

# The Port Authority of New York & New Jersey 2008 Port Guide

**Issue date is September 2007**  
**Space reservation deadline is August 10, 2007**

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

### Choose your print ad size in this 2008 PANYNJ Port Guide

Size/Placement	4/Color	B&W	Mechanical Requirements
<input type="checkbox"/> Outside Back Cover	\$5,750	N/A	Full page trim: 8.5" w x 11" h
<input type="checkbox"/> Inside Front Cover	\$5,450	N/A	Full page bleed: 8.75" w x 11.25" h
<input type="checkbox"/> Inside Back Cover	\$5,250	N/A	Full page live matter: 7.5" w x 10" h
<input type="checkbox"/> Page One	\$4,975	N/A	2 page spread: 17.25" w x 11.25" h
<input type="checkbox"/> Opposite Port Director's letter	\$4,800	N/A	1/2 page vertical: 4.625" w x 7" h
<input type="checkbox"/> Opposite Table of Contents	\$4,700	N/A	1/2 page horizontal: 7" w x 4.75" h
<input type="checkbox"/> Double page spread	\$7,900	N/A	1/3 page square: 4.625" w x 4.75" h
<input type="checkbox"/> Full Page (ROP)	\$4,575	\$3,525	1/4 page vertical: 3.5" w x 4.75" h
<input type="checkbox"/> 1/2 Page – vertical or horizontal	\$3,100	\$2,075	1/4 page horizontal: 7" w x 2.375" h
<input type="checkbox"/> 1/3 Page	\$2,300	\$1,550	
<input type="checkbox"/> 1/4 Page – vertical or horizontal	\$1,750	\$1,075	
<input type="checkbox"/> Color feature listing	\$ 250	N/A	

### Choose your online banner ad size

Online Banner ad rates for print advertisers	3 months	6 months	Online Banner requirements
<input type="checkbox"/> Full Banner ad at the top (run of site)	\$1,200	\$2,000	Full Banner: 468 x 60 Pixels
<input type="checkbox"/> Full banner ad rotating below the mast-head (run of site) (centered; maximum three banners)	\$900	\$1,500	Square Button: 125 x 125 Pixels
<input type="checkbox"/> Square button banners (individual)	\$350	\$600	formats: .gif, .jpeg or .swf

**Special Notes:**

- Nine-month and one-year banner packages available. Contact your local sales representative for details
- Non-print advertisers can also take advantage of this online advertising opportunity... simply add \$3,000 net to the above rates

### Check One

- I will mail or email you the print advertising materials for the ad size checked above prior to August 16, 2007.
- Print advertising material is enclosed.
- Print advertising materials will be sent to you by our agency. The name and address of our agency is listed on the line below:

Banner advertisement will be sent via email.

Electronic submission is also available. For more information, call Noelle LaPorta at 973-848-7067 or via email at [nlaporta@joc.com](mailto:nlaporta@joc.com)  
**Please send ad materials to Noelle LaPorta, The Journal of Commerce, 33 Washington Street, 13<sup>th</sup> Floor, Newark, NJ 07102**

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Please fax signed and completed form to 973-848-7045.  
 For more information, contact Robert Sadowsky at  
 800-223-0243 ext. 7032 or email: [rsadowsky@joc.com](mailto:rsadowsky@joc.com)

