

# Partner with a Winning Port 2009-2010 Shenzhen Port Directory

Reach out to your Target Markets with Local and Global Distribution.



## Shenzhen Port is one of the largest and fastest growing global ports with four major terminals (Chiwan, Da Chan Bay, Shekou and Yantian) covering the world markets.

The 2009-2010 Shenzhen Port Directory, includes comprehensive editorial coverage and detailed service directory listings that unveil to you why Shenzhen Port is the hidden jewel in the industry and how they are poised for continual growth.

### Targeted Circulation:

4,000 directories will be distributed locally and internationally to port-related companies, tenants, importers and exporters, ocean and air cargo carriers, terminal operators, rail and trucking companies, port business prospects, and trade institutions, to name a few. The directory will also be an integral part of all port industry events and briefings.

**BONUS:** The Shenzhen Port Directory will make its debut at the TPM Asia Conference in October 2009. For details on this conference, please visit [www.joc.com/conferences/TPM\\_Asia/](http://www.joc.com/conferences/TPM_Asia/).

There are a two (2) branding opportunities to choose from:

- 1) Display Advertising in the port directory
- 2) Online Banner Advertising

Don't let this Unique and Highly targeted branding opportunity pass by!

### Display Advertising:

- Display Ads include a FREE Color Listing with ad page number reference in Business Directory. All Full and Half page color advertisers will receive an additional small ad next to your listing.
- **BONUS:** If you are a TPM Asia Conference Sponsor taking an advertisement in the Shenzhen Port Directory, you will also enjoy a 15% discount off the published advertising rate.
- **Technical specs:** All electronic ad material must be at least 300 dpi @ 100% size, CMYK. Ads should be supplied as "Press Ready" CMYK PDF. All fonts to be either embedded or converted to outline.
- **Alternative:** Adobe InDesign file (must convert all fonts to outline, supply any needed graphics files); Adobe Illustrator file (must convert all fonts to outline, supply any needed graphics files); Adobe Photoshop file (must convert all fonts to outline); Generic EPS file (fonts must be embedded/converted to outline and all graphics files must be embedded at the correct DPI).
- **Ad materials can be emailed to [tfuza@joc.com](mailto:tfuza@joc.com)**
- FTP instructions provided upon request. When sending materials please include on the email **Shenzhen Port Directory** and your company name.

### Online Banner Advertising:

For optimum exposure, you can also choose to integrate your print advertising with your online banners. The online directory at [www.seaportsinfo.com/shenzhenport](http://www.seaportsinfo.com/shenzhenport) lists all port services by category, along with a full alphabetical listing of organizations. 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.

#### Online Banner Requirements:

Leader Board: 728 x 90 Pixels

Full Banner: 468 x 60 Pixels

Square Button: 125 x 125 Pixels; format: .gif or .jpg

**BONUS:** If you have purchased a print advertisement, you are entitled to a 15% discount on your online banner ad rate.



Please send your online banner ads to [rventurino@joc.com](mailto:rventurino@joc.com)

## 2009 Shenzhen Port Insertion Order Form:

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

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

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

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

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

Signature: \_\_\_\_\_ Print Name: \_\_\_\_\_ Date: \_\_\_\_\_

### Display Advertisement:

Display Ads	Hong Kong Dollar	US Dollar	Mechanical Requirements
<input type="checkbox"/> Outside Back Cover (4/C only)	HK 42,638	US \$5,500	<b>Full page trim:</b> 210mm x 297mm (8.27" w x 11.69" h)
<input type="checkbox"/> Inside Front Cover (4/C only)	HK 37,212	US \$4,800	<b>Full page bleed:</b> 220mm x 307mm (8.67" w x 12.09" h)
<input type="checkbox"/> Inside Back Cover (4/C only)	HK 34,886	US \$4,500	<b>Full page live matter:</b> 204mm x 291mm (8.03" w x 11.46" h)
<input type="checkbox"/> Premium Positions (4/C only, Pgs 1, 3, 5 & 7)	HK 33,335	US \$4,300	<b>2 Page Spread:</b> 426mm x 307mm (16.77" w x 12.09" h)
<input type="checkbox"/> Double Page Spread	HK 54,267	US \$7,000	<b>1/2 page horizontal:</b> 178mm x 167mm (7.01" w x 6.57" h)
<input type="checkbox"/> Full Page 4-Color	HK 30,231	US \$3,900	<b>1/4 page standard:</b> 117mm x 167mm (4.61" w x 6.57" h)
<input type="checkbox"/> Full Page B&W	HK 24,808	US \$3,200	
<input type="checkbox"/> 1/2 Page 4-Color	HK 21,707	US \$2,800	
<input type="checkbox"/> 1/2 Page B&W	HK 16,274	US \$2,100	
<input type="checkbox"/> 1/4 Page 4-Color	HK 13,949	US \$1,800	
<input type="checkbox"/> 1/4 Page B&W	HK 10,656	US \$1,375	

**REMINDER: Ad close is Sept. 24, 2009; Ad Materials Deadline is Sept. 28, 2009; Publication at the end of October 2009**

Choose your online banner ad size:	3 months	6 months	12 months
<input type="checkbox"/> Leader Board below masthead (run of site)	<input type="checkbox"/> HK \$9,360; US \$1,200	<input type="checkbox"/> HK \$14,041; US \$1,800	<input type="checkbox"/> HK \$25,741; US \$3,300
<input type="checkbox"/> Full Banner ad rotating at the top (run of site) (maximum three banners)	<input type="checkbox"/> HK \$7,020; US \$900	<input type="checkbox"/> HK \$10,920; US \$1,400	<input type="checkbox"/> HK \$18,721; US \$2,400
<input type="checkbox"/> (Individual) Square Button Banners (home page only)	<input type="checkbox"/> HK \$3,900; US \$500	<input type="checkbox"/> HK \$6,240; US \$800	<input type="checkbox"/> HK \$10,140; US \$1,300

### To Reserve your ad space in print and/or online, please contact:

Greg March, Media Consultant - Asia; Tel: +852 9869 6728 Email: gregmarch@netvigator.com

Ray Venturino, Seaports Publication Group - Newark, NJ; Tel: 973-848-7207 Fax: 973-848-7004 Email: rventurino@joc.com

Bank Transfer - **Bank:** JPMorganChase, 270 Park Avenue, New York, NY 10172; **Beneficiary:** Commonwealth Business Media, Inc.; **Acct:** 304687995; **ABA:** 021000021; **Swift Code:** CHASUS33; **Reference:** Your Company Name

Signature: \_\_\_\_\_ Print Name: \_\_\_\_\_ Date: \_\_\_\_\_