



2010 OFFICIAL PORT OF TAMPA PUBLICATION SERIES

The Port of Tampa is Florida's **LARGEST** cargo tonnage port, and your **LARGEST** opportunity to reach your Target Market in the **2010 Official Port of Tampa Directory**.

The 2010 Official Directory...

...is a strategic port community resource and comprehensive reference guide to the Port of Tampa. It will be used daily throughout the community for its port staff contacts, port statistics, terminal info, and other port-related content, including a targeted distribution to those who flow cargo and passengers through the Tampa gateway. A comprehensive listing of over 700 port services and equipment companies are also listed by business category. This high-profile directory will be distributed in March 2010 and 2012, both in print and online.

Port of Tampa 2010 Magazine Series

The Port of Tampa Magazine is published 2x/year and covers the port's current events, issues of the day and so much more. Final editorial focus for each issue will be communicated prior to each publication; posted on www.seaportsinfo.com/tampa and promoted on the Seaports Press Review newsletter (sign up today for this FREE newsletter by visiting www.seaportspr.com).

Let the power of this 2010 Official Directory/Magazine be your marketing vehicle to brand your organization, deliver your key messages, and at the end of the day, drive results.

PRINT ADVERTISING RATES

SIZE/POSITION	TPA MAG:	DIRECTORY ONLY	DIRECTORY & MAP:	Directory & Magazine Mechanical Requirements
Outside Back Cover	\$2,700	\$4,900	\$5,200	Full page trim: 8.5" w x 11" h
Inside Back Cover (Map glued on IBC)	\$2,525	\$4,700	\$5,000	Full page bleed: 8.75" w x 11.25" h
Inside Front Cover	\$2,525	\$4,500	\$4,800	Full page live matter: 7.5" w x 10" h
Premiums (Pages 1, 3, 5, 7)	\$2,400	\$3,900	\$4,200	1/2 page horizontal: 7" w x 4.75" h
Full Page 4/Color	\$2,250	\$3,500	\$3,800	1/3 page standard: 4.625" w x 4.75" h
Full Page B&W	\$1,800	\$2,800	\$3,100	1/4 page standard: 3.5" w x 4.75" h
1/2 Page 4/Color	\$1,650	\$2,200	\$2,500	1/4 page horizontal: 7" w x 2.375" h
1/2 Page B&W	\$1,200	\$1,600	\$1,900	
1/3 Page 4/Color	\$1,300	\$1,300	\$1,600	
1/3 Page B&W	\$850	\$1,000	\$1,300	
1/4 Page 4/Color	\$900	\$975	\$1,275	
1/4 Page B&W	\$500	\$650	\$950	

Map: Box ads (2" x 2") will outline the map for guaranteed exposure & branding. Map ads only sold in conjunction with Directory ad.

Full Package! Advertise in the Directory/Map and the Port of Tampa Magazine and TAKE 15% OFF!

Ads to be 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, .tif, .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 300 dpi and with all fonts used in ad included. Ad materials can be e-mailed to tfuza@joc.com.

FTP instructions provided upon request.

- Special request ad positioning - add 15% to above rate.
- Display Ads INCLUDE a FREE Color Listing with ad page number reference in the Resource 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.

Publication	Ad Close	Materials
TPA Summer Mag	6/24/10	6/28/10
TPA Fall Mag	10/11/10	10/15/10
2012 Directory	3/1/12	



TAMPA PORT AUTHORITY

ONLINE DIRECTORY BANNER ADVERTISING OPTIONS



As an added branding benefit, you can integrate your print message with online banner advertising. The online directory at www.seaportsinfo.com/tampa is utilized throughout the year and will list all Port Services by Business Category, as well as a full alphabetical listing of organizations from the annual 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 companies in the online Port of Tampa Directory.

All banner ads will be sold on a three and six month cycle... and, as you can see from this screen shot, 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 and 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

Both the Port of Tampa Directory & Magazines will be hosted online at www.seaportsinfo.com/tampa

Online Banner Requirements

Leaderboard (728 x 90 Pixels); 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
Leaderboard 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

If you advertise in the Print Directory and/or Magazine, **TAKE 10% OFF** the online rate!

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

DIRECTORY LISTING OPTIONS

ONE FREE to qualified Tampa region firms and advertisers.

Additional Category Listings \$50 each

Enhanced Feature Listings* \$250

*Includes your company name in color, up to 40 words of text under your listing in print and online, and TOP POSITION in your business category in the online business category search feature.

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

Ray Venturino (rventurino@joc.com – 973.848.7207)

David Cantwell (dcantwell@joc.com – 954.628.0058 ext. 173)

Cindy Cronin (ccronin@joc.com – 954.628.0058 ext. 131)