

PRINT, DIGITAL & SPONSORSHIP OPPORTUNITIES

Effective marketing and promotional initiatives
focused on ports and port stakeholders throughout the Pacific Ocean.

1. Pacific Ports Magazine

Print publication with digital version published three times per year and mailed to over 2,000 ports and port stakeholders across the Pacific Ocean.



2. www.pacificports.org

APP's online presence promoting events, association updates, member news and current activities relevant to the Pacific Port community...viewed by over 1,900 visitors per month.



3. Semi-monthly Enews

Direct emails to 3,000 validated emails with current news, event promotions and member activities...



4. Events

Two conferences per year (Winter and Summer) to build relationships through networking, demonstrate leadership by sharing best practices, and apply lessons learned...attendees include port commissioners/directors, senior management, and operations personnel as well as stakeholders and supporters within the Pacific Port community.



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.

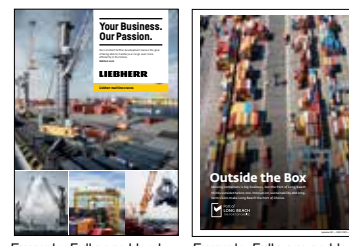
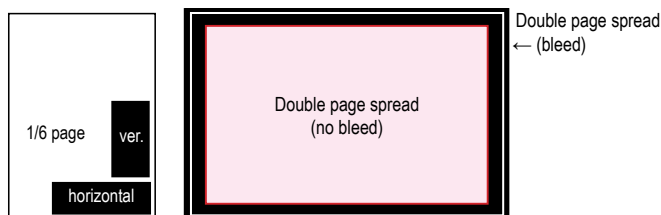
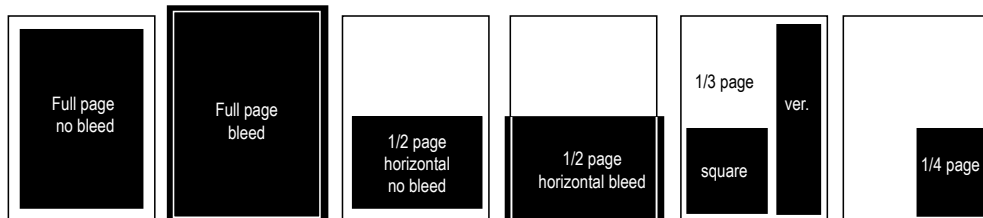
Print rates (Members receive a 10% discount!)

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

Contact Philippe Critot:

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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 to overall website traffic.

1 Month
US\$250

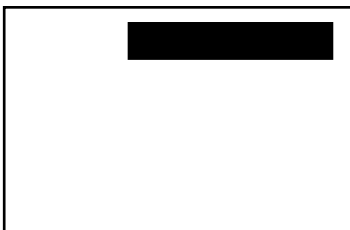
3 Months
US\$210 per month

6 Months
US\$185 per month

12 Months
US\$145 per month

Enews ads (per email):

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



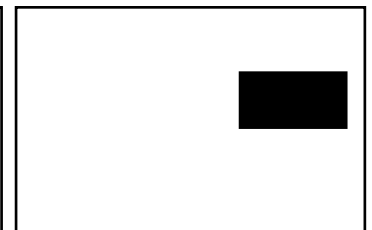
Top banner & E-news
(730x90)



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. Dropbox / FTP file transfer information available upon request.

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

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2024 MEDIA PLANNER EVENTS & KEY DATES

Annual (summer) and Winter Conferences

| Benefits / Sponsor Level | Fleet Admiral US\$10,000 | Admiral US\$5,000 | Commodore US\$4,000 | Captain US\$3,000 | Lieutenant US\$2,000 | Crew US\$1,000 |
|--|-----------------------------|----------------------|------------------------|----------------------|-------------------------|-------------------|
| Logo on pacificportsconference.com 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 Luau Dinner | ✓ | | | | | |
| Title sponsor for lunch; welcome reception; golf | | ✓ | | | | |
| Title sponsor for breakfast | | | ✓ | | | |
| Title sponsor for break/networking session | | | | ✓ | | |
| General sponsor (paired with sponsors on meals/events above) | | | | | ✓ | ✓ |
| 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 | ✓ | ✓ | | | | |

Please note: Sponsorships do not include conference registration. Additional opportunities not listed above (e.g., higher levels or value-adds such as lanyards, delegate bags, etc.) are available.

Conference locations and dates :

JANUARY 2024

January 24 to 26, O'ahu, Hawaii

SUMMER 2024

Kaohsiung, Taiwan

JANUARY 2025

Hawaii

SUMMER 2025

Umatilla, Oregon

JANUARY 2026

Hawaii

SUMMER 2026

Alaska

Key dates for 2024...

Pacific Ports Magazine:

| | October/23 | February/24 | July/24 | October/24 |
|------------------|------------------|-------------------|---------------|------------------|
| Book by: | October 4, 2023 | February 16, 2024 | July 12, 2024 | October 11, 2024 |
| Ad material due: | October 11 2023 | February 23, 2024 | July 19, 2024 | October 18, 2024 |
| Mailed by: | October 19, 2023 | February 29, 2024 | July 26, 2024 | October 25, 2024 |

Website banners:

Book by: The 15th of the month | Material due: The 25th of the month
Ads run for 30 days

Semi-monthly Enews:

Book by: The 1st for the mid-month Enews; The 15th for the month-end Enews | Material due: Three days prior

ASSOCIATION OF PACIFIC PORTS

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