



*The best and only way to reach  
the West Coast Port industry...*

# **WEST COAST PORT HANDBOOKS**

## **Media Guide 2008**

*Presented by*

**CARGO BUSINESS NEWS**

For the Global Shipper - Since 1922



**NEW** for 2008 - SPECIAL PACKAGE DEALS

*Turn the page for more...*



## 2008 Handbook Publishing Schedule:

### 1 2008 Golden Gate Ports – APRIL 2008

*Ad Close:* February 22, 2008  
*Materials Close:* February 29, 2008  
*Publishing Date:* April, 2008  
*Region:* Bay Area Ports  
*Circulation:* 2,500  
*Sponsor:* The Marine Exchange of the San Francisco Bay Region

### 2 2008-2009 Pacific Northwest Ports – JUNE 2008

*Ad Close:* April 25, 2008  
*Materials Close:* May 2, 2008  
*Publishing Date:* June, 2008  
*Region:* Pacific Northwest from Seattle WA to Portland, OR  
*Circulation:* 3,000  
*Sponsor:* The Marine Exchange of Puget Sound

### 3 2009 Southern California Ports - OCTOBER 2008

*Ad Close:* Sept. 5, 2008  
*Materials Close:* Sept. 12, 2008  
*Publishing Date:* October, 2008  
*Region:* Southern California from San Diego to Long Beach, Los Angeles and Port Hueneme  
*Circulation:* 3,500  
*Sponsor:* The Marine Exchange of Southern California

# 2008 Advertising Rates and Production Requirements:

## FOUR COLOR:

	1 book	2 book	3 book
Outside Back Cover	\$4,295	\$3,865	\$3,480
Inside Front Cover	\$3,915	\$3,525	\$3,170
Inside Back Cover	\$3,295	\$2,965	\$2,665
Tab Front (full page)	\$3,120	\$2,810	\$2,530
Full Page (facing tab)	\$2,945	\$2,650	\$2,385
Full Page (ROP)	\$2,620	\$2,355	\$2,120
Half Page	\$1,915	\$1,820	\$1,725
Quarter Page	\$1,485	\$1,410	\$1,340

## BLACK & WHITE:

	1 book	2 book	3 book
Full Page (ROP)	\$1,660	\$1,575	\$1,495
Half Page	\$985	\$930	\$880
Quarter Page	\$620	\$590	\$560

## IN-COLUMN ADS:\*

Add a border to your listing for \$100 per column inch.

\* We reserve the right to edit copy when necessary, to fit the maximum line allowance. We will send you a proof if editing is done.



## Contact Information:

### Mechanical Requirements –

Contact: **CHRISTIE DAIGLE**

(206) 709-1840, ext. 222

christied@nwpublishingcenter.com

### Directory Sales Manager –

Contact: **ABE PACHECO**

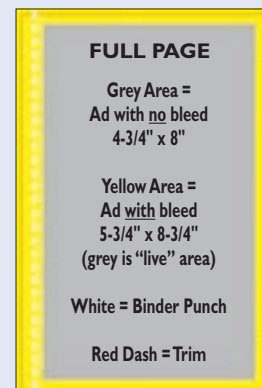
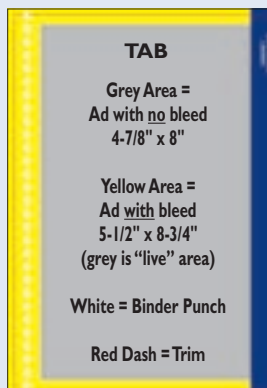
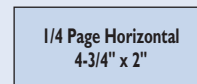
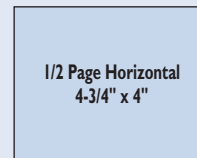
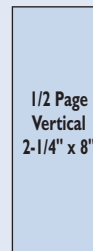
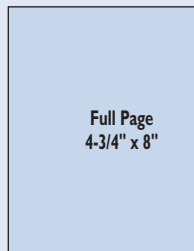
(206) 709-1840, ext. 227

abelp@cargobusinessnews.com

## AD DIMENSIONS:\*\*

	Width	Depth
Inside Front Cover (no bleed)	5-3/4"	8"
Inside Front Cover (with 1/8" bleed)	6-1/4"	8-3/4"
Inside Back Cover (no bleed)	5-3/4"	8"
Inside Back Cover (with 1/8" bleed)	6-1/8"	8-3/4"
Outside Back Cover (no bleed)	5-1/4"	8"
Outside Back Cover (with 1/8" bleed)	6-1/8"	8-3/4"
Tab (no bleed)	4-7/8"	8"
Tab (with 1/8" bleed)	5-1/2"	8-3/4"
Full Page (no bleed)	4-3/4"	8"
Full Page (with 1/8" bleed)	5-3/4"	8-3/4"
1/2 Page Horizontal	4-3/4"	4"
1/2 Page Vertical	2-1/4"	8"
1/4 Page Horizontal	4-3/4"	2"

\*\* For copy safety, keep live matter at least 1/2" from right and left trim edges. For inside front and inside/outside back cover ad instructions, please call.



With a combined, targeted circulation of 9,000, in addition to sizable pass-along readership, our **Port Handbooks** deliver cost effective access to your clients and prospects alike in each of the three regions covered – San Francisco Bay Area, Pacific Northwest and Southern California.

With our **Special Packages**, you have the flexibility to select one, two or all three 2007-2008 Port Handbooks while securing significant rate incentives and adding a regional dimension to your 2008-2009 marketing communications program.

## One Book Package:

### **Black & White:**

15% off Transport Trader, which includes posting online

### **Color:**

30% off In-Column Directory Listing Ad, including online One placement in **Today's Cargo News**

### **Discount:**

15% on purchase of handbooks

## Two Book Package:

### **Black & White:**

30% off In-Column Directory Listing ad, including online 8 placements in **Today's Cargo News**

### **Color:**

50% off In-Column directory Listing Ad, including online 16 placements in **Today's Cargo News**

### **Discount:**

20% on purchase of handbooks

## Three Book Package:

### **Black & White:**

50% off In-Column Directory Listing ad, including online 32 placements in **Today's Cargo News**

### **Color:**

100% off In-Column directory Listing Ad, including online 52 placements in **Today's Cargo E-News**

### **Discount:**

30% on purchase of handbooks

# **EARLY DECISION INCENTIVE - 2008**

Sign up within 1 month of campaign kick-off and receive **One FREE AD** the same size as your primary Ad.♦

**GOLDEN GATE  
Ports Handbook**

**PACIFIC NORTHWEST  
Ports Handbook**

**SOUTHERN CALIFORNIA  
Ports Handbook**

**2-Quarter Page Horizontal Ads**

(2nd Ad to be placed in another heading related to your business)

MARKET VALUE:

\$2,970.00 Color – \$1,240.00 Black & White

**- SPECIAL RATE -**

(EARLY DECISION INCENTIVE)

**YOU PAY ONLY:**

\$124.00 per month – Color: \$1,485.00

\$52.00 per month – Black & White: \$620.00

*2 month deposit required*

♦ Largest complimentary Ad for Ports Directories is a half page.