

Advertising 2010



INTERTANKO

www.intertanko.com for a highly effective, targeted exposure

SECTION BANNERS

The INTERTANKO online resource is where you can be sure of a solid platform to promote your company or products and we have introduced a new Section Online Banner in addition to our home page and Weekly NEWS banner advertisements.



Your web banner

The INTERTANKO site receives an average of 22,000 unique visitors per month.

Choose from one of these Sections

**Bunkers • Chemical • Environment • Human Element • Insurance • Legal and Documentary
• Marine Safety • Navigation • Phase out • Ports and Terminals • SECA • Security • Technical
• Vetting and Port State Control • Worldscale.**

Ask for our special discount prices for multiple bookings.

We also have opportunities in:-



**The INTERTANKO
Calendar**



**The INTERTANKO
Annual Review and Report**



**INTERTANKO
Special publications**



**INTERTANKO
Weekly News**

DESK CALENDAR

Building upon the success of previous years' calendars, INTERTANKO has improved the design of the 2010 calendar. This year the calendar is large enough to allow users to write events into each days' space. And so, in a time of diminishing corporate gifts, the calendar will be an even more welcome addition to key desks.

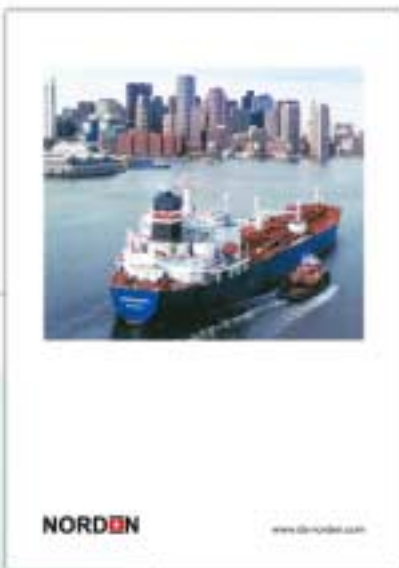
You are invited to contribute to this calendar by placing your company logo and a full company advertisement on the associated page.

The desk-top calendar is distributed free of charge to INTERTANKO's members, associate members, industry partners and the media. It is also distributed at INTERTANKO's conferences and events and well as at commercial conferences.



Advertisers get their logo on a page and a full page advert on the corresponding rear page

Your advert



ANNUAL REVIEW AND REPORT

The INTERTANKO Annual Report is the window into our industry for maritime journalists, governing bodies and policy makers alike. In addition to the membership, the Report maintains its increased circulation to the target group which includes politicians, bureaucrats, opinion formers, non-trade media, insurers, lawyers, potential members and ships' crew etc.

For the 2009/2010 Annual Report we are once again offering again we are offering our Members greater freedom by allowing you to use your whole page or double page spread in a more flexible way.

The example of the left is a double page advert. The image on the right is a single page advert.

All we ask is that you supply the following:-

- ✓ a high quality interesting/artistic/dynamic photograph of your tanker(s)
- ✓ your logo
- ✓ your website address

We must stress that these pages should not be viewed as straight adverts, rather they should be seen as a fantastic opportunity to raise the profile of your operation. Further details with the technical specification, prices are found on the last page of this leaflet.

Special Publications for 2010



INTERTANKO Guide to Carriage/Handling of Biofuels - 1st Edition

This new INTERTANKO Guide addresses the issues around the carriage and handling of biofuels. The book also provides guidance on the documentation aspects of the carriage of biofuels. The Guide will be available in the first half of 2010

Comparison of ShellTime 4 (1984), ShellTime 4 (2003) and ShellNGTime 1 (2005)

This new INTERTANKO publication begins with an Executive Summary followed by a detailed analysis of each clause of Shelltime 4 (2003) and ShellNGTime 1 (2005), highlighting the changes in these forms compared to Shelltime 4 (1984). It provides guidance mainly on legal aspects. These charterparty forms are widely used in the market by owners and charterers both within and outside the Shell Group. This discussion of the wording and interpretation of the charterparty clauses will be of invaluable assistance to owners and charterers who are fixing tankers on these forms. This publication will be available first half of 2010.



Full, half and quarter colour page advertisements available in all publications.

Weekly News

A weekly e-mail service to our membership with short, up-to-the-minute news items on INTERTANKO and industry issues. The Weekly NEWS is distributed to over 1900 e-mail addresses and in addition receives a wide internal circulation within the member companies.

We allow one **exclusive** advertisement at the very top of the newsletter. The advertisement consists of a short description of your company/product (30-40 words) and a link to your website. You will also have a web banner at www.intertanko.com home page.

The INTERTANKO site receives an average of 22,000 unique visitors per month



Technical information and Prices

WEEKLY NEWS

What you will get:

1. A choice of any of the 52 weeks of the year.
2. 30-40 words about your company and your website address will be displayed.
3. A web banner on the "home page" of the INTERTANKO website with a link direct to your website.

SPECIFICATIONS:

Text of approximately 30-40 words plus web address supplied in email or as a Word document.

Web banner should be Jpeg/Gif format , 140 x 70 pixels , max. 50KB file size

PRICE:

USD850 per week. *Special discounts for multiple bookings.*

ANNUAL REPORT

What you will get:

1. Inclusion of your photo
2. Your logo (2 cm x 4 cm)
3. Your website address

SPECIFICATIONS:

Sizes: Option 1: Single page, your image can be any size within the page or it can bleed off all edges, maximum size 216mm wide by 303mm high.

Sizes: Option 2: Double page spread, maximum image size 426mm wide by 303mm high.

Logos will need to fit into a rectangle of 20mm by 40mm wide. **All images must be 300dpi – high resolution.**

PRICE:

Option 1	Single page	USD2,000
Option 2	Double-page spread	USD2,900

DESKTOP CALENDAR

What you will get:

1. Your logo displayed on the calendar month page.
2. A full page advert on the corresponding rear page.
3. Ten complimentary copies of the calendar to send out to your clients and friends.

SPECIFICATIONS:

Logo: 40mm wide and 20mm high

Advert size: Trimmed to 170mm high x 243mm wide. Please provide files with 3mm bleed all round.

Please also allow 10mm at the top for the binding mechanism, ie to make sure it does not interfere with your advert.

PRICE:

USD2,000

For further information and details of **special package deals** and bookings please contact **Sally Woulfe:**

London Office: St Clare House, 9th Floor, 30-33 Minories, London EC3N 1DD, UK

Telephone: +47 20 7977 7022

Email: advertising@intertanko.com

WEBSITE BANNERS: HOME PAGE AND SECTION PAGES

What you will get:

1. Your advert banner displayed either on the INTERTANKO home page or a section page of the site
2. A link direct to your website.

SPECIFICATIONS:

Jpeg/Gif format , 140 x 70 pixels , Max. file size 50KB

PRICE:

Weekly: Home Page USD350; Section Page USD100 **Monthly:** Home Page USD750; Section Page USD300

Special discounts for multiple bookings.

SPECIAL PUBLICATIONS, such as books, guides and manuals

SPECIFICATIONS:

Full page print format: 180 mm x 267 mm

Full page bleed format: 210 mm x 297 mm (+ 3mm on all edges for cutting).

Text and objects must be kept within 5 mm of bleed format)

Half page vertical: 85 mm x 267 mm

Half page horizontal: 180 mm x 129 mm

Quarter page vertical: 85 mm x 129 mm

Quarter page horizontal: 180 mm x 61 mm

PRICE:

Inside front and back cover pages in colour: USD3,500

Double page spread in colour: USD4,000

Full page in colour: USD2,500

Half page in colour: USD1,800

Quarter page in colour: USD1,300

Special discounts for multiple bookings.

GENERAL TECHNICAL INFORMATION

All images must have a resolution of 300dpi as a minimum.

Acceptable formats for photos

Jpeg or tif files

Acceptable formats for logos

Illustrator eps files.

Or jpeg or tif files with a resolution of 300dpi.

Acceptable formats for advertisements

High resolution pdf (300dpi).

Unacceptable

Logos in Word and images downloaded from the web will not be good enough quality.

Delivery of material

Any material up to 9MB may be e-mailed. For larger files, please use: www.YouSendIt.com.