

# SOUNDINGS



AMERICAN SALVAGE  
ASSOCIATION

## 2024 MEDIA KIT



# ADVERTISING OPPORTUNITIES

## Why Soundings?

Member and industry-driven, Soundings is the American Salvage Association's (ASA) quarterly magazine with content that covers trends and issues facing the maritime community. Articles of interest to professionals in the marine salvage industry include industry news, environmental issues, member projects and activities and much more. The publication is an opportunity for advertisers to deliver your message directly to marine salvage industry professionals in the Americas and the Caribbean.

## Reach

Soundings is a digital-only publication that reaches over 150,00 maritime professionals. The publication is also distributed via e-blast by *Maritime Executive*, an industry leading publication aimed at business leaders, professional and executives in the maritime industry.



## The Soundings Audience

Salvage and Wreck Removal Operators

Ship Builders & Repairers

Government Agencies

Firefighting Suppliers

Towing and Lightering Operators

Marine Equipment Manufacturers, Suppliers & Distributors

Port Authorities

Marine Environmental Remediation and Pollution Response Companies

Vessel Owners, Operators & Ship Managers

Naval Architect Firms

Diving Contractors

Maritime Training and Educations Companies

## The Digital Advantage

Soundings is digital only and provides advertisers with several ways to extend your marketing dollar.

- » Link your ad to a landing page of your choice and increase traffic to your website
- » Interact with readers to help the buying process and generate an immediate response from customers
- » Cross-promote your company on ASA social channels

## Editorial Calendar

- WINTER 2024**
- » Materials Due: January 19
  - » Publication Date: February 20

- SPRING 2024**
- » Materials Due: April 19
  - » Publication Date: May 21

- SUMMER 2024**
- » Materials Due: July 19
  - » Publication Date: August 20

- FALL 2024**
- » Materials Due: October 18
  - » Publication Date: November 18

## Ad Specifications

### Double Page Spread

17" x 11"



### Full Page

8.5" x 11"



### 1/2 Page Horizontal

8" x 5"



### 1/2 Page Vertical

5" x 11"



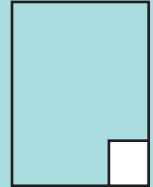
### 1/4 Page

4" x 5"



### 1/8 Page

2" x 2.5"



Artwork must be supplied in JPEG files at 300 dpi or higher.

E-mail ad material to: Jason Clark at [jclark@americansalvage.org](mailto:jclark@americansalvage.org)

Ad design available if needed starting at \$150.

Surcharge for artwork changes or if the artwork submitted is not publication-ready.

## Advertising Rates

### Reserve your space in Soundings today!

Contact Jason Clark, Editor of Soundings magazine at [jclark@americansalvage.org](mailto:jclark@americansalvage.org) or by phone at +1 504-220-0453.

(in USD)	1X		2X		3X	
	ASA MEMBERS	NON-MEMBERS	ASA MEMBERS	NON-MEMBERS	ASA MEMBERS	NON-MEMBERS
Double Page Spread	\$2,500	\$3,075	\$2,350	\$2,900	\$2,200	\$2,275
Full Page	\$1,750	\$2,215	\$1,625	\$1,975	\$1,500	\$1,825
Half Page	\$1,050	\$1,325	\$950	\$1,200	\$850	\$1,075
Quarter Page	\$675	\$850	\$575	\$725	\$475	\$600
Eighth Page	\$450	\$600	\$350	\$475	\$250	\$375

## 2022 & 2023 Advertisers

**Alaska Chadux Network**  
**Clean Waterways**  
**Dann Ocean Towing**  
**Gobal Diving & Salvage**  
**Hanson Maritime**

**Herbert ABS Software Solutions**  
**Phoenix International**  
**Resolve Marine**  
**Shipping Insight**  
**Subsalve USA Corporation**

**T&T Salvage**  
**Talleres Industrials, S.A.**  
**TowBoatU.S. Ft Lauderdale**

# SPONSORSHIP OPPORTUNITIES

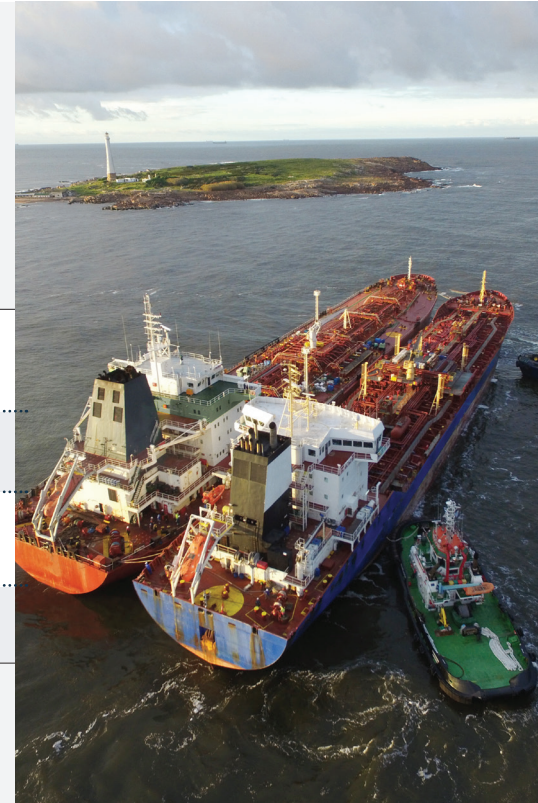
## Benefits

- » Ad position guarantee\* and recognition as a sponsor in Soundings
- » Logo, 100-word company profile, and website and social media links of sponsorship on ASA's website
- » Exposure at ASA Annual General Meeting and member meetings

<b>Commandant (4 available)</b>	Full-page ad for 4 issues, inside front cover for one issue	\$9,000
<b>Admiral</b>	Full-page ad for 4 issues	\$7,500
<b>Captain</b>	Half-page ad for 4 issues	\$6,000
<b>Commander</b>	Quarter-page ad for 4 issues	\$4,500

For information on sponsorship contact Marilyn Clark at [mclark@americansalvage.org](mailto:mclark@americansalvage.org).

\*Advertising placement is on a first come first serve basis.



# MEMBERSHIP OPPORTUNITIES

## Join the ASA!

Not a member? Join now and be a part of a dynamic organization committed to industry best practices, community, education, promoting industry professionalism, and response that is safe and minimizes the environmental impact on marine ecosystems. Join nearly 200 professionals and expand your salvage industry network.

## Benefits

- » Network and connect with the Western Hemisphere's leading salvage experts and emergency response contractors
- » Access industry experts in incident command, safety standards, and regulatory affairs
- » Build lasting relationships within the maritime industry
- » Receive discounted advertising in Soundings magazine
- » Feature company news and personnel changes in the Member News section of Soundings and across ASA social media channels
- » Foster relationships with industry professionals and government regulators through participation in various ASA committees
- » Promote when you partner with other ASA members on industry response work

## Our Mission

To serve as a unifying force within the marine salvage industry, acting as a representative across the Americas and the Caribbean.

For more information on membership, contact Nadja Knoulton [nadja@laredogroup.org](mailto:nadja@laredogroup.org).  
To join ASA, please visit [www.americansalvage.org/join.html](http://www.americansalvage.org/join.html).