

## 2021-2022 ADVERTISEMENT RATES

Advertising rates approved at the October 17, 2007, Executive Board Meeting are listed below. The increase in advertising rates was necessary due to an increase in the U.S. Postal mailing rates, which encompasses a charge for each ad shown in the *Canal Record*. Commercial Rates are for those who are either non-members of The Panama Canal Society, Inc., or those who are members but are placing an ad for an established business firm, who want to advertise in the *Canal Record*. All ads are subject to Executive Board approval. **All ads submitted must be camera-ready. The *Canal Record* will not compose, design or size any commercial ads submitted. All graphics must be submitted in JPG or TIF format at 600 DPI to [record@pancanalsociety.org](mailto:record@pancanalsociety.org). All checks or money orders must be payable on U.S. banks to the Panama Canal Society, Inc.**

Send all ads and checks or money orders to:

**PANAMA CANAL SOCIETY, INC., 15131 OGDEN LOOP, ODESSA, FL 33556-4633**

	<u>Advertisement Size</u>	<u>Commercial</u>	<u>Non-Commercial</u>
Full Page:	7" wide x 10" high	\$347.00	\$247.00
Half Page:	7" wide x 5" high	\$174.00	\$124.00
1/4 Page:	3 1/2" wide x 5" high	\$87.00	\$62.00
1/5 Page:	7" wide x 2" high	\$69.00	\$49.00
1/10 Page:	3 1/2" wide x 2" high (Business Card Size)	\$35.00	\$25.00
1/20 Page:	3 1/2" wide x 1" high (1/2 Business Card)	\$18.00	\$10.00

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\* All representations and information herein are those of the advertiser (Advertiser's Ad) and not that of Panama Canal Society, Inc. (PCS). PCS does not warrant the accuracy, validity, correctness, reliability, comprehensiveness, or currency of Advertiser's Ad, nor screens or censors such information therein. Liability for the consequences of reliance on or use of any information in Advertiser's AD lies with Advertiser and is hereby disclaimed by PCS. In any action arising from reliance on Advertisers AD, PCS shall not be held liable therefore.

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**DEADLINE FOR SUBMITTING ADS, ARTICLES, NEWS OR PHOTOS FOR EACH CANAL RECORD:**

- MARCH 2022 *Canal Record* - Deadline January 6, 2022
- JUNE 2022 *Canal Record* - Deadline April 2, 2022
- OCTOBER 2022 *Canal Record* - Deadline August 6, 2022
- DECEMBER 2022 *Canal Record* - Deadline October 1, 2022