

2025 MEDIA PLANNER

PRINT, DIGITAL & SPONSORSHIP OPPORTUNITIES

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

1. Pacific Ports Magazine

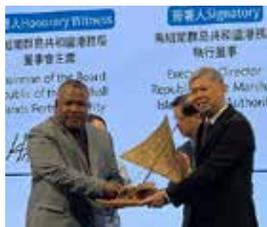
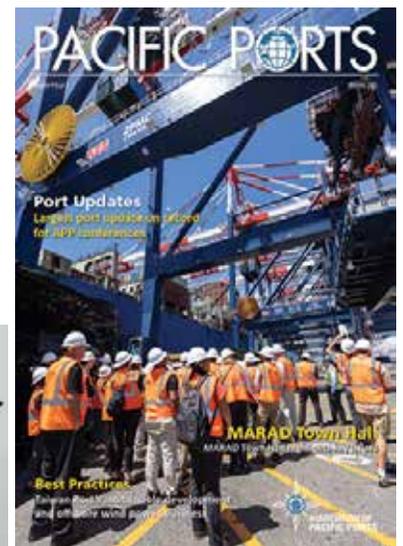
Print publication with digital version published three times per year and mailed to ports and port stakeholders across the Pacific Ocean.

2. Semi-monthly Enews

Direct emails to 3,000 validated emails with current news, event promotions and member activities...

3. Events

Two conferences per year (Winter and Summer) to build relationships through networking, demonstrate leadership by sharing best practices, and apply lessons learned...attendees include port commissioners/directors, senior management, and operations personnel as well as stakeholders and supporters within the Pacific Port community.



Readership...

Combining print, digital (via enews, social media, and website) and events distribution, *Pacific Ports Magazine* delivers a total readership of 5,500 member and non-member ports (governance, senior executive/management and operation-level positions) as well as key stakeholders (terminal operators, shipping lines, government agencies, etc.) throughout the Pacific.

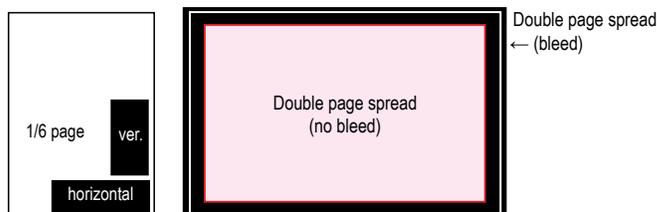
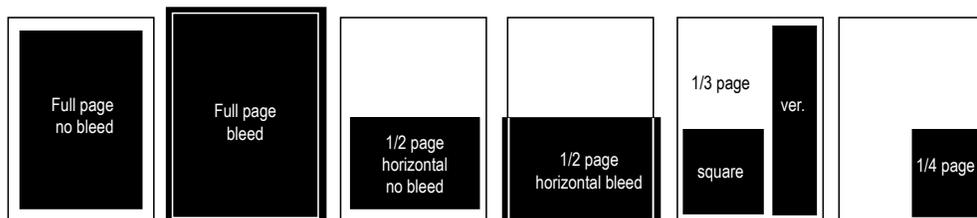
Print rates (Members receive a 10% discount!)

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

	1 issue	x 2 issues (price per issue)	x 3 issues (price per issue)
Full page (cover position add 20% per issue)	US\$2,575	US\$2,315	US\$2,085
1/2 page horizontal	US\$1,545	US\$1,390	US\$1,250
1/3 page square / vertical	US\$1,030	US\$925	US\$835
1/4 page	US\$775	US\$695	US\$625
1/6 page horizontal / vertical	US\$515	US\$465	US\$415
Double page spread (cover position add 20%)	US\$4,635	US\$4,170	US\$3,755

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)
TRIM SIZE (7.875 x 10.875 inches) - live copy must be at least .2" inside trim		
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)



Example: Full page bleed

Example: Full page no bleed

Contact Philippe Critot:

+1 323-660-5459 (office) +1 323-578-2452 (cell) philippe@pacificports.org

Semi-monthly e-news ads:

Issued twice per month to 3,000 valid emails.

\$200 per email.

Ad Size (width x height):

730 x 90 pixels at 96 dpi

Material:

Preferred file format:

Enews 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 96dpi at 100% scale.

Files can be e-mailed to jane@pacificports.org.

Print ads should be 300 dpi at 100% and are acceptable in the following formats: JPEG or PDF.

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



Key dates for 2025...

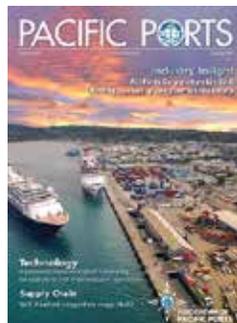
Semi-monthly Enews:

E-news issues are sent on the 1st and 15th (or closest to avoiding weekends).

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

Pacific Ports Magazine:

	October/24	March/25	July/25	October/25
Book by:	October 11, 2024	March 7, 2025	July 11, 2025	October 10, 2024
Ad material due:	October 18 2024	March 14, 2025	July 18, 2025	October 17, 2024
Mailed by:	October 25, 2024	March 21, 2025	July 25, 2025	October 24, 2024



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2025 MEDIA PLANNER EVENTS

PacificPortsConference.com

Annual (Summer) and Winter Conferences

Please note: Sponsorships do not include conference registration.

Additional opportunities not listed above (e.g., higher levels or value-adds such as lanyards, delegate bags, etc.) are available.

Benefits / Sponsor Level	Fleet Admiral US\$10,000	Admiral US\$5,000	Commodore US\$4,000	Captain US\$3,000	Lieutenant US\$2,000	Crew US\$1,000
Logo on pacificportsconference.com 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	✓	✓	✓	✓	✓	✓
Conference attendee contact list	✓	✓	✓	✓	✓	✓
Title Co-sponsor for dinner	✓					
Title sponsor for lunch; welcome reception; golf		✓				
Title sponsor for breakfast			✓			
Title sponsor for break/networking session				✓		
General sponsor (paired with sponsors on meals/events above)					✓	✓
One-sixth-page advertisement in conference on-site agenda						✓
Quarter-page advertisement in conference on-site agenda					✓	
One-third page advertisement in conference on-site agenda				✓		
Half-page advertisement in conference on-site agenda			✓			
Full-page advertisement in conference on-site agenda	✓	✓				
Pop-up banner display at conference	✓	✓	✓			

Conference locations and dates :

JANUARY 29 to 31, 2025: Honolulu, O'ahu, Hawaii

AUGUST 10 to 13, 2025: Nanaimo, B.C., Canada

JANUARY 2026: Hawaii

SUMMER 2026: Guam

JANUARY 2027: Hawaii

SUMMER 2027: Anchorage, Alaska

JANUARY 2028: Hawaii

SUMMER 2028: Republic of Marshall Islands

ASSOCIATION OF PACIFIC PORTS

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