

# SHOWCASE YOUR BRAND in the

 **Port of Miami** *2010* **Port Directory**  
 *Directorio*



*Port of Miami*



**Seaports**  
PUBLICATIONS GROUP



UBM Global Trade  
United Business Media

**R**ecognized as the Cruise Capital of the World and the Cargo Gateway of the Americas, The Port of Miami is among an elite group of ports around the globe. The 2010 Port of Miami Official Directory is an unmatched opportunity to showcase your firm as a premier member of the world-class Port of Miami business community. It continues to be the most important maritime resource for professionals conducting business with the Port of Miami. And, now you can intergrate your print advertising with the NEW online banner advertising component, guaranteeing an exceptional means of reaching your target market.



## The 2010 Port of Miami Official Directory will include:

- A message from the Port Director, Mr. Bill Johnson
- Articles on the capital improvement program
- An overview of cargo & cruise operations
- A guide to facilities & security enhancements
- An extensive list of Port tenants, users and suppliers
- Editorial printed in English & Spanish

## Targeted Circulation: 3,000

By advertising in the 2010 Port of Miami Official Directory, your company will enjoy the benefits of being associated with this premier port community, along with exposure to those who are looking for your services. 3,000 copies will be printed and circulated among the Port's business community and key industry decision makers. As the Port's premier marketing collateral piece, this directory is also distributed year round by Port personnel at international trade conferences, seminars, and exhibitions. And, it is presented to all trade missions and delegations visiting the Port and circulated at trade offices, chambers of commerce and economic development agencies throughout the county.

## ADVERTISING RATES AND SPECIFICATIONS

Publication Date: Feb 2010 | Ad Space Deadline: Dec 21, 2009 | Ad Materials Deadline: Dec 30, 2009

Display Ads	4/C	B&W
Full Page-Outside Back Cover	\$6575	N/A
Full Page-Inside Front Cover	\$6425	N/A
Full Page-Inside Back Cover	\$6425	N/A
Full Page-Page One	\$6375	N/A
Full Page-Page Three	\$6375	N/A
Full Page-Page Five	\$6375	N/A
Full Page-ROP (RH page)	\$4825	\$3650
1/2 Page	\$2850	\$2075
1/3 Page	\$2200	\$1575
1/4 Page	\$1575	\$1025

Rates shown above are Gross Rates. 15% discount allowed for ads submitted in satisfactory electronic format on disk, CD or via e-mail. Acceptable ad files must be in CMYK color as 'hi-res' (300 dpi or better) .jpg, .tiff, .eps or .pdf files. Quark (Mac) or InDesign (Mac) ad files may also be accepted if submitted with all photos and images in CMYK color at 300dpi and with all fonts used in ad included. Ad materials can be emailed to [tfiuza@joc.com](mailto:tfiuza@joc.com). FTP instructions provided upon request.

- Special request ad positioning - add 15% to gross rate.
- Spot Color - in Business Directory only as a PMS - Add 20% to B/W rate.
- Display Ads INCLUDE a FREE Color Listing with ad pg.# reference in Business Directory.
- Additional charges for ad production will be incurred where ads are not submitted to specifications and/or require rework by publisher to attain required specifications.

## Mechanical Requirements

Full page trim: 8.5" w x 11" h  
 Full page bleed: 8.75" w x 11.25" h  
 Full page live matter: 7.5" w x 10" h  
 1/2 page island: 4.625" w x 7" h

1/2 page horizontal: 7" w x 4.75" h  
 1/3 page square: 4.625" w x 4.75" h  
 1/4 page standard: 3.5" w x 4.75" h  
 1/4 page horizontal: 7" w x 2.375" h

*Port of Miami*

# ONLINE ADVERTISING

As an added branding benefit, you can integrate your print message with online banner advertising. The online directory at [www.seaportsinfo.com/portofmiami](http://www.seaportsinfo.com/portofmiami) is utilized throughout the year and will list all port services by category and a full alphabetical listing of organizations in the directory. You can now cover your bases and ensure your company can be found by thousands of online users who take the initiative to search for organizations like yours in the online Port of Miami's Directory.

All banner ads will be sold on a three and six month cycle... and, as you can see from these screen shots, you have a few options:

1. Full banner ad at the top, which will give you exclusive run of site for optimum exposure
2. Full banner ad below the mast-head (in the center), which will rotate banners and ensure your message compliments your print campaign - will also have run of site
3. Square button banners on the right are also available to meet your online exposure needs - on the home page only



## Online Banner Requirements

Full Banner 468 x 60 Pixels  
 Square Button 125 x 125 Pixels  
 format: .gif, .jpg

## Online Banner Advertising Net Rates for Print Advertisers:

Banner Ads	3 months	6 months	12 Months
Full Banner ad at the top (run of site)	\$950	\$1650	\$3000
Full banner ad rotating below the mast-head (run of site) (centered; maximum three banners)	\$775	\$1250	\$2100
Square button banners (individual)	\$350	\$600	\$1100

Bottom line, thousands of viewers visit and search the Port of Miami Directory online on [www.seaportsinfo.com/portofmiami](http://www.seaportsinfo.com/portofmiami)... don't miss your opportunity to deliver your message and capture this segment of industry decision-makers.

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# 2010 DIRECTORY LISTING CATEGORIES

Airports	Fumigation Services	Oil Spill Response/Recycling
Attorneys	Ground Transportation	Railroad Operators
Banks, Domestic	Government	Real Estate/Property Mgt. (port-related)
Banks, International	Hazardous Materials Handling	Restaurants
Chambers of Commerce	Heavy Lift Equipment & Services	Rope, Wire & Cable Products
Chemicals & Cleaning Products	Hotels	Safety Products & Services
Cold Storage & Refrigeration	Industrial Chemicals & Cleaning Products	Salvage
Consultants - Port & Industry	Industrial Waste Management	Security Systems, Services & Technologies
Container & Chassis Sales, Lease & Repair	Insurance & Risk Management	Stevedores
Cranes - Equipment & Services	Labor Unions	Surveyors and Consultants
Cruise Line Operators	Logistics & Intermodal Services	Tenants
Customs Brokers/Freight Forwarders	Marine Construction	Terminal Operators
Diving & Underwater Services	Marine Electronics	Towing and Tugs
Dredging & Marine Construction	Marine Equipment & Supplies	Trade Associations & Organizations
Engineering Services	Marine Repair & Machining	Trucking, Overland and Local Drayage
Environmental Services	Medical Services	Vessel Chandlers and Suppliers
Equipment Leasing	Navigation Systems & Equipment	Vessel Repairs
Foreign Consulates and Trade Offices	NVOCCs	Warehousing & Distribution Services
Foreign Trade Zone (FTZ)	Ocean Shipping Agents	
Fuel Services	Ocean Shipping Lines	

Note: We welcome your suggestions for additional business categories or modifications of those listed here and will do our best to accommodate all reasonable requests. However, all such suggestions and/or requests are subject to the review and approval by the Port of Miami. The Publisher reserves the right to consolidate any listings, including paid listings, under any category and/or categories as we may deem to be appropriate at our sole discretion. Thank you!

## Port Business Directory Listings

Regular Listings .....	\$60.00
Additional Regular Listings .....	\$50.00
Color Feature Listing (Includes 40-word text) .....	\$250.00

- One Listing under an appropriate category is provided FREE to port-business community firms. Additional listings may be purchased.
- All firms listed in the Port Business Directory receive a free listing & link (if applicable) in the online version of the 2010 Port of Miami Business Directory at [www.seaportsinfo.com/portofmiami](http://www.seaportsinfo.com/portofmiami)

## To reserve your ad space, or for additional information, please contact:

David Cantwell • SEAPORTS Publications Group • 800-991-9994/954-628-0058 Ext. 173 • [dcantwell@joc.com](mailto:dcantwell@joc.com) • [www.seaportsinfo.com/portofmiami](http://www.seaportsinfo.com/portofmiami)  
or Cindy Cronin • JOC • 800-991-9994/954-628-0058 Ext. 131 • [ccronin@joc.com](mailto:ccronin@joc.com)

3400 Lakeside Drive, Suite 515, Miramar, FL 33027-3238

