

Building partnerships throughout the Pacific.



FALL 2021 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



(2) pacificports.org



(3) Semi-monthly E-news & (4) E-Blast

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



(5) Sponsorships: APP Annual Conference



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

www.pacificports.org

(1) Pacific Ports Magazine — September issue

- **KEY DATES:** Book by August 27, 2021 / Ad material due by September 10, 2021 (mailed by mid-September)
- Print run: 2,000 — 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: direct email to over 3,300 valid email addresses and shared with audience of over 2,000 social media contacts plus available for download through www.pacificports.org

Rates

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\$2,500	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\$3,645

(2) www.pacificports.org — website banner advertising

- Package of four sizes of ads (one horizontal and three side banners) rotating throughout site
- Launched June, 2020 — Visitors: average 800 per month and growing with an international audience (56% from U.S.; 15% from Canada, remaining % from U.K., Australia, Guam, Singapore, Taiwan, etc.)
- Frequent updates from Port and Associate Members as well as Industry/Government news — promoted through social media

Rates

Includes all four sizes — To receive multiple-month discounts, ads must be booked in advance.

1 Month	3 Months	6 Months	12 Months
US\$240	US\$615	US\$1,080	US\$1,680

(3) Pacific Ports E-news

- Banner advertising (730x90 pixels)
- Issued semi-monthly to over 3,300 valid email addresses
- Content includes Association activity updates, press releases and government updates

Rate

US\$200 per insertion

(4) Personalized E-blast

- Exclusive email with your own content and personalized message
- Emailed to over 3,300 valid email addresses

Rate

US\$500 per blast

Creative services available. 15% commission to recognized agencies.

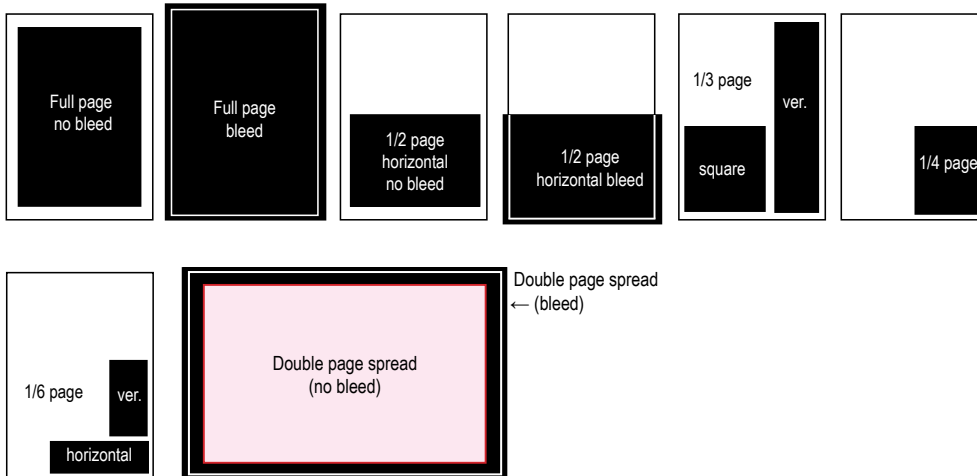
MEMBERS RECEIVE A 10% DISCOUNT!

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

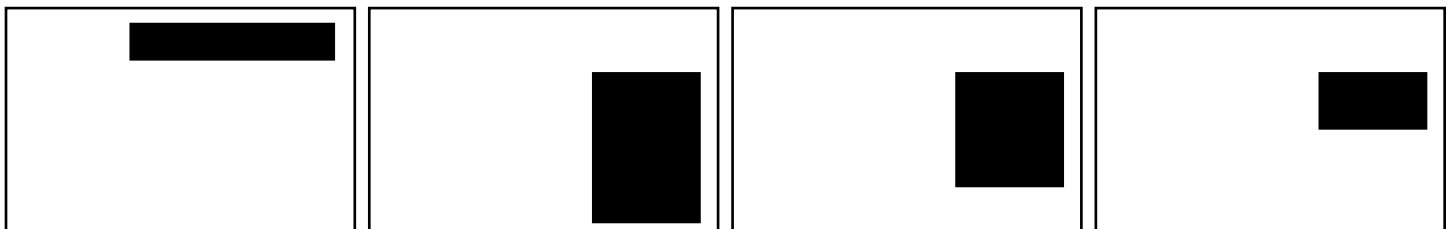
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Magazine print sizes

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)



Website banner and E-news advertising



Top banner & E-news
(730x90)

Side banner #1
(300x600)

Side banner #2
(300x400)

Right banner #3
(300x200)

Ad Size (width x height) in pixels

Horizontal banner (same size for both web and e-news): 730 x 90

Side 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. Dropbox / FTP file transfer information available upon request.

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



FALL 2021 MEDIA PLANNER SPONSORSHIPS

(5) APP Annual Conference October 24 to 27, 2021 — San Diego

Key dates for Fall 2021

Pacific Ports Magazine: September Edition

Book by: August 27, 2021
Ad material due: September 10, 2021
Mailed by: September 15, 2021

Website banners:

Book by: The 15th of the month
Material due: The 25th of the month
Ads run for 30 days

Semi-monthly Enews:

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

Conferences (book asap to maximize benefits):

Next Annual Conference scheduled
for October 24 to 27, 2021
in San Diego, California

Benefits / Sponsor Level	Fleet Admiral (2 available) US\$10,000	Admiral (3 available) US\$5,000	Commodore (3 available) US\$4,000	Captain (5 available) US\$3,000	Lieutenant (10 available) US\$2,500	Crew (5 available) US\$1,000
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	✓	✓	✓	✓		SOLD OUT!
Title co-sponsor for Gala Dinner	✓					
Title sponsor for lunch		✓				
Title sponsor for breakfast			✓			
Title sponsor for break/networking session				✓		
Title sponsor for speaker session					✓	
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		✓				
Full-page advertisement in conference on-site agenda	✓					
"A word from our Sponsor" (10-minute presentation)	✓	✓				
Sponsor Spotlight Emails (x2)	✓	✓				

Opportunities for partnering on sponsor levels or sponsoring additional value-adds (e.g., lanyards, delegate bags, fishing/golfing events) are available.

ASSOCIATION OF PACIFIC PORTS

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