



ASSOCIATION OF DIVING CONTRACTORS INTERNATIONAL

WWW.ADC-INT.ORG

UnderWater magazine

UnderWater magazine Website

UnderWater Today eNewsletter

ADCI TV

Advisory eNewsletter

Online *UnderWater Buyers' Guide*
& *Diving Locator*

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MEDIA GUIDE

**20
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MEDIA GUIDE

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All information contained in this media kit was accurate and current at the time of printing. Should changes become necessary, they will be posted to the online media kit throughout the year.



ADCI REPRESENTS THE COMMERCIAL DIVING INDUSTRY AROUND THE WORLD



Founded in 1968, the Association of Diving Contractors International, Inc. (ADCI) was originally a small group of diving companies with a goal to create a non-profit organization dedicated to the art and science of commercial diving. The establishment of industry-wide safe standards for commercial diving was the foundation upon which ADCI was built. Since then, ADCI has grown to encompass **more than 600 member companies**, furnishing services and/or support for the conduct of safe underwater operations from **41 nations** throughout the world.

NATIONALLY



95% of all commercial diving contractors (companies) are ADCI members.

INTERNATIONALLY



Nearly 1/2 of all commercial diving contractors (companies) are ADCI members.



Members spend **\$800 million** annually on products and services, with close to **\$1 billion** in industry-wide spending.



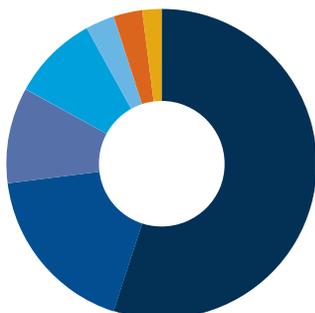
Members spend **\$5 billion** annually on products and services, with close to **\$10 billion** in industry-wide spending.

ADCI MEMBERSHIP SPANS THE UNDERWATER MARKET AND INCLUDES CONTRACTORS, MANUFACTURERS, ENGINEERS, CONSULTANTS, SUPPLIERS/DISTRIBUTORS AND OTHER PERSONNEL IN THE FOLLOWING KEY INDUSTRY SEGMENTS:

AUVs
Bridges
Commercial Diving
Communications
Construction
Corrosion
Dams
Engineering
Environmental

Equipment Suppliers
Inland/Coastal
Inspection
Manned Submersibles
Marine Technology
Military
Navigation/Positioning
Nuclear
Offshore Oil and Gas

Ports
ROVs
Salvage
Scientific Research
Shipwrecks
Subsea Cable
Support Vessels
Survey
Underwater Vehicles



ADCI MEMBERSHIP BREAKDOWN:

General members | 55%
(diving contractors)

Associate members | 20%
(suppliers/manufacturers)

Individual members | 8%
(must have ADCI Certification Card to qualify)

Honorary Members | 9%
(past presidents and Hall of Famers)

Associate schools | 3%

Supporting | 3%
(financial contributors and government agencies)

Affiliate members | 2%

WHY ADVERTISE IN *UNDERWATER* MAGAZINE?



90% of our readers recommend, specify or approve the purchase of products and services for their company

*Statistics from a recent ADCI Readership Survey

Upon viewing a product of interest advertised in *UnderWater* magazine, nearly



of those surveyed report visiting the advertiser's website as a result of viewing the ad.



MORE THAN 60% of readers share their copy of *UnderWater* with 4+ people

WHAT HAVE READERS BEEN SAYING ABOUT *UNDERWATER* MAGAZINE?



"We look forward to each new issue of *UnderWater* magazine; over the years we have found *UnderWater* to be a great resource for safety, new equipment, new repair processes, industry standard and new technologies."

Scott C. Anderson
President | Logan Diving and Salvage

UnderWater magazine has by far the most up to date information on diving and ROV. We are in the business of underwater inspection and consider this a must-read magazine.

Wee Ming Leong
Managing Director
GreenPix Sdn Bhd.

"*UnderWater* magazine is the bible of our industry. Calling on diving companies it is found in almost all offices. I use it for references to locate products and companies. Articles are a very good read. The entire magazine is one that is published by a knowledgeable and experienced organization."

Allen Fugler
Water Weights



PRINT AND DIGITAL PRODUCT MENU



UNDERWATER MAGAZINE

Published bimonthly with a circulation of 13,000, each issue of *UnderWater* magazine covers all underwater contracting industry segments. Advertisers receive a FREE ad in the digital edition.

ADCi TV

Located on the ADCi website, ADCi TV connects your brand's powerful video messaging with members to help you achieve maximum reach and engagement for your business. A variety of advertising and video options are available.



UNDERWATER TODAY ENEWSLETTER

Now more than ever, professionals access information on the go. *UnderWater Today* allows members to stay informed of timely industry topics and association news whether they are in the office or on the road.



UNDERWATER WEBSITE - www.underwatermagazine.com

Premium advertising space is available on the official website for *UnderWater* magazine. Members log on to read the digital edition, access past issues and subscribe to the magazine.



ADVISORY ENEWSLETTER

Each issue of our *Advisory* eNewsletter is widely read by ADCi members for the urgent updates about industry recalls, accidents, policy changes, new equipment, and much more. This EXCLUSIVE sponsorship position means you are sure to get noticed.



ONLINE UNDERWATER BUYERS' GUIDE & DIVING LOCATOR - adci.officialbuyersguide.net

Our official online guide allows members to find your products and services easily online. Visitors to the online guide can search for your company by name, location, product category or keyword.

UNDERWATER MAGAZINE READERSHIP OVERVIEW



GEOGRAPHICAL BREAKDOWN OF CIRCULATION

Southeast (Arkansas, Louisiana, Florida, Georgia, Kentucky, Mississippi, North Carolina, South Carolina, Tennessee, West Virginia, Virginia, Alabama).....	4,185
Northeast (Connecticut, D.C., Delaware, Maine, Maryland, Massachusetts, New Hampshire, New York, Pennsylvania, Rhode Island, Vermont, New Jersey)	2,333
Southwest (Arizona, New Mexico, Oklahoma, Texas).....	1,864
West (California, Colorado, Hawaii, Montana, Nevada, Utah).....	1,737
Midwest (Illinois, Indiana, Iowa, Kansas, Kentucky, Michigan, Minnesota, Missouri, Ohio, Wisconsin, North Dakota, South Dakota)	1,128
Northwest (Idaho, Oregon, Washington)	862
International	571
	<hr/>
	12,680

OCCUPATIONAL BREAKDOWN OF CIRCULATION**

Commercial Diver.....	3,436
Senior Management Chairman Director, Owner, CEO, CFO, President, VP.....	2,714
Management Project, Program, Operations, Department heads, Purchasing agents/managers	2,587
Engineering	1,763
Consultants/Analyst	748
Scientific/Technical Scientist, Oceanographer, Technician	495
Academic Professors, Asst Professors, Instructors	418
Sales/Marketing managers	330
Military, Commanding officers, Captains, Procurement officers	165
Naval architects, Subsea Designers	23
	<hr/>
	12,680

*Percentages include only those companies who included a company name in their distribution info

**Numbers are estimates based on information obtained from an ADCI survey

CONTENT CALENDAR*

WWW.ADC-INT.ORG



ISSUES	POSSIBLE FEATURES	BONUS DISTRIBUTION	SPACE RESERVATION	MATERIALS DEADLINE	SHIP DATE
2019 ADCI Annual Directory			10/02/2018	10/4/2018	December 2018
January/ February UNDERWATER INTERVENTION & BUYERS' GUIDE ISSUE	Underwater Intervention Show Preview ROV Spotlight and Industry Outlook	Underwater Intervention February 5-7, 2019 New Orleans, LA US Hydro 2019 Conference March 19-21, 2019 Biloxi, MS	11/30/2018	12/11/2018	January 2019
March/April	Underwater Intervention Recap	Offshore Technology Conference 2019 May 6-9, 2019 Houston, TX	2/12/2019	2/21/2019	March 2019
May/June	Spotlight on Navy Diving	OCEANS 2019 June 17-20, 2019 Marseille, France Hydrovision International 2019 July 23-25, 2019 Portland, OR	4/15/2019	4/23/2019	May 2019
July/August	Industry Outlooks Salvage		6/13/2019	6/21/2019	July 2019
September/ October	Inland Diving		8/15/2019	8/23/2019	September 2019
November/ December	Commercial Diving Pictorial		10/15/2019	10/23/2019	November 2019

*Content calendar is tentative and subject to change.

IN EVERY ISSUE

- Board of Directors
- ADCI News & Notes: Chapter Reports
- Index to Advertisers
- The Last Word
- President's Message
- New Gear
- ADCI Member
- Executive Director's Message
- UW Currents
- Company Listings

If you are interested in supplying editorial articles or photographs for inclusion in *UnderWater* magazine, please contact **Stephen Guglielmo** at 800-369-6220 ext. 4741 or sguglielmo@naylor.com.

ARE YOU INTERESTED IN CONTRIBUTING TO UNDERWATER MAGAZINE?

UnderWater magazine is seeking feature stories and photography covering subjects of broad significance to the commercial diving industry. Possible article topics include, but are not limited to: safety, new techniques, new equipment, equipment reviews, recent projects, etc. Special attention will be given to articles highlighting safety; however, all topics of general interest to diving contractors will be considered. Photography accompanying your story is welcomed and encouraged.

If you are interested in supplying photography to be used within *UnderWater's* pictorial features, please supply brief captions, along with the credit information of either the photographer or your company. See the photography guidelines below.

Please understand that the editorial plan set forth by the editorial board determines the availability of space for articles. If you would like to submit stories or photography for consideration in *UnderWater*, please contact Stephen Guglielmo at sguglielmo@naylor.com or (800) 369-6220, ext. 4741.



WRITING GUIDELINES:

Articles should be between 500 and 3,000 words. Longer pieces will be considered, depending on available space.

Articles should be formatted in Microsoft Word, and sent via email to sgarrity@naylor.com.

PHOTOGRAPHY GUIDELINES:

Hard Copy Prints

For hard copy prints, please write any identifying and/or caption information on sticky notes and attach the notes to the backs of the photos. We ask that you not write directly on the backs of the photos or use tape to attach paper to the photos, as these practices may compromise our ability to make high-quality reproductions.

Electronic or Digital Images

Electronic illustrations (digital images) must be a minimum resolution of 300 dpi **at the actual image size**. Scanned images of less than 300 dpi do not have enough detail to print well. We likely will not be able to use electronic images scanned at less than 300 dpi.

Electronic images may be submitted in any of the common image formats: .tiff, .eps, .jpg., .gif, etc. We cannot accept files in Powerpoint (.ppt), Word Clipart (.clp) and MicrosoftPublisher (.pub).

2019 NET ADVERTISING RATES FOR *UNDERWATER* MAGAZINE*



All magazine rates include a Premier Listing on ADCI's *Online Underwater Buyers' Guide & Diving Locator!*

ALL RATES INCLUDE A DIRECT LINK FROM YOUR COMPANY'S AD TO YOUR WEBSITE IN THE DIGITAL EDITION OF *UNDERWATER* MAGAZINE.

AD SIZE	1X		3X		6X	
	Color	B&W	Color	B&W	Color	B&W
DPS	\$4,819.50	\$4,009.50	\$4,139.50	\$3,449.50	\$3,679.50	\$3,069.50
4 TH COVER	\$3,819.50	N/A	\$3,369.50	N/A	\$3,079.50	N/A
2 ND OR 3 RD COVER	\$3,649.50	N/A	\$3,199.50	N/A	\$2,909.50	N/A
FULL PAGE	\$3,219.50	\$2,399.50	\$2,769.50	\$2,079.50	\$2,479.50	\$1,859.50
2/3 PAGE	\$2,819.50	\$2,109.50	\$2,429.50	\$1,829.50	\$2,179.50	\$1,639.50
1/2-PAGE ISLAND	\$2,449.50	\$1,839.50	\$2,119.50	\$1,599.50	\$1,899.50	\$1,439.50
1/2 PAGE	\$2,129.50	\$1,609.50	\$1,849.50	\$1,409.50	\$1,659.50	\$1,269.50
1/3 PAGE	\$1,669.50	\$1,279.50	\$1,459.50	\$1,129.50	\$1,309.50	\$1,019.50
1/4 PAGE	\$1,339.50	\$1,039.50	\$1,179.50	\$919.50	\$1,069.50	\$839.50
1/6 PAGE	\$1,109.50	\$869.50	\$979.50	\$779.50	\$889.50	\$709.50
1/8 PAGE	\$919.50	\$729.50	\$819.50	\$659.50	\$749.50	\$609.50
1/16-PAGE B&W BUSINESS CARD – 6X TOTAL			\$1,150.00	Position Guarantee: 15% Premium Revisions and Proofs: \$50.00		
1/8-PAGE VERTICAL B&W DOUBLE BUSINESS CARD – 6X TOTAL			\$2,050.00			

*Advertisers who advertise in four or more issues of *UnderWater* will receive a free Product Release Announcement in one upcoming issue of *UnderWater* magazine.

*Print Advertiser any frequency w/ 1 online component (Magazine Web site, Online Buyer's Guide, or eNewsletter) = 5% off the 1 online component of choice

*Print Advertiser any frequency w/ 2 online components (Magazine Web site, Online Buyer's Guide, and/or eNewsletter) = 10% off the 2 online components of choice

*Print Advertiser any frequency w/ 3 online components (Magazine Web site, Online Buyer's Guide, and eNewsletter) = 15% off the 3 online components of choice

2019 NET ADVERTISING RATES FOR THE 2019 ADCI DIRECTORY*



Magazine advertisers receive an additional 10% off Directory.

ALL RATES INCLUDE A DIRECT LINK FROM YOUR COMPANY'S AD TO YOUR WEBSITE IN THE DIGITAL EDITION OF THE ADCI DIRECTORY

AD SIZE	Color	B&W
DPS	\$2,739.50	\$1,919.50
4 TH COVER	\$2,519.50	N/A
2 ND OR 3 RD COVER	\$2,349.50	N/A
FULL PAGE	\$1,919.50	\$1,099.50
2/3 PAGE	\$1,659.50	\$949.50
1/2-PAGE ISLAND	\$1,429.50	\$819.50
1/2 PAGE	\$1,219.50	\$699.50
1/3 PAGE	\$919.50	\$529.50
1/4 PAGE	\$699.50	\$399.50
1/6 PAGE	\$559.50	\$319.50
1/8 PAGE	\$439.50	\$249.50
1/16-PAGE B&W BUSINESS CARD – 6X TOTAL		\$900.00
1/8-PAGE VERTICAL B&W DOUBLE BUSINESS CARD – 6X TOTAL		\$1,800.00

Position Guarantee: 15% Premium | Revisions and Proofs: \$50.00

DIRECT MAIL OPPORTUNITIES

OUTSERTS/BELLYBAND [†]	Print Only	Print and Digital	*All direct mail pieces are furnished by advertiser. 3-page (6 surfaces) or more available. Only one print direct mail piece/belly band allowed per issue. Please contact your sales associate for applicable rates and specs.
1-PAGE 2 SURFACE OUTSERT	\$999.50	\$1,149.50	
2-PAGE 4 SURFACE OUTSERT	\$1,199.50	\$1,499.50	
POSTCARD	\$999.50	\$1,149.50	
BELLYBAND (15,000 COPIES)	N/A	\$3,149.50	

*Print Advertiser any frequency w/ 1 online component (Magazine Web site, Online Buyer's Guide, or eNewsletter) = 5% off the 1 online component of choice

*Print Advertiser any frequency w/ 2 online components (Magazine Web site, Online Buyer's Guide, and/or eNewsletter) = 10% off the 2 online components of choice

*Print Advertiser any frequency w/ 3 online components (Magazine Web site, Online Buyer's Guide, and eNewsletter) = 15% off the 3 online components of choice

DIGITAL EDITION OPPORTUNITIES

SKYSCRAPER | \$500

SPONSORSHIP & TOOLBAR | \$400

UNDERWATER MAGAZINE DIGITAL EDITION

GIVING YOU MORE FOR YOUR ADVERTISING DOLLAR

Underwater Magazine is available in a fully interactive digital magazine. Our digital edition is mobile responsive and HTML-optimized, providing readers with an exceptional user experience across all devices. The digital magazine lets you:

- **Include ads on an HTML5 and mobile responsive platform**
- **Link to the landing page of your choice, generating an immediate response from customers**
- **Maintain your ad presence on the digital issue for readers to reference at any time**

FORMATS AVAILABLE TO READERS:

- **Reading view (default):** The HTML-based view of our magazine, optimized for all devices. Scrolling articles automatically adjust for comfortable reading.
- **Page view:** The digital replica of the print magazine. Flip through this digital book in either a 1 or 2-page format. Determine your preferred zoom setting for an optimal experience.

Important Note: Readers can choose the experience best suited to their needs at any time by clicking on "Page View" or "Reading View" in the toolbar!



Mobile & Desktop Responsive HTML Reading View



1 **Leaderboard (all views) | \$650**

The leaderboard ad appears on-screen in both the reading view and page view of the digital magazine.

2 **Rectangle (all views) | \$600**

The rectangle ad is on the table of contents, appearing on-screen for all pages of the reading view and page view.

TOC Mobile Banners (HTML reading view)

The TOC mobile banner appears in the table of contents, on-screen to the right of the digital magazine on desktop and clickable on mobile in the reading view. The top TOC mobile banner will appear after the 1st article, and the 2nd mobile banner appears after the 6th article.

3 **Top TOC Mobile Banner | \$450**

4 **2nd TOC Mobile Banner | \$375**

Additional TOC Mobile Banner | \$300

In-Magazine Digital Options (HTML reading view)

These standalone ad options are placed between article pages on the HTML reading view of the digital magazine and are visible on all device types.

HTML5 Ad | \$550

This mobile responsive ad option gives you the freedom to include text, images, hyperlinks and video across a variety of devices. Full design must be provided by the advertiser at this time.

Digital Video Sponsorship | \$500

The video sponsorship option displays a video, 50-70 words of summary content and a hyperlink to deliver your message to target audiences.

Digital Insert / Outsert

Your message appears as an image-based insert, either in between key articles, or placed at the back of the digital magazine.

- **Large Insert | \$500**
- **Medium Insert | \$400**

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

For the latest online specs, please visit www.naylor.com/online-specs

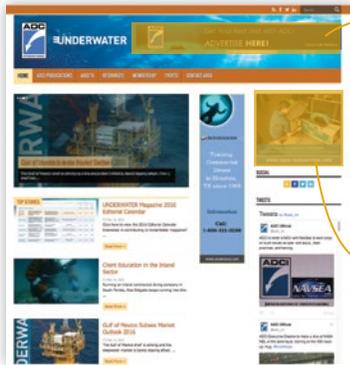
UNDERWATER WEBSITE

WWW.UNDERWATERMAGAZINE.COM

This premier opportunity is your key to reaching the growing underwater operations industry. Your advertisement on the *UnderWater* magazine website will be viewed by ADCI members and visitors who are interested in industry news. Your message will be visible 24 hours a day to viewers searching for the most qualified product and service suppliers. There is space for ONLY 6 ADVERTISERS on the official *UnderWater* magazine website.



ADVERTISING OPTIONS



LEADERBOARD

The leaderboard is a unique opportunity that allows your business to be displayed at the top of every page of the *UnderWater* magazine website. Visitors can directly link to your homepage or a landing page of your choice. Run-of-site. Two rotations.

728 x 90 pixels | JPG or GIF | 100kb size limit

PRICE: \$1,000



WIDE SKYSCRAPER

Your ad will be featured in the eye-catching wide skyscraper position on the *UnderWater* magazine website. Run-of-site. Two rotations.

160 x 600 pixels | JPG or GIF | 100kb size limit

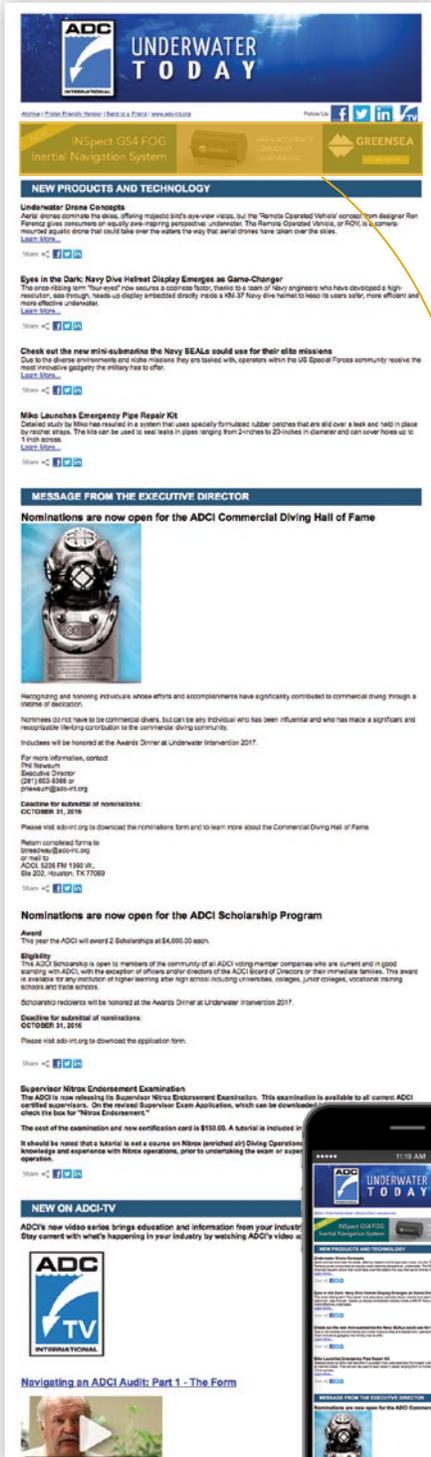
PRICE: \$1,200

RECTANGLE AD

Your ad will run in the rectangle ad position near popular content on the *UnderWater* magazine website. Run-of-site. Two rotations.

300 x 250 pixels | JPG or GIF | 100kb size limit

PRICE: \$1,100



UNDERWATER TODAY eNEWSLETTER

Our official newsletter will be e-mailed directly to industry decision-makers' inboxes monthly. Your message, placed within our update, will reach ADCI members and supplier members bringing them up-to-date on issues and trends specific to the underwater operations industry and our association.

SIZES AND SPECIFICATIONS

LEADERBOARDS – Up to 6 banners may be available.

This exclusive opportunity allows your business to be displayed on every issue of *UnderWater Today*. Visitors can directly link to your homepage.

728 x 90 pixels | JPG | 100kb size limit

12 Months: \$2,000

COMPANY SPOTLIGHT – Three positions available in highly visible sections of the eNewsletter. Highlight your company and offerings beside your logo. Visitors can directly link to your homepage.

675 x 100 pixels | JPG | 100kb size limit

Logo: 120 x 60 pixels | Max. word count: 50 | Headline: 3-5 words

12 Months: \$1,200

REACH THE INBOX OF
INDUSTRY DECISION MAKERS
WITH BILLIONS IN BUDGETED
SPENDING TO ALLOCATE.



ONLINE UNDERWATER BUYERS' GUIDE & DIVING LOCATOR

The Online *UnderWater Buyers' Guide & Diving Locator* places your brand in the hands of buyers with the click of a button. Visitors to the online guide can search for your company by name, location, product category or keyword. With online searches becoming more prevalent, the ADCI Online *UnderWater Buyers' Guide & Diving Locator* will be the preferred resource for members searching for product and service vendors.

ADVERTISING OPTIONS



CURTAIN AD

Exclusive, run-of-site position! Showcase your ad at the top of every page with a call to action. Viewers can click and expand the ad to view your full message.

970 x 90 and 970 x 300 pixels

12 Months: \$2,500



BANNER PACKAGE

Maximize your visibility! On the home page, the banner package will show on both the top and bottom leaderboard and in the top two rectangles. On all subpages, the banner package will show on both the top and bottom leaderboard, and the top rectangle position. Only six spots are available so participate today!

Leaderboard: 728 x 90 pixels | JPG or GIF | 100kb size limit

Rectangle Ad: 300 x 250 pixels | JPG or GIF | 100kb size limit

12 Months: \$1,100

FEATURED COMPANIES

Get your name out there! Have your company featured at the top of every page by including your logo and company description within the Online *UnderWater Buyers' Guide & Diving Locator*. There are only four spaces available.

Logo file: 120 x 60 pixels (Horizontal) or 120 x 120 pixels (Vertical) |

Text: 30-40 words description of the company (No formatting) | Creative for the logo accepted: JPG only

12 Months: \$750

VISIT THE OFFICIAL BUYERS' GUIDE TODAY AT:
ADCI.OFFICIALBUYERSGUIDE.NET

ONLINE UNDERWATER BUYERS' GUIDE & DIVING LOCATOR CONTINUED



SUB-CATEGORY RECTANGLES

Sub-Category Rectangles appear in the right column of the category(ies) of your choice and on all related sub-category pages. (maximum two advertisers rotating per position.)

Complimentary Premier Listing

300 x 250 pixels | JPG or GIF

Price: \$500



PREMIER LISTING PACKAGE

PRIORITY SEARCH RESULTS—Premier listings will appear in the order they are received on top of all the basic listings. Includes full-color logo, company name, address, phone, active Web link and e-mail, company description, products and services listing and up to five detailed contacts.

Product photo and description: Display a full-color product photo and text description to potential customers. You also have the option to hyperlink the photo directly to any page on your company's website.

Full color logo at 240 x 120 pixels | JPG

Includes five (5) product/service category listings of your choice. Additional category listings are \$50 each.

Price: \$250

VIDEO UPGRADE OPTION—Bring your premier listing to life! Add a video with sound that shows your product or company in real life. Videos can run up to five minutes.

Price with upgrade: \$450



CATEGORY SPONSORSHIPS

For companies that want to ensure top visibility within their category, we offer guaranteed placement above your competitors. No scrolling required—when visitors click on a product/category on the home page of the Online UnderWater Buyers' Guide & Diving Locator your company is the first that they see. Includes Premier Listing and Guaranteed Placement.

Category Sponsor #1: \$850

Category Sponsor #2: \$800

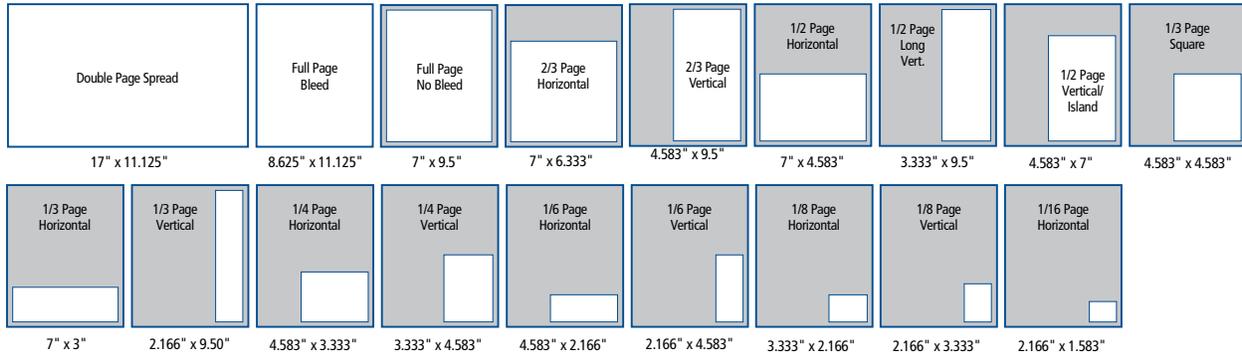
Category Sponsor #3: \$750

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

PRINT & ONLINE SPECIFICATIONS

MAGAZINE/DIRECTORY AD SIZES AND DEPICTIONS

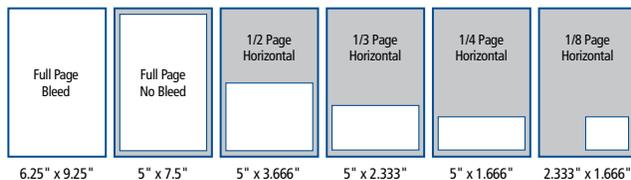
Trim Size | 8.375" x 10.875" DPS Live Area | 15.417" x 9.5" Full Page Live Area | 7" x 9.5"



Text placed outside the live area within any full page or DPS ads may be cut off. Please keep text within the live area at all times. Premium advertising positions and adjacencies are awarded on a first-come, first-served basis. All space reservations require a completed insertion order received on or before sales close date. Invoices issued upon publication. Advertisements are subject to ADCI approval.

SHOW GUIDE AD SIZES AND DEPICTIONS

Trim Size | 5.75" x 8.5" Full Page Live Area | 5" x 7.5"



SPECIFICATIONS

Emailing Your Artwork

The preferred method of turning in your ad is through email. Your Naylor account representative will provide you the e-mail address of their media coordinator. Simply e-mail them the high-res PDF of your artwork and the media coordinator will turn them in for material submission.

Ad Material Upload

Go to the Naylor website at www.naylor.com and under the Client Support section click "Ad Upload." Locate your publication code, advertising order number and advertising code in the box at the top right-hand side of your advertising space contract. Simply fill in your company's contact information along with these three pieces of information, browse for your file and click "Submit." Changes or corrections resulting from problems of supplied material will be billed at cost plus 15%

Artwork Requirements

All digital color and greyscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF and JPEG files are accepted. **IMAGES FROM THE WEB ARE NOT SUITABLE FOR PRINTING.** All color artwork must be in CMYK mode; black and white artwork must be in either greyscale or bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift. All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

Production Services, Proofs and Revisions

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Shipping Instructions

Ship advertising materials to the attention of your account executive at:

Naylor | 5950 NW 1st Place | Gainesville, FL 32607
Toll Free: (800) 369-6220 | Fax: (352) 331-3525

For more information about our online products specification, please visit www.naylor.com/onlinespecs

DIGITAL EDITION

For the latest specs of our digital edition, please visit www.naylor.com/onlinespecs

ONLINE UNDERWATER BUYERS' GUIDE & DIVING LOCATOR

Curtain Ad: Leaderboard: 954 x 75 pixels | Billboard: 954 x 300 pixels | JPG only

Leaderboard: 728 x 90 pixels | JPG or GIF | 100kb size limit | Animation and video must be no longer than 25 seconds (this includes multiple loops)

Rectangle Banner: 300 x 250 pixels | JPG or GIF | 100kb size limit | Animation and video must be no longer than 25 seconds (this includes multiple loops)

Featured Companies: Logo file: 120 x 60 pixels (Horizontal) or 120 x 120 pixels (Vertical) | Text: 30-40 words description of the company (No formatting) | Creative for the logo accepted: JPG only

Premier Listing Logo: Full color logo at 240 x 120 pixels | JPG | 100kb size limit

UNDERWATER WEBSITE

Page Peel: 2 files required. Live area is only the top right diagonal corner. See diagram on the right | Small peel teaser: 75 x 75 pixels | Large peel ad: 500 x 500 pixels | JPG only

3:1 Rectangle Banner: 300 x 100 pixels | JPG or GIF | 100kb size limit

Horizontal Banner: 468 x 60 pixels | JPG or GIF | 100kb size limit



UNDERWATER TODAY NEWSLETTER

Leaderboard: 728 x 90 pixels | JPG | 100kb size limit

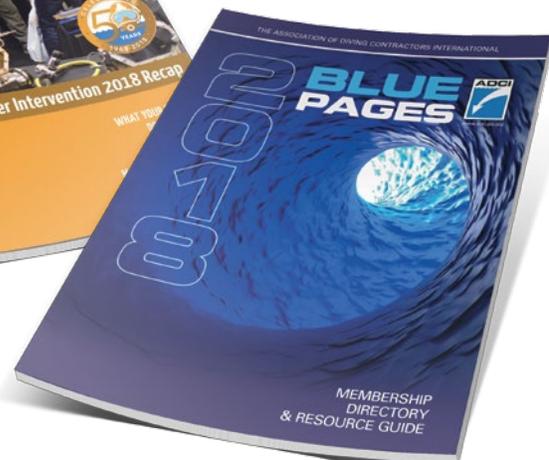
Company Spotlight: 675 x 90 pixels | JPG | 100kb size limit | Logo: 120 x 60 pixels | Max. word count: 50 | Headline: 3-5 words

ADVISORY NEWSLETTER

Horizontal Banners: 468 x 60 pixels | JPG | 100kb size limit

SOME OF THE PRODUCTS AND SERVICES *UNDERWATER* MAGAZINE READERS USE:

- Attorneys
- Bridges and Dams
- Cables, Hoses and Umbilicals
- Commercial Diving
- Commercial Diving Contractors
- Commercial Diving Equipment Rentals
- Commercial Diving Equipment Sales
- Commercial Diving Schools
- Contaminated Water Diving
- Corrosion Control & Sealing
- Diving Suits
- Flange Gasket Holders
- Fuels and Lubricants
- Hull Scrubbers
- Hydrographic Systems
- Industrial & Specialty Gas
- Inland/Coastal Oil and Gas
- Insurance
- Marine Construction
- Marine Salvage
- Metal Detection
- Mobile Satellite Service Provider
- Navigation Systems
- Nuclear and Hydro Energy
- Ocean Mining
- Offshore Oil and Gas
- Pile Repair/Pile Cleaning
- Propeller Polishers
- Regulations and Safety
- Remotely Operated Vehicles
- Security and Surveillance Systems
- Shipwreck Exploration
- Slip Rings
- Sonar and AUV Survey
- Sub Sea Cutting Tools
- Submersibles
- Training and New Technologies
- Ultrasonic Thickness Gauges
- Underwater Cameras
- Underwater Diving Services
- Underwater Flotation
- Underwater Imaging Systems
- Underwater Lights
- Underwater Operations
- Underwater Welding





ADCI MEDIA PACKAGES

ADCI offers packages to fit your marketing needs. Whether you need to connect with members in print or online, our packages offer the solutions for you to receive repeat advertising opportunities throughout the year while saving on your marketing costs.

Gold Package: \$10,000 (Savings of \$4,300!)

- Full-page, full color ad in three issues of *Underwater* magazine
- Full-page, full color ad in the *ADCI Annual Directory*
- Leaderboard on *Underwater Today* eNewsletter
- Wide Skyscraper on Underwater Website
- Banner Package on *Underwater Online Buyers' Guide*

Silver Package: \$6,400 (Savings of \$2,200!)

- 1/2-page, full color ad in three issues of *Underwater* magazine
- 1/2-page, full color ad in the *ADCI Annual Directory*
- Rectangle ad on Underwater Website
- Featured Companies ad on *Underwater Online Buyers' Guide*

Bronze Package: \$4,200 (Savings of \$1,000!)

- 1/4-page full color in three issues of *Underwater* magazine
- 1/4-page, full color ad in the *ADCI Annual Directory*
- Leaderboard ad on Underwater Website

ALL PACKAGES INCLUDE:

- Social media promotion of your company from ADCI's official twitter account
- Acknowledgement of your company's support of ADCI inside the *Underwater Today* eNewsletter
- Product spotlight in one issue of *Underwater* magazine

Any package purchased will be incorporated as part of the priority point booth selection for *Underwater Intervention!*



CONTENT MARKETING OPPORTUNITIES

UNDERWATER

Position yourself as a leader in the industry! Include your content marketing piece in *UnderWater* magazine and educate our members, draw attention to a recent study, highlight your white paper or publish an infographic. Draw upon your years of experience in the industry and provide knowledgeable and informed content to our members.

Content Marketing Opportunities

<p>TWO PAGE SPREAD Includes one full-page of editorial and one full-page ad</p>	<p>\$5,029.50</p>
<p>ONE PAGE Includes half-page of editorial and a half-page ad</p>	<p>\$3,269.50</p>

Content Marketing Guidelines:

- Content should be educational in nature and solution-based, geared to solving a common problem or need within the commercial diving industry. The educational content should not promote the company's product or service but rather communicate best practices that would allow readers to be more effective and efficient in their roles.
- Content should include practical, useful information in which readers would find value, and should be independent of the particular editorial advertiser. The overall message and tone should not be promotional in nature.
- Separately from the educational content, editorial advertisers are encouraged to also include information about their company, testimonials and other helpful resources, but these mentions should be separate from the main messaging.
- ADCI reserves the right to edit or alter content or deny the ad as it deems necessary to meet the above requirements and provide maximum value for its members.
- Content must identify company and state that it's an advertisement.



UNDERWATER

PRODUCT PREVIEW SECTION



Naylor Association Solutions

We are passionate about associations and have been providing solutions exclusively to the association marketplace for nearly 50 years. Daily conversations and frequent surveys of members, suppliers, and association staff help us keep our finger on the pulse

of the community and the challenges they face. More than just understanding and serving associations, we participate in the community. We sit on association boards, speak at events, and volunteer. Enabling associations to reach their potential is our passion.



NAYLOR 
ASSOCIATION SOLUTIONS
{Achieve More.}

Product Preview Checklist:

- 150-word count (or less)
- Image (1.875" x 1.5" at 300 dpi)
- Logo (1.875" x 0.75" at 300 dpi)

All ADCI advertisers in the November/December issue of *UnderWater* magazine will receive this complimentary listing.



ADCI-TV BANNER SPONSORSHIP

Our Online TV — videos.adc-int.org/home

This sponsorship is best for brands that want high visibility. Your branding and action oriented banner is featured every time ADCI-TV's videos are played by our audience, leaving them one click away from your website landing page.



ADCI-TV Videos

ADCI's typical video programs will average 3-5 minutes in length, with your banner directly beside the video player.

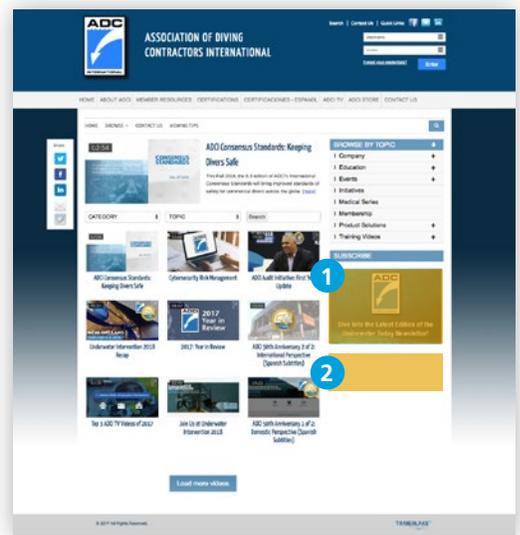
Every video viewed that is an ADCI-published video will display the sponsor banners. This includes:

- New videos featured when people come to our website
- Related videos that are selected from the video playlists
- Searched videos by category, topic, keyword or self search

ADCI-TV Banners Rates

- 1 300 x 200 Banner, 12 months | **\$2,500**
- 2 300 x 100 Banner, 12 months | **\$1,500**

- One 300x200 position available with two rotations
- Three 300x100 positions available with two rotations each
- Prime position located to the right of the featured video on ADCI-TV's homepage.
- Ability to change your banner and URL landing page monthly
- Link URL to a variety of formats, including:
 - A video on your website
 - To a white paper or registration
 - To a special landing page on your website
 - To a registration for an event, meeting or call back



For more information about our online products specification, please visit www.naylor.com/onlinespecs

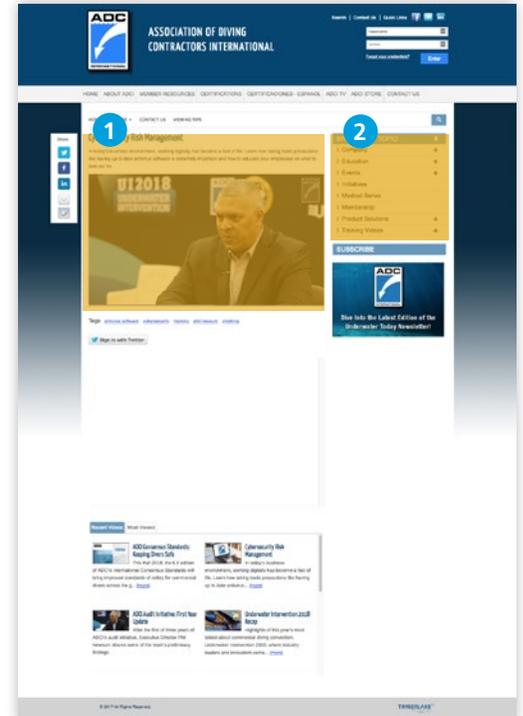
Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.



MAXIMIZE REACH, ENGAGEMENT AND LEAD GENERATION!

Your ADCI-TV Video Package includes:

- **1** Your video featured on ADCI-TV for one year
- **2** A 300 x 250 banner ad to drive traffic to the website landing page of your choice
- Our film crew can come to your office, UI - Underwater Intervention® or other selected location to film your video
- Professional video editing and graphics
- The **Video Everywhere!** distribution platform for six months, which provides:
 - A video player which can be embedded on your website
 - Bandwith is included so you don't have to upgrade your website
 - The ability to leverage the power of the association when delivering your message
 - The capability to push your video out via marketing tools including email messages, blogs, LinkedIn groups, Facebook, Twitter and other social media outlets
 - QR codes provided for printed materials to drive traffic to your video
 - An offline version for UI - Underwater Intervention® and PowerPoint presentations



Rates:

Video supplied by you (under 5 minutes)	\$500
Video produced (2-3 minutes)	\$4,500

Discount offered for multiple video purchases. Discuss details with your Naylor sales associate.



SUPPLIER SHOWCASE & VIDEO PROMOTION

ADCI-TV offers many ways to communicate your company's value to commercial diving suppliers from all industries in a monthly Supplier Showcase.

Share with ADCI membership your area of expertise with a spot in our monthly supplier showcase. Each month a different supplier will be featured with a 2-3 minute video on ADCI-TV. Each video comes with a 350 x 250 call-to-action banner exclusive to your video that leaves the viewer one click away from your landing page. Every video will be promoted to the ADCI membership via eNewsletter.

ADCI-TV Supplier Showcase

Promote your company's video with premium content positioning via a promotional home page slider advertisement

Supplied Video	\$500
Produced Video	\$4,500



ADCI-TV Video Promotion

ADCI will promote your supplied video via email distribution and in our monthly *UnderWater Today* eNewsletter, which is distributed to more than 5,000 email recipients.





ASSOCIATION OF DIVING CONTRACTORS INTERNATIONAL

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WWW.ADC-INT.ORG

NAYLOR 
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