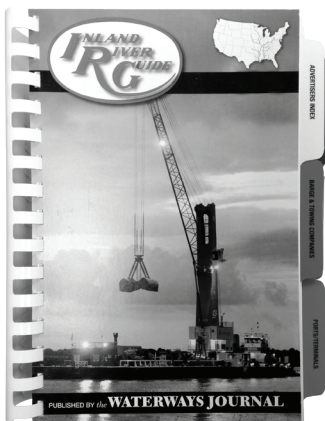
*Please contact Jason Koenig  
to reserve your ad space.*

**Advertising Deadlines**  
(Space and copy) July 22, 2016  
for the following sections:

- Tabs/Covers
- Barge & Towing Companies
- Ports/Terminals
- Fleeting-Harbor/Tankermen
- Shipyards/Repair Facilities
- Contractors/Dredging

(Space and copy) August 5, 2016  
for the following sections:

- Refuelers/Boat Stores
- Brokers/Surveyors/Insurance/Schools
- Divers/Salvage/Pollution Control
- Distributors/Manufacturers/Services
- Gov't Agencies/Associations



**The only comprehensive business directory of the inland marine industry.  
When somebody needs to get something done on the river they reach for  
the Inland River Guide!**

All advertisers receive a complimentary copy of the book.

Ads will be placed as near as possible to the free listing.

## RATES

Size	Black & White	2-Color	4-Color
Back Cover			\$3,450
Inside Front Cover			\$3,200
Inside Back Cover			\$3,000
Dividers			\$2,950
Full Page	\$1,490	\$1,765	\$2,245
1/2 Page	\$865	\$1,095	\$1,595
1/4 Page	\$515	\$690	\$1,090
1/8 Page	\$345	\$525	\$925

## AD SIZES

Size	Width	Height
Covers, Tabs & Full Page	4.5"	7.75"
1/2 Page	4.5"	3.875"
1/4 Page	4.5"	2"
1/8 Page	4.5"	1"

### MECHANICALS

We accept digital ads created in Photoshop, Illustrator, and InDesign applications.

Please submit high resolution files (at least 300 dpi) saved as a TIFF, EPS, JPEG, or a press ready PDF.

Note: We do not accept files in Microsoft Publisher or Adobe PageMaker.

Please contact Dennis Robison at [dennis@wjinc.net](mailto:dennis@wjinc.net) or 314-241-7354 if you have any further questions regarding art requirements. If you need assistance designing your ad, please provide us with a rough layout.

*Please contact Jason Koenig to reserve your ad space.*

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[jason@wjinc.net](mailto:jason@wjinc.net)

The Inland River Guide is a *Waterways Journal Inc.* publication



[www.waterwaysjournal.net](http://www.waterwaysjournal.net)