

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**.

As the largest economic engine in west and central Florida, The Port of Tampa continues to be a shining star in the current economy. More broadly, the port is a key component of Florida's intermodal transportation system – its seaports, airports, rail and highways – that represent the state's most dynamic and proven catalysts for economic growth. Even in a time of economic downturn, there is a great flow of exports and imports, as well as cruise passengers through the state's seaports and airports.



TAMPA | **STRENGTH**in**DIVERSITY**...



Seaports
PUBLICATIONS GROUP
www.seaportsinfo.com


UBM Global Trade
United Business Media



TAMPA PORT AUTHORITY

The Port of Tampa has played host to cargo of every sort!

As the years have progressed the range of port facilities and the number of trading partners has expanded. Today, Tampa handles almost every imaginable commodity from many corners of the world. The Port of Tampa offers expertise in three areas of cargo activity: bulk cargo, containerized cargo, and other general cargo including project cargo, roll on/roll off and breakbulk.

Port of Tampa's Top Ten Trading Partners - Fiscal Year 2008

1) Mexico 2) India 3) Canada 4) Trinidad 5) Russia 6) Japan 7) Australia 8) Brazil 9) Netherlands 10) Colombia; Source: Piers

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 December 2009, both in print and online.

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

Port of Tampa Magazine

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).

PRINT ADVERTISING RATES

SIZE/POSITION	TPA MAG: SEPT 09	DIRECTORY ONLY	DIRECTORY/MAP: DEC 09
Outside Back Cover	\$2,700	\$4,900	\$5,200
Inside Back Cover (Map glued on IBC)	\$2,525	\$4,700	\$5,000
Inside Front Cover	\$2,525	\$4,500	\$4,800
Premiums (Pages 1, 3, 5, 7)	\$2,400	\$3,900	\$4,200
Full Page 4/Color	\$2,250	\$3,500	\$3,800
Full Page B&W	\$1,800	\$2,800	\$3,100
1/2 Page 4/Color	\$1,650	\$2,200	\$2,500
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 tfiuza@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.

Directory & Magazine Mechanical Requirements

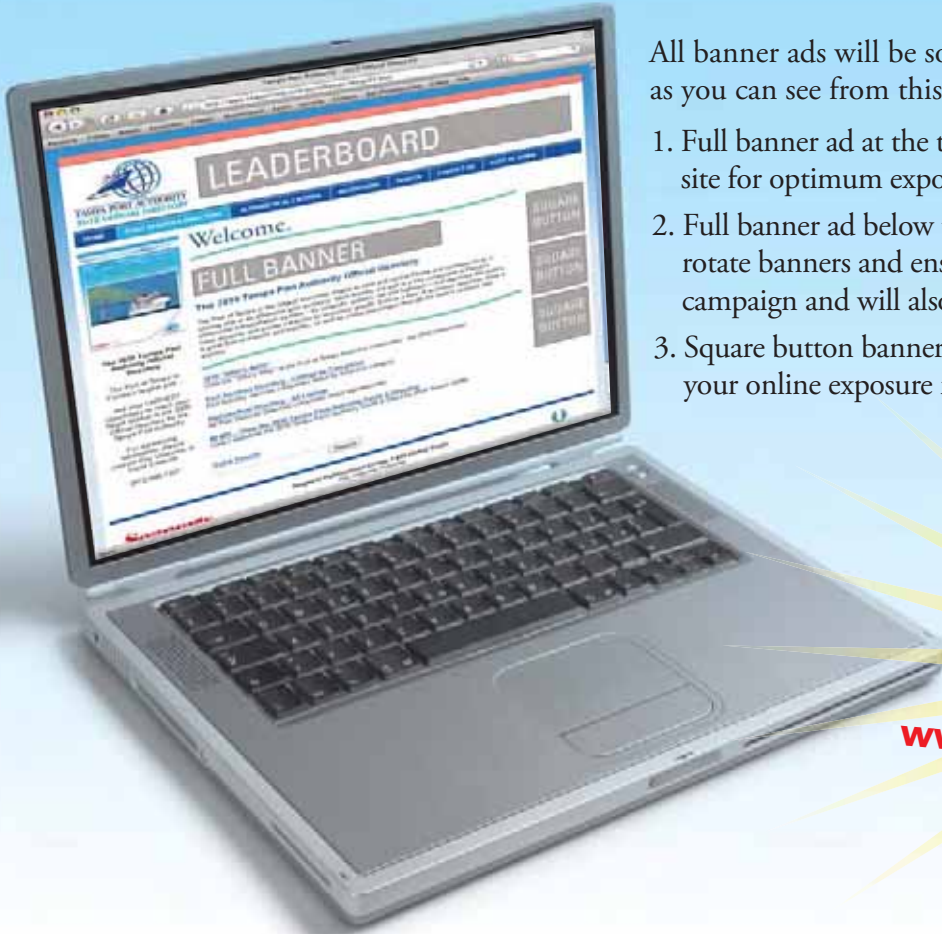
Full page trim: 8.5" w x 11" h
 Full page bleed: 8.75" w x 11.25" h
 Full page live matter: 7.5" w x 10" h
 1/2 page horizontal: 7" w x 4.75" h
 1/3 page standard: 4.625" w x 4.75" h
 1/4 page standard: 3.5" w x 4.75" h
 1/4 page horizontal: 7" w x 2.375" h



TAMPA PORT AUTHORITY

ONLINE BANNER ADVERTISING RATES

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.



TAMPA PORT AUTHORITY

RESOURCE CATEGORY INDEX

Admiralty Attorneys
Air Conditioning & Refrigeration
Airports & Charters
Associations & Clubs
Banks
Bunkering
Container and Chassis Sales, Lease & Repair
Consulates & Representatives
Crane & Equipment Service
Cruise Lines
Cruise - Harbor
Divers & Marine Salvage
Dredging
Economic Development Agencies
Emergency Services
Engineering Services
Environmental Services
Foreign Trade Zones
Freight Forwarders, Customhouse Brokers
Government Offices
Ground Tours
Ground Transportation
Hazardous Materials Handling
Hotels
Line Handlers
Machining & Fabricating
Marinas
Marine Consultants

Marine Electrical & Electronics
Marine Equipment & Supplies
Marine Insurance
Marine Surveyors, Classification Societies
Packing and Crating
Pest Control & Fumigation
Pilotage
Railroads & Rail Services
Seafood Processing
Security Services
Ship Chandlers
Ship Chartering
Shipping Lines
Shipyards/Drydocks
Steamship Agents
Stevedoring
Terminal Operators
Towing & Tug Services
Truck Brokers
Truck Scales
Trucking - Containers
Trucking - Flatbed
Trucking - Heavy Hauling
Trucking - Liquid or Dry Bulk
Unions
Vessel Traffic Advisory
Warehousing & Storage
Waste Disposal Handling

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)