

### (1) Pacific Ports Magazine

- Issues scheduled for 2021: April and October
- 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](http://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](http://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 US\$240	3 Months US\$615	6 Months US\$1,080	12 Months US\$1,680
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### (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!

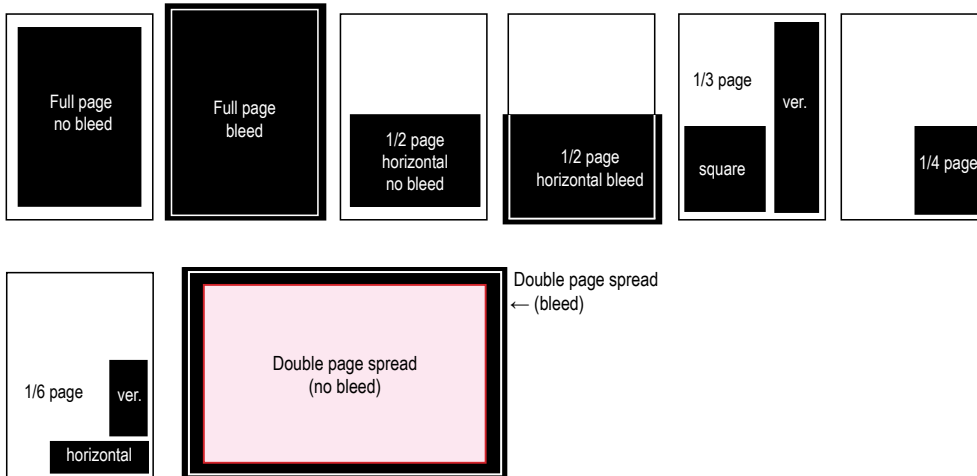
Contact Philippe Critot to discuss the best marketing opportunities for your business.

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[philippe@pacificports.org](mailto:philippe@pacificports.org)

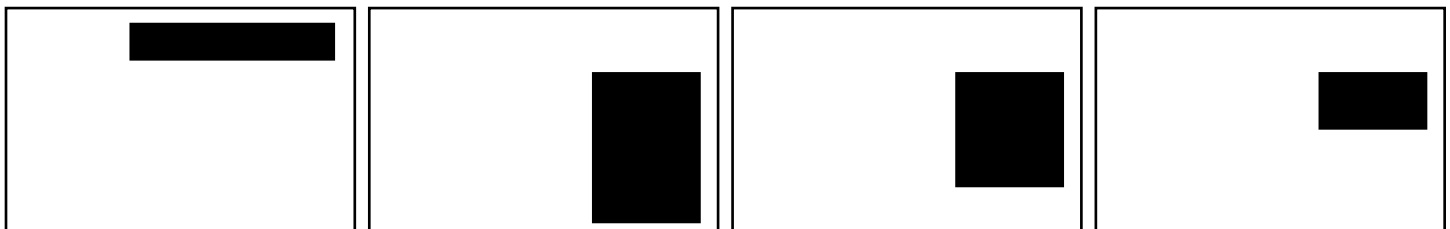
# 2021 MEDIA PLANNER SPECIFICATIONS

## Magazine print sizes

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)



## 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](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)).