



# 2021 PACIFIC PORTS MAGAZINE, DIGITAL & CONFERENCE OPPORTUNITIES MEDIA PLANNER

**Effective marketing and promotional initiatives focused on ports and port stakeholders throughout the Pacific Ocean.**



1. Pacific Ports Magazine



2. pacificports.org



3. Semi-monthly Enews

*Providing opportunities to connect the Pacific Port community through activity updates, informative articles on best practices and new technologies, and member promotions...*



4. Annual and Winter Conferences / 5. Technical Workshops



Contact Philippe Critot:  
+1 323-660-5459 (office) +1 323-578-2452 (cell) [philippe@pacificports.org](mailto:philippe@pacificports.org)

[www.pacificports.org](http://www.pacificports.org)

## 1. PACIFIC PORTS MAGAZINE

### Distribution...

- Current print run: 2000 — distributed to member and non-member ports as well as key stakeholders (terminal operators, shipping lines, government agencies, etc.), events and trade shows (when they resume) throughout the Pacific.
- Digital version directly emailed to over 3,000 valid email addresses and shared to over 2,000 social media contacts plus available for download through [www.pacificports.org](http://www.pacificports.org).

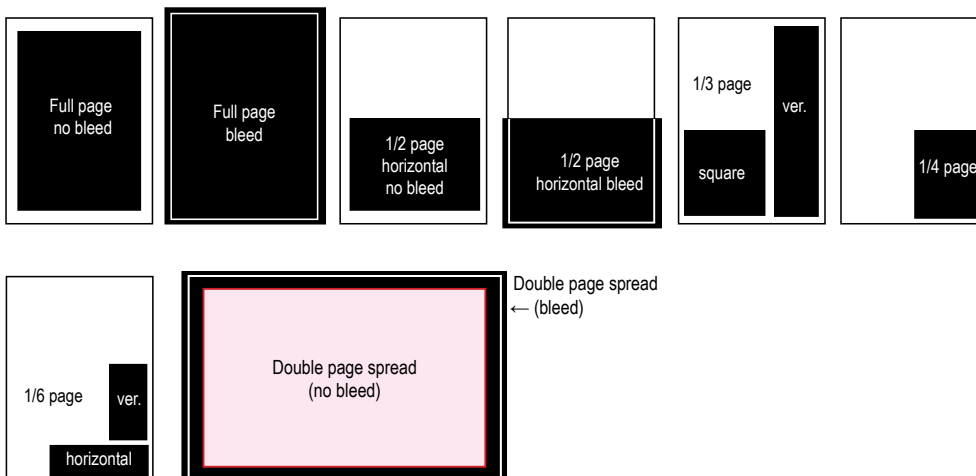
### Print rates (Members receive a 10% discount!)

**All ads are four colour** — To receive multiple-issue discounts, ads must be booked in advance.

	1 issue	2 issues	3 issues
Full page (cover position add 20% per issue)	US\$2,500	US\$2,250	US\$2,025
1/2 page horizontal	US\$1,500	US\$1,350	US\$1,215
1/3 page square / vertical	US\$1,000	US\$900	US\$810
1/4 page	US\$750	US\$675	US\$608
1/6 page horizontal / vertical	US\$500	US\$450	US\$405
Double page spread (cover position add 20%)	US\$4,500	US\$4,050	US\$6,645

Creative services available. 15% commission to recognized agencies.

Ad Size (width x height)	Non-Bleed Size (inches)	Bleed Trim Size (please add minimum .125" to each side beyond trim)
<b>TRIM SIZE (7.875 x 10.875 inches) - live copy must be at least .2" inside trim</b>		
Full page	7.125 x 10.125	7.875 x 10.875 (incl. bleed: min. 8.125 x 11.125)
1/2 page horizontal	7.125 x 5.059	7.875 x 5.4375 (incl. bleed: min. 8.125 x 5.6)
1/3 page square	4.6875 x 4.9375	n/a
1/3 page vertical	2.25 x 10.125	n/a
1/4 page	3.4688 x 4.9375	n/a
1/6 page horizontal	4.6875 x 2.3	n/a
1/6 page vertical	2.25 x 4.9375	n/a
Double page spread	15 x 10.125	15.75 x 10.875 (incl. bleed: min. 16 x 11.125)



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## 2 & 3. DIGITAL: [pacificports.org](http://pacificports.org)

### Audience

- Launched June, 2020
  - Visitors: 700 per month and growing; pageviews: 2,000 per month and growing; international audience (48% from U.S.; 25% from Canada, remaining % from U.K., Australia, Guam, India, Taiwan, China, Germany, etc.)
- Frequent updates from Port and Associate members as well as Industry/Government news — promoted through social media.

### Banner advertising (Members receive a 10% discount!)

- Pricing includes four sizes of banner ads rotating on all pages of [www.pacificports.org](http://www.pacificports.org).
- Linked to advertisers website.
- Monthly statistics: overall website traffic plus ad impressions and click-throughs.

**1 Month**  
US\$240 per month

**3 Months**  
US\$205 per month

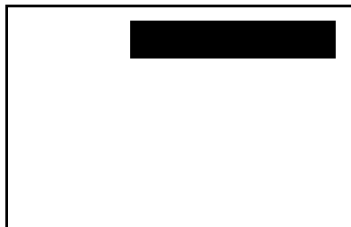
**6 Months**  
US\$180 per month

**12 Months**  
US\$140 per month

Creative services available.

### Enews ads (per email):

US\$200 (same size as top banner ad: 730x90 pixels); issued twice per month.



Top banner (730x90)



Right banner (300x600)



Right banner (300x400)



Right banner (300x200)

### Ad Size (width x height) in pixels

Top banner and top of content banner: 730 x 90

Right banner 300 x 600 / 300 x 400 / 300 x 200

Please supply all sizes for web banner advertising.

### Material:

#### Preferred file format:

Ads are accepted in the following formats: All graphics should be in RGB colour mode and supplied as JPEG or GIF. Resolution for quality reproduction should be 72dpi at 100% scale.

Files can be e-mailed to [jane@pacificports.org](mailto:jane@pacificports.org). Dropbox / FTP file transfer information available upon request.

For technical questions, please contact Jane McIvor (1+604-893-8800 / [jane@pacificports.org](mailto:jane@pacificports.org)).





ASSOCIATION OF  
PACIFIC PORTS

# 2021 MEDIA PLANNER

## 4 & 5. CONFERENCES & WORKSHOPS

### Conference and workshop sponsorship...

#### Annual (summer) and Winter Conferences

Benefits / Sponsor Level	Admiral (5 available) US\$4,500	Commodore (3 available) US\$3,500	Captain (3 available) US\$2,500	Lieutenant (6 available) US\$1,500	Crew (8 available) US\$500
Logo on www.pacificports.org with link to sponsor's site	✓	✓	✓	✓	✓
Logo on all communications leading up to conference	✓	✓	✓	✓	✓
Logo on conference agenda and on-site signage (including PowerPoint)	✓	✓	✓	✓	✓
Insert in delegate bag	✓	✓	✓	✓	✓
Display table	✓	✓	✓	✓	
Title sponsor for top-tier event or session	✓	✓	✓		
Title sponsor for event, breakfast and coffee/networking sessions				✓	✓
One-eighth-page advertisement in conference on-site agenda				✓	✓
Quarter-page advertisement in conference on-site agenda		✓	✓		
Half-page advertisement in conference on-site agenda	✓				
"A word from our Sponsor" (10-minute presentation)	✓				

#### Workshops

- Free for presenting members
- Sponsorships available
- Format includes three 15-minute presentations with 15-minute Q&A
- Includes promotion of workshop through website and social media
- Recaps / video recordings posted on pacificports.org and promoted through social media.
- Workshops organized based on themes, such as: Port Efficiencies, Environmental Best Practices, Automation, etc.

Contact Philippe Critot to discuss the best marketing opportunities for your business.

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### Key dates for 2021...

#### Pacific Ports Magazine:

	January Edition	April Edition	October Edition
Book by:	December 11, 2020	March 26, 2021	September 24, 2021
Ad material due:	December 18, 2020	April 2, 2021	October 1, 2021
Mailed by:	January 6, 2021	April 15, 2021	October 15, 2021

#### Website banners:

Book by: The 15<sup>th</sup> of the month  
Material due: The 25<sup>th</sup> of the month  
Ads run from the 1<sup>st</sup> to the end of the month

#### Semi-monthly Enews:

Book by: The 1st for the mid-month Enews;  
The 15<sup>th</sup> for the month-end Enews  
Material due: Three days prior

#### Conferences (book asap to maximize benefits):

Next Annual Conference takes place August 8 to 11, 2021 in Nanaimo, Vancouver Island, Canada  
Next Winter Conference to be announced (January 2022)

#### Workshops (book asap to maximize benefits):

Spring and Fall 2021 (dates to be determined)

#### ASSOCIATION OF PACIFIC PORTS

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