



2022 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 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 & Winter Conferences / 5. Technical Workshops & Webinars



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

www.pacificports.org

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 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.

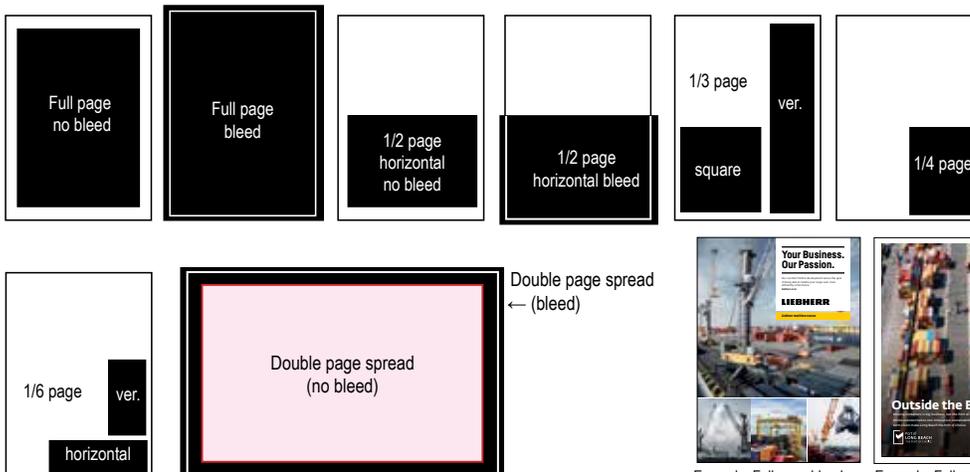
Print rates (Members receive a 10% discount!)

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.

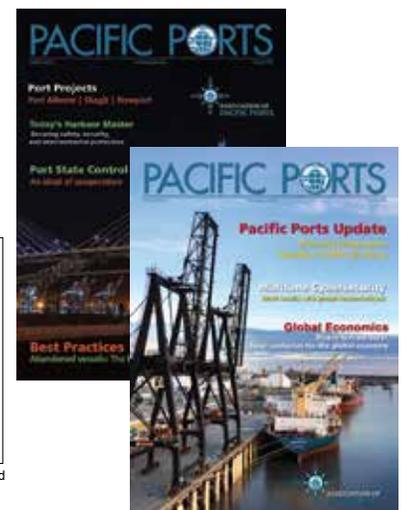
Ad Size (width x height)	Non-Bleed Size (inches)	Bleed Trim Size (please add minimum .125" to each side beyond trim)
TRIM SIZE (7.875 x 10.875 inches) - live copy must be at least .2" inside trim		
Full page	7.125 x 10.125	7.875 x 10.875 (incl. bleed: min. 8.125 x 11.125)
1/2 page horizontal	7.125 x 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



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Audience

- Launched June, 2020
 - Visitors: average of 1,900 per month and growing; pageviews: 7,000 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!)

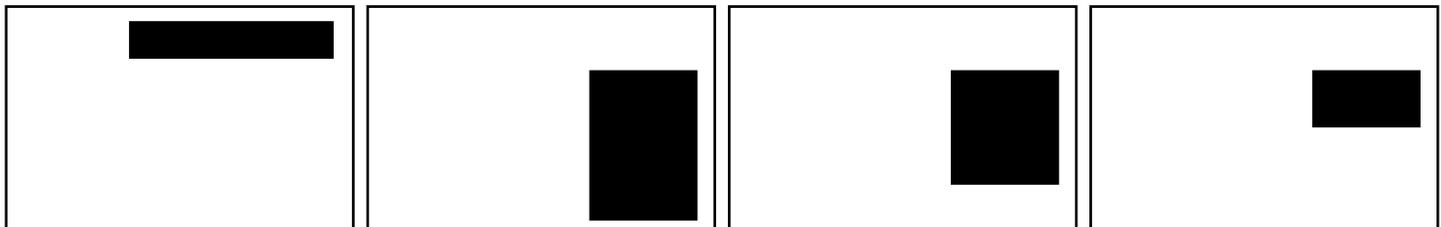
- Pricing includes four sizes of banner ads rotating on all pages of www.pacificports.org.
- Linked to advertisers website.
- Monthly statistics: overall website traffic plus ad impressions and click-throughs.

1 Month US\$250 per month	3 Months US\$210 per month	6 Months US\$185 per month	12 Months US\$145 per month
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Creative services available.

Enews ads (per email):

US\$200 (same size as top banner ad: 730x90 pixels); issued twice per month to approximately 3,300 valid emails.



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. Dropbox / FTP file transfer information available upon request.

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





2022 MEDIA PLANNER CONFERENCES & WORKSHOPS

Conference and workshop sponsorship...

Annual (summer) and Winter Conferences

Benefits / Sponsor Level	Admiral (5 available) US\$5,000	Commodore (3 available) US\$4,000	Captain (3 available) US\$3,000	Lieutenant (6 available) US\$2,000	Crew (8 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	✓	✓	✓	✓	
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	✓				

Supporting sponsorship opportunities under \$1,000 also available for value-add items (e.g., lanyards, delegate bags, etc.). Contact Philippe or Jane to discuss.

Workshops & Webinars

- 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 2022...

Pacific Ports Magazine:

	February Edition	May Edition	October Edition
Book by:	January 14, 2022	April 15, 2022	September 16, 2022
Ad material due:	January 21, 2022	April 22, 2022	September 23, 2022
Mailed by:	January 31, 2022	May 2, 2022	October 3, 2022

Website banners:

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

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 takes place July 2022 in Saipan, Commonwealth of the Northern Mariana Islands

Next Winter Conference takes place in January 2023 in Hawaii

Webinars (book asap to maximize benefits):

Spring and Fall 2022 (dates to be determined)

ASSOCIATION OF PACIFIC PORTS

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