



2023 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:
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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.

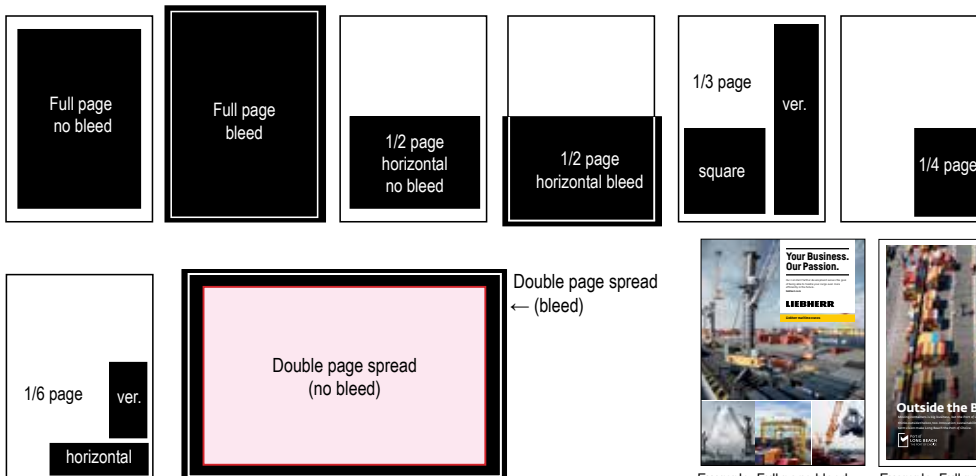
Print rates (Members receive a 10% discount!)

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.

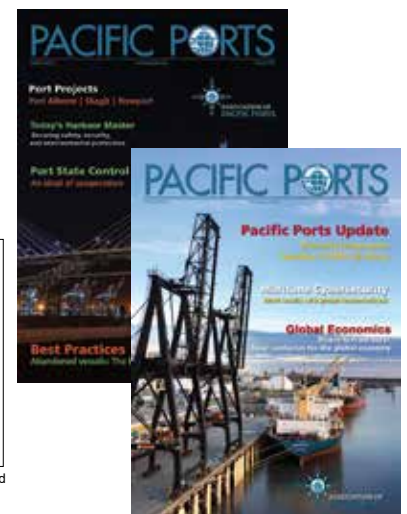
Ad Size (width x height)	Non-Bleed Size (inches)	Bleed Trim Size (please add minimum .125" to each side beyond trim)
TRIM SIZE (7.875 x 10.875 inches) - live copy must be at least .2" inside trim		
Full page	7.125 x 10.125	7.875 x 10.875 (incl. bleed: min. 8.125 x 11.125)
1/2 page horizontal	7.125 x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

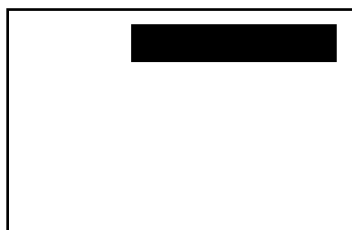
- Pricing includes four sizes of banner ads rotating on all pages of www.pacificports.org.
- Linked to advertisers website.
- Monthly statistics: overall website traffic plus ad impressions and click-throughs.

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).





2023 MEDIA PLANNER CONFERENCES & WORKSHOPS

Conference and workshop sponsorship... Annual (summer) and Winter Conferences

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\$2,000	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	✓	✓	✓	✓	✓	✓
Title co-sponsor for Gala Dinner	✓					
Title sponsor for lunch		✓				
Title sponsor for breakfast			✓			
Title sponsor for break/networking session				✓		
General sponsor					✓	✓
One-sixth-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)	✓	✓				

Opportunities for partnering on sponsor levels or sponsoring additional value-adds (e.g., lanyards, delegate bags) are available. Sponsorships do not include conference registration.

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 2022/23...

Pacific Ports Magazine:

	February/23	July/23	October/23
Book by:	January 16, 2023	June 19, 2023	September 22, 2023
Ad material due:	January 23, 2023	June 26, 2023	September 29, 2023
Mailed by:	February 2, 2023	July 15, 2023	October 13, 2023

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 Winter Conference: February 8 to 10, 2023 in Honolulu, Hawaii

109th Annual Conference: Summer 2023 in Long Beach, California

Webinars (book asap to maximize benefits):

Spring 2023 (dates to be determined)

ASSOCIATION OF PACIFIC PORTS

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