

# FSMAA

## 2008 Roster

Many of our alumni have asked that we continue the production of a Fort Schuyler Maritime Alumni Association Roster. Even though all members of the FSMAA have access to the online roster on the Association web site, many still like to browse through the print edition to find their classmates, without needing to log on to a website or even boot up a computer.

To produce our 2008 printed Roster, we will need your support to offset production costs. Become a sponsor of the 2008 Roster Project, and at the same time promote your company or business. Details and rates are on the following page.

### What will the Roster look like?

As before, the publication will be divided into five sections. The first section will contain general information about the FSMAA and scholarship award recipients, interspersed with the advertising. This will be followed by the Active Member List, Company List, Geographic List and, finally, the Class List of all graduates.

### How do I help?

Keep your company's name visible to the leaders in the maritime industry. Place an advertisement in the Fort Schuyler Maritime Alumni Association 2008 Roster TODAY.

Please complete the form on the following page and mail it in, either to the main office (NJ) or to the production office indicated on the form (CT).

### What material is suitable?

Most companies already have advertising material in house that meets our specifications. However, we are able to take any material that you send us and put together an ad for you. If you want to include a business card, we can take the card and reproduce it for the publication. Or, if you advertised in the 2005 Roster and the material is still current, we can simply repeat that ad.

Place your ad today while space is available!

**Fort Schuyler Maritime  
Alumni Association**

**FSMAA 2008 Roster**  
**Advertising deadline**  
**January 11**  
**Act TODAY**



**Fort Schuyler Maritime  
Alumni Association  
2008 ROSTER**

| Size                   | Width<br>x Height | Color   | B/W     | Discounts  |
|------------------------|-------------------|---------|---------|--|
| Full page              | 7" x 10"          | \$1,400 | \$1,000 | <ul style="list-style-type: none"> <li>• Special discounts are available for advertisers in <i>The Fort Schuyler MARINER</i>.</li> <li>• If an advertiser has advertised in the past three issues or contracts for 3 insertions in the <b>MARINER</b>, a 20% discount on the 2008 Roster rate will apply.</li> </ul> |
| Half Page (horizontal) | 7" x 4-7/8"       | \$800   | \$600   |  |
| Half Page (vertical)   | 3-3/8" x 10"      | \$800   | \$600   | <ul style="list-style-type: none"> <li>• If an advertiser has advertised in one of the past three issues or contracts for 1 insertions in the <b>MARINER</b>, a 5% discount on the 2008 Roster rate will apply.</li> </ul>   |
| Quarter Page           | 3-3/8" x 4-7/8"   | \$500   | \$375   |  |
| Professional Card      | 3-3/8" x 1-7/8"   | \$150   | \$125   |  |

**Rates and Conditions:**

- Rate for the back page (minus the address block) is \$2,000.
- Rates for the inside front and inside back covers are \$1,700.
- Bleed charges of \$150 apply to an ad exceeding the specified width and height shown above.

**Terms:**

- Roster is billed upon publication. Net 10 days. Please make checks payable to *Ft. Schuyler Maritime Alumni Association (FSMAA)*, and mail to:  
**FSMAA Inc. - 236 Ernston Rd., Parlin, NJ 08859.**
- The Publisher reserves the right to reclassify, edit or omit any advertisement. The Publisher shall have no liability for the omission of any advertisements, except in which event Advertiser shall not be charged for omitted advertisements.
- Advertiser agrees to provide the Publisher with graphic files, film or artwork on or before the deadlines established by the Publisher.

**Waiver:**

- Publisher uses only high-quality personnel, equipment and technology and makes every effort to match color reproduction to their proofs. However, because such matching relies on visual judgement and technical variables, Publisher will not be responsible for color discrepancies.

**Media:**

- We accept CD-ROMs (no e-mail attachments, please).
- Hard-copy proofs must accompany digital files.

- Digitally supplied color ads require a color-accurate proof (i.e., Iris, Kodak Approval, etc.) made from the supplied file—this for color matching.
- Laser proofs are only acceptable for gray-scale ads.

**File Format:**

- QuarkXPress, Photoshop, Illustrator, TIFF, EPS.
- All fonts in EPS files must be converted to outlines.
- PDF format is acceptable where advertisement should be at least 300 dpi at 100% size.
- Any art or production work necessary to complete the preparation of an ad is subject to supplementary fees. Please ask us for a quote.

**Images:**

- Images should be in CMYK or gray-scale
- Artwork should be at least 300 dpi at 100% size. Line art should be at least 1200 dpi at 100% size.

**Fonts:**

- Type 1 Postscript fonts. Include all fonts (printer and screen).
- Please use specific fonts for italic and bold (i.e., if using Times, use Times Italic and/or Times Bold fonts, rather than choosing "italic" or "bold" from the style palette.)

**Film:**

- If film is supplied in lieu of an electronic file, please provide one piece of composed NEGATIVE film per color, right reading, emulsion side down. Color in place with built-in trap. 133, 150 or 175 line screen. Color proofs are required to avoid any additional charge.

**RESERVE SPACE TODAY. Print page, provide information requested, and submit to FSMAA**

Please insert our advertisement in:  
*FSMAA Roster 2008*

- Full page
- Half page (horizontal)
- Half page (vertical)
- Quarter page
- Professional card

**Mail all advertising material to:**  
C. H. Ellwanger  
FSMAA Roster 2008  
P.O. Box 942  
Branford, CT 06405-0942  
E-mail: charles.ellwanger@gmail.com  
Tel: 203.481.5520

NAME/TITLE \_\_\_\_\_

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY/STATE/ZIP \_\_\_\_\_

PHONE \_\_\_\_\_ FAX \_\_\_\_\_

E-MAIL \_\_\_\_\_

SIGNATURE/DATE \_\_\_\_\_