Laurel (above, right side) joined countless members of the yacht industry and jumped into action after Hurricane Dorian hit the Abacos and Grand Bahama on Sept.

Loon

The crews of M/Y is Loon on site a captain recently during a trip with With a puff, the ramifications of A late-night alarm on board shocked The captain took responsibility for the same as smoking. “I rewrote the handbook the next day,” the captain said. "I view it the same as smoking.""I rewrote the handbook the next day," the captain said. "I view it the same as smoking." The captain took responsibility for the same as smoking. “I rewrote the handbook the next day,” the captain said. "I view it the same as smoking."

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In Print

TRITON NEWSPAPER
- Provides news, features, columns and photographs covering every facet of life for captains and crew of luxury yachts
- 10,000 copies printed and distributed worldwide
- Delivered on time to locations that captains and crew frequent around the world

TRITON TODAY
- A daily publication that covers the news and happenings at the Fort Lauderdale and Palm Beach boat shows.
- Hand-delivered to crew on yachts in the shows, and e-mailed to our database of 13,000+ subscribers.

Online

WWW.THE-TRITON.COM
- Contemporary, dynamic and interactive
- Reaches everyone in the industry with access to the Internet
- An average of more than 50,000 page views a month
- Limited sponsors to maximize exposure

TRITON INFOBLAST
- Our weekly e-mail news update to more than 13,000 industry subscribers
- Touch our database 4 times in one month
- Sponsors’ banners link to their Web sites

TRITON DIRECTORY
- An Internet-based directory that lists marine-related businesses around the world
- Provides captains and crew with the information they need in any destination
- Listings are clickable to a profile Web page with information on a company and links to its Web site
- Featured listings get a logo on The Triton Web site under Featured Businesses

In Person

TRITON EXPO
- Crew-focused trade show
- Held twice a year: in Spring and Fall
- More than 50 exhibitors from across the marine industry
- Attracts upward of 1,000 or more guests

TRITON NETWORKING
- Monthly get-togethers sponsored by one of our advertisers on the first and third Wednesdays of the month
- Informal, fun and powerful
- Different location every time
- Great targeted networking
- All are welcome
The Triton in Print ...

4-COLOR ADS (RATE/MONTH)

<table>
<thead>
<tr>
<th>INSERTIONS</th>
<th>3X</th>
<th>6X</th>
<th>12X</th>
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<tbody>
<tr>
<td>Full Page</td>
<td>$2,540</td>
<td>$2,310</td>
<td>$2,200</td>
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<tr>
<td>Island</td>
<td>$1,573</td>
<td>$1,430</td>
<td>$1,300</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$1,390</td>
<td>$1,265</td>
<td>$1,150</td>
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<tr>
<td>1/4 Super Vertical</td>
<td>$785</td>
<td>$715</td>
<td>$650</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$665</td>
<td>$605</td>
<td>$550</td>
</tr>
<tr>
<td>1/8 Page</td>
<td>$400</td>
<td>$355</td>
<td>$325</td>
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BUSINESS CARD ADS (RATE/MONTH)

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<tr>
<th>INSERTIONS</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Single Business Card (3.25&quot; x 2&quot;)</td>
<td>$140</td>
<td>$115</td>
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<tr>
<td>Double Business Card (3.25&quot; x 4.1&quot;)</td>
<td>$250</td>
<td>$225</td>
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Double Page Spreads (DPS) ads are available. Preferred placement ads are available. (1/4 Page Super Vertical & larger) ... add 20%

NON BLEED AD SIZES

<table>
<thead>
<tr>
<th>INSERTIONS</th>
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<th>BLEED SIZE</th>
<th>TRIM SIZE</th>
<th>LIVE AREA</th>
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<td>11.25&quot; x 12.5&quot;</td>
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<td>8.34&quot; x 8.9&quot;</td>
<td>7.84&quot; x 8.4&quot;</td>
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<td>5.79&quot; x 12.5&quot;</td>
<td>5.29&quot; x 12&quot;</td>
<td>4.54&quot; x 11.25&quot;</td>
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<td>11.25&quot; x 6.375&quot;</td>
<td>10.75&quot; x 5.875&quot;</td>
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<tr>
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<td>2.375&quot; x 10.875&quot;</td>
<td>3.25&quot; x 12.5&quot;</td>
<td>2.75&quot; x 12&quot;</td>
<td>2&quot; x 11.25&quot;</td>
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</tr>
<tr>
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<td>4.92&quot; x 2.6&quot;</td>
<td>4.92&quot; x 2.6&quot;</td>
<td>4.92&quot; x 2.6&quot;</td>
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BLEED AD SIZES

(AVAILABLE ONLY FOR ADS QUARTER PAGE SUPER VERTICAL AND LARGER)

<table>
<thead>
<tr>
<th>INSERTIONS</th>
<th>AD SIZE</th>
<th>BLEED SIZE</th>
<th>TRIM SIZE</th>
<th>LIVE AREA</th>
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</table>

Centerspread: Contact Patty in Production at patty@the-triton.com for specs. Send all ads to patty@the-triton.com or call 954.525.0029 with any questions.

AD SPECIFICATIONS

FOR BEST AD REPRODUCTION ON WEB PRESS PRINTING

FILE FORMAT ACCEPTED:
- High-resolution PDF files using Acrobat Distiller 4.0 or 5.0.
- TIFF saved with IBM coding
- Photoshop EPS

SPECIFIC REQUIREMENTS:
- All fonts embedded (no True Type fonts)
- CMYK for color, grayscale for B&W
- Spot colors converted to CMYK
- Maximum 300 dpi (minimum 200 dpi)
- Total ink color cannot exceed 225% anywhere with in the ad

TYPOGRAPHY REQUIREMENTS:
- Black text must be 100% black (one color black, not four process colors)
- One color type use (sans serif 7pts or larger and serif type 12pts or larger)
- Reverse type not smaller than 12 points
- No screens less than 30%

Reserve space with a signed contract by the 1st of the month for the following month’s issue. Ad materials due by the 10th.

For more info, contact Patty at 954.525.0029 or patty@the-triton.com.
**THE TRITON WEB SITE** (www.The-Triton.com)

<table>
<thead>
<tr>
<th>SPONSOR TYPE</th>
<th>COST</th>
<th>AD SPECIFICS</th>
<th>NOTES</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>SITE SPONSOR</strong></td>
<td><strong>$500/month</strong></td>
<td><em>Ad sizes (in pixels): Banner (540w x 90t), Skyscraper (160w x 500t) &amp; Button (160 x 160)</em></td>
<td><em>All three ads rotate on all pages of The Triton website.</em></td>
</tr>
<tr>
<td>(LIMITED TO 10 SPONSORS)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>ARTICLE SPONSOR</strong></td>
<td><strong>$250/month</strong></td>
<td><em>Ad size: 250w x 200t</em></td>
<td><em>Ad rotates with other sponsors inside news articles on The Triton website.</em></td>
</tr>
<tr>
<td>(LIMITED TO 10 SPONSORS)</td>
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<tr>
<td><strong>GALLERY SPONSOR</strong></td>
<td><strong>$150/month</strong></td>
<td><em>Ad sizes (in pixels): Skyscraper (160w x 500t) &amp; Button (160 x 160)</em></td>
<td><em>Ads rotate on all photo gallery pages on The Triton website.</em></td>
</tr>
<tr>
<td>(LIMITED TO 5 SPONSORS)</td>
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<tr>
<td><strong>CLASSIFIED SPONSOR</strong></td>
<td><strong>$150/month</strong></td>
<td><em>Ad sizes (in pixels): Skyscraper (160w x 500t) &amp; Button (160 x 160)</em></td>
<td><em>Ads rotate on all classified pages on The Triton website.</em></td>
</tr>
<tr>
<td>(LIMITED TO 5 SPONSORS)</td>
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</table>

All web ads must be in JPG or GIF format and can be animated. Please supply the URL the ad should link back to. Sponsorships run on calendar months. Ads are due the 25th of the month for exposure the following month.

**TRITON DIRECTORY**

- **Free listing:** Company name, website address, short description, region, listed in one category
- **Basic listing (included with annual contract): $200/year**
  All the above plus logo, phone number, long description and listed in up to three relevant categories.
- **Featured listing: $595/year**
  All the above plus lands at the top of category and search results, logo rotates on Triton web pages, complete address, listed in all categories that apply, and photos in listing.

**TRITON INFOBLAST**

- **Exposure on four consecutive weeks of our Triton News Infoblast,** pushed to our database of more than 13,000 subscribers. **$650/month**

  **Deadline:** Both ads are due the Friday before your chosen Infoblast.

  **Format:** Ads must be in JPG or GIF format and can be animated. Please supply the URL the ad should link back to.
Reserve space in our next issue by returning this contract by the 1st of the month prior to publication. Ad materials are due by the 10th.

<table>
<thead>
<tr>
<th>COMPANY NAME</th>
<th>CONTRACT TERMS: ____________________________</th>
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</thead>
<tbody>
<tr>
<td>CONTACT</td>
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<tr>
<td>CONTACT EMAIL</td>
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<tr>
<td>PHONE/FAX</td>
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</tr>
<tr>
<td>WEBSITE</td>
<td></td>
</tr>
<tr>
<td>BILLING ADDRESS</td>
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<tr>
<td>CITY, STATE, ZIP</td>
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### IN PRINT

<table>
<thead>
<tr>
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</thead>
<tbody>
<tr>
<td>Insertions: □ 1X □ 3X □ 6X □ 12X</td>
</tr>
<tr>
<td>□ Other _______________</td>
</tr>
<tr>
<td>Size: □ Full Page □ Island □ 1/2 □ 1/4</td>
</tr>
<tr>
<td>□ 1/4 Super Vertical □ 1/8</td>
</tr>
<tr>
<td>Orientation: □ Horizontal □ Vertical</td>
</tr>
<tr>
<td>□ Bleed □ Non Bleed</td>
</tr>
<tr>
<td>Business Card: □ Single □ Double</td>
</tr>
<tr>
<td>Cost per Month: ________________________</td>
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</table>

### TRITON TODAY

<table>
<thead>
<tr>
<th>Interested in exposure in Triton Today?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Palm Beach: □ Print □ Infoblast</td>
</tr>
<tr>
<td>Fort Lauderdale: □ Print □ Infoblast</td>
</tr>
</tbody>
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### ONLINE

#### Triton Website

- **Site Sponsor:**
  - Run Date _________
  - Cost/Month _________

- **Article Sponsor:**
  - Run Date _________
  - Cost/Month _________

- **Gallery Sponsor:**
  - Run Date _________
  - Cost/Month _________

- **Classified Sponsor:**
  - Run Date _________
  - Cost/Month _________

#### Triton Directory

- **Basic Listing:**
  - Run Date _________
  - Cost/Year _________

- **Featured Listing:**
  - Run Date _________
  - Cost/Year _________

#### Triton Infoblast

- No. of Email Blasts ___________
- Cost/Month ___________

- Start Date(s): ____________________________

### SUMMARY & PAYMENT DETAILS

<table>
<thead>
<tr>
<th>NOTES</th>
</tr>
</thead>
</table>

| Total Cost in Print: ________________ |
| Total Cost Online: ________________ |
| Grand Total: ________________ |
| Total Monthly Cost: ________________ |

**Billing/Cancellation Policies:** First advertisement must be paid in full with signed contract. Future ads are billed upon publication with payment due on receipt. Contract cancellations must be received in writing one month prior to publication.

Mail payment to: The Triton, 757 S.E. 17th St., #1119, Ft. Lauderdale, FL 33316.
Phone: (954) 525-0029 • Fax: (954) 525-9676 • Email: accounting@the-triton.com

**Payment Options:**  
- US Check  
- Credit Card  
- Wire Transfer  
- Other