

2017 ADVERTISEMENT RATES

Advertising rates approved at the October 17, 2007, Executive Board Meeting are listed below. The increase in advertising rates was necessary due to an increase in the U.S. Postal mailing rates, which encompasses a charge for each ad shown in the *Canal Record*. Commercial Rates are for those who are either non-members of The Panama Canal Society, Inc., or those who are members but are placing an ad for an established business firm, who want to advertise in the *Canal Record*. All ads are subject to Executive Board approval. All ads submitted must be camera-ready. The *Canal Record* will not compose, design or size any commercial ads submitted. All graphics must be submitted in JPG or TIF format at 300 DPI to record@pancanalsociety.org. All checks or money orders must be payable on U.S. banks to the Panama Canal Society, Inc.

Send all ads and checks or money orders to:

PANAMA CANAL SOCIETY, INC., 19001 SUNLAKE BLVD., LUTZ, FLORIDA 33558

	<u>Advertisement Size</u>	<u>Commercial</u>	<u>Non-Commercial</u>
Full Page:	7" wide x 10" high	\$347.00	\$247.00
Half Page:	7" wide x 5" high	\$174.00	\$124.00
1/4 Page:	3 1/2" wide x 5" high	\$87.00	\$62.00
1/5 Page:	7" wide x 2" high	\$69.00	\$49.00
1/10 Page:	3 1/2" wide x 2" high (Business Card Size)	\$35.00	\$25.00
1/20 Page:	3 1/2" wide x 1" high (1/2 Business Card)	\$18.00	\$10.00

DEADLINE FOR SUBMITTING ADS, ARTICLES, NEWS OR PHOTOS FOR EACH CANAL RECORD:

MARCH 2017 *Canal Record* - Deadline January 7, 2017

JUNE 2017 *Canal Record* - Deadline April 1, 2017

OCTOBER 2017 *Canal Record* - Deadline August 5, 2017

DECEMBER 2017 *Canal Record* - Deadline October 7, 2017