

Port of Oakland

Position Your Strategic Brand through a

Global Gateway

The Official 2010
Maritime Directory



PORT OF OAKLAND

www.seaportsinfo.com/portoakland

Seaports

PUBLICATIONS GROUP

www.seaportsinfo.com



UBM Global Trade

United Business Media

This Official 2010 Port of Oakland Maritime Directory will provide an annual review and outlook into what the port is doing to meet operating challenges and efficiently handle rapidly expanding trade demands...and this edition will also include facilities maps, cargo-handling capabilities, port marketing services and trade statistics. It is the port's primary marketing and promotional resource, and as such, it offers an exceptional opportunity to showcase your company's product and services to a highly targeted audience, while positioning your firm as a key member of this world-class port and port services community.

Targeted Circulation: 5,000

Position your firm for growth as a member of the Port of Oakland business community!

With a highly-targeted circulation, the Port of Oakland Directory is provided to port-related companies, tenants, BCO's (Beneficial Cargo Owners), ocean carriers, terminal operators, potential new port business prospects and regular port users, to name a few. It is also distributed at the top maritime and transportation industry events attended by the Port of Oakland's marketing team throughout the year...and is the primary resource used to respond to requests for information about the port. As an added bonus, it has added global reach into the Asia/Pacific markets through the Port of Oakland's Shanghai office and contacts in the region.

What can you expect on the editorial front?

- The value the Port of Oakland places on its partnerships with it's tenants and business allies.
- How the port works with those from the USDA and California Department of Agriculture to speed products to market, without compromising consumer safety.
- A review of efforts underway to restore, protect and improve the environment.
- How the Port partners with the U.S. Customs Bureau and Coast Guard to safeguard people, vessels and the community.
- The vision of the Port as a regional hub for rail, inland transit and barge operations.

Advertising Rates and Specifications

Publication Date: November 2010	Ad Space Deadline: September 18, 2009	Ad Materials Deadline: September 24, 2009
Display Ads	4/C	B&W
Full Page-Outside Back Cover	\$6,450	N/A
Full Page-Inside Front Cover	\$6,450	N/A
Full Page-Inside Back Cover	\$6,250	N/A
Full Page-Page One	\$6,450	N/A
Full Page-Page Three	\$6,450	N/A
Full Page-Page Five	\$6,350	N/A
Full Page-ROP (RH page)	\$4,500	\$3,400
1/2 Page	\$2,750	\$1,950
1/3 Page	\$2,100	\$1,450
1/4 Page	\$1,450	\$950

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 tftuza@joc.com. FTP instructions provided upon request.

- Special request ad positioning -- add 15% to gross rate.
- Display ads INCLUDE a FREE Color Listing with ad page number reference in the Business Directory.
- Additional charges for ad production will be incurred when 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	1/2 page island: 4.625" w x 7" h	1/4 page standard: 3.5" w x 4.75" h
Full page bleed: 8.75" w x 11.25" h	1/2 page horizontal: 7" w x 4.75" h	1/4 page horizontal: 7" w x 2.375" h
Full page live matter: 7.5" w x 10" h	1/3 page square: 4.625" w x 4.75" h	

As an added branding benefit, you can integrate your print message with online banner advertising at www.seaportsinfo.com/portofoakland. This online industry resource 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 Oakland Directory.

All banner ads will be sold on a three, six, and twelve 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 or .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	\$1,600	\$3,000
Full banner ad rotating below the mast-head (run of site) (centered; maximum three banners)	\$775	\$1,250	\$2,100
Square button banners (individual)	\$350	\$600	\$1,100

Bottom line, thousands of viewers visit and search the Port of Oakland Directory online on www.seaportsinfo.com/portofoakland...don't miss your opportunity to deliver your message and capture this segment of industry decision-makers.

2010 Directory Listing Categories

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| AIRPORTS | FINANCIAL SERVICES | MEDICAL SERVICES |
| ASSOCIATIONS & TRADE ORGANIZATIONS | FOREIGN TRADE ZONE | PILOTAGE |
| BANKS, INTERNATIONAL TRADE | FREIGHT CONSOLIDATORS & NVOCCS | RAILROADS & RAIL SERVICES |
| BARGE COMPANIES | FUMIGATION | REAL ESTATE & PROPERTY MGT. |
| BULK CARGO - SHIPPING & HANDLING | GENERATORS & POWER EQUIPMENT | RESTAURANTS |
| BUNKERING | GOVERNMENT AGENCIES | SALVAGE |
| CHARTS, BOOKS & MAPS | HAZARDOUS WASTE & OIL SPILL | SECURITY SERVICES & TECHNOLOGIES |
| CLASSIFICATION SOCIETIES | INFORMATION TECHNOLOGY SERVICE PROVIDERS | SEAFARERS SERVICES & ASSISTANCE |
| COMMUNICATIONS SERVICES | HEAVY LIFT EQUIPMENT & SERVICES | SCALES & WEIGH STATIONS |
| CHAMBERS OF COMMERCE | HOTELS | SHIP REPAIR, BERTHING |
| COLD STORAGE FACILITIES | INSURANCE & RISK MANAGEMENT - MARINE | SHIPPING LINES |
| CONSULTANTS - PORT & INDUSTRY | LOGISTICS & INTERMODAL SERVICES | STEAMSHIP AGENCIES |
| CONTAINERS - CHASSIS DEPOTS | MARINE CONSTRUCTION & DREDGING | STEVEDORES/TERMINAL OPERATORS |
| CONTAINERS - FREIGHT STATIONS | MARINE ELECTRIC & ELECTRIC SUPPLIES | REFERENCE & TARIFF PUBLICATIONS |
| CONTAINERS - LEASING & SALES | MARINE ELECTRONICS | TERMINAL OPERATORS |
| CONTAINERS - MAINTENANCE & REPAIR | MARINE EQUIPMENT & SUPPLIES - COMMERCIAL | TOWING & TUG BOAT OPERATORS |
| CRANE EQUIPMENT, MAINTENANCE & SERVICES | MARINE FABRICATING & MACHINING | TRANSLOADERS |
| CUSTOMS BROKERS/FREIGHT FORWARDERS | MARINE SURVEYORS | TRUCKING - HEAVY HAUL |
| CUSTOMS - EXAMINATION STATIONS | MARINE TERMINALS | TRUCKING - INTRASTATE & INTERSTATE |
| DIESEL & ENGINE SERVICES | MARITIME EDUCATION & TRAINING | WAREHOUSING, DISTRIBUTION & STORAGE |
| DIVING & UNDERWATER SERVICES | | WASTE DISPOSAL & HANDLING |
| ENGINEERING | | |
| ENVIRONMENTAL SERVICES | | |
| EQUIPMENT SALES & LEASING | | |
| EXPORT PACKING, RIGGING, CRATING | | |

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 Oakland. 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 - Over 65 listing categories to choose from

First regular listing (includes your company name in bold in Print & Online)	\$ 75.00
Each additional regular listing	\$ 50.00
*Enhanced Color listings	\$300.00

*Note: Includes your company name in color, up to 40-words of text under your listing in print & online, and top position in your business category in the online business category search feature.

- One listing under appropriate categories are provided FREE to qualified 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 Oakland Business Directory at www.seaportsinfo.com/portofoakland.

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

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 or contact your local JOC Shipper Group Representative.

