

WEST COAST PORT HANDBOOKS

Media Guide 2012

Contact Information:

ADVERTISING SALES —

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LISTING OR ADDITIONAL INFORMATION —

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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.

We are excited to offer the 2012 editions in print and digital formats. This will increase your listing reach and value. With each display ad, you will now be able to link and drive traffic to your website.

2012 Handbook Publishing Schedule:

2012 Pacific NW Ports – SEPT. 2011

Ad Close: July 8, 2011
Materials Close: July 15, 2011
Publishing Date: September, 2011
Region: Pacific Northwest Ports
Sponsor: The Marine Exchange of Puget Sound

2012 Golden Gate Ports – OCT. 2011

Ad Close: August 5, 2011
Materials Close: August 12, 2011
Publishing Date: October, 2011
Region: Bay Area Ports
Sponsor: The Marine Exchange of the San Francisco Bay Region

2012 So. California Ports – DEC. 2011

Ad Close: September 2, 2011
Materials Close: September 16, 2011
Publishing Date: December, 2011
Region: Southern California from San Diego to Long Beach, Los Angeles and Port Hueneme
Sponsor: The Marine Exchange of Southern California

2012 Advertising Rates and Production Requirements:*

10% discount for ads paid when insertion order is signed

	1 book	2 book	3 book	AD DIMENSIONS:	Width	Depth
FOUR COLOR:						
Cover (PNW/SoCal only)	\$2,500	\$2,500	N/A	Inside Front Cover (no bleed)	5-3/4"	8"
Outside Back Cover	\$4,295	\$3,865	\$3,480	Inside Front Cover (add 1/4" bleed)	6-1/8"	8-1/2"
Inside Front Cover	\$3,915	\$3,525	\$3,170	Inside Back Cover (no bleed)	5-3/4"	8"
Inside Back Cover	\$3,295	\$2,965	\$2,665	Inside Back Cover (add 1/4" bleed)	6-1/8"	8-1/2"
Tab Front (full page)	\$3,120	\$2,810	\$2,530	Outside Back Cover (no bleed)	5-1/2"	8"
Full Page (facing tab)	\$2,945	\$2,650	\$2,385	Outside Back Cover (add 1/4" bleed)	6-1/8"	8-1/2"
Full Page (ROP)	\$2,620	\$2,355	\$2,120	Tab (no bleed)	4-7/8"	8"
Half Page	\$1,915	\$1,820	\$1,725	Tab (including 1/8" bleed)	5-1/2"	8-3/4"
Quarter Page	\$1,485	\$1,410	\$1,340	Full Page (no bleed)	4-3/4"	8"
				Full Page (including 1/8" bleed)	5-3/4"	8-3/4"
BLACK & WHITE:				1/2 Page Horizontal	4-3/4"	4"
Full Page (ROP)	\$1,660	\$1,575	\$1,495	1/2 Page Vertical	2-1/4"	8"
Half Page	\$985	\$930	\$880	1/4 Page Horizontal	4-3/4"	2"
Quarter Page	\$620	\$590	\$560	1/6 Page Horizontal	4-3/4"	1-1/2"
Sixth Page***	\$300					

IN-COLUMN ADS:**

Add a logo and border to your listing for \$100.
 Includes a live link in the digital edition.

DIGITAL VERSION ADS:

Live links in the digital edition starting at \$25.

*All display ad pricing includes live links in your ad and listings in the digital edition.

**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.

***Pre-payment is required on sixth page ads.