

ADDED VALUE

DIRECT SALES

Presented as part of all port sales initiatives and in response to inquiries for information including international trade missions.

DIRECT MAIL

Direct mail throughout the southeastern United States to:

- Shipping and Vessel Operations
- Customs House Brokers, Ocean Freight Forwarders
- Steamship Agents, NVOCCs
- Consolidators, Stevedores, Interstate Truckers
- Railroads
- Other maritime related businesses listed in the Business Directory

TRADE SHOW

Distributed at Maritime Industry Trade Shows

WORLD WIDE WEB

Advertisements will be seen on the World-Wide-Web. The entire directory will have global access via the port's website at www.portmanatee.com.

YOUR KEY CUSTOMERS

Advertisers can send copies of the directory to their key customers and/or prospects. Extra copies are available; please see COMPLIMENTARY COPIES section.

TERMS AND CONDITIONS

COPY ACCEPTANCE

Publisher reserves the right to refuse any advertising considered objectionable as to wording or appearance or deemed inappropriate for the character and/or objectives of the publication. All advertising that resembles editorial will be labeled: ADVERTISEMENT.

PAYMENT TERMS

A 50 percent deposit is required upon signing of the space reservation order. The balance is due upon publication. Advertiser shall be liable for all legal fees and other costs incurred by publisher in the collection of any money due. These terms are strictly enforced with no exceptions.

CANCELLATIONS

The deadline is five days prior to closing date. Cover position contracts cannot be cancelled. Ad change deadline is same as closing date.

RESERVE YOUR AD TODAY!

Contact Jill VanderPol
941-722-6621
jvanderpol@portmanatee.com



The right turn on Tampa Bay

300 Tampa Bay Way
Palmetto, FL 34221
(941) 722-6621
www.portmanatee.com



The right turn on Tampa Bay

2011

OFFICIAL DIRECTORY RATE CARD



ADVERTISING RATES

Space rates for full color display advertising

PREMIUM POSITIONS

| | |
|-------------------------------------|---------|
| Double page | \$4,835 |
| Back cover..... | 3,500 |
| Inside front cover..... | 3,250 |
| Page 1 (first right hand page)..... | 3,250 |
| Inside back cover..... | 3,150 |
| Facing Table of Contents | 3,150 |

STANDARD POSITIONS

| | |
|---------------------------|-------|
| Full page | 2,950 |
| Half page island..... | 1,950 |
| Half page horizontal..... | 1,650 |
| Third page..... | 1,150 |
| Quarter page | 895 |

GUARANTEED POSITIONS

(if available).....add 10% to gross rate

COMPLIMENTARY COPIES

- Advertisers are provided complimentary copies in relation to the size of the advertisement.
- | | |
|-------------------------|------------|
| Premium Positions | 100 copies |
| Full page | 75 copies |
| Half page..... | 50 copies |
| Third page..... | 30 copies |
| Quarter page | 20 copies |
- Additional copies are available for purchase.

AD ARTWORK SERVICES

Advertisers may purchase ad layout services for an amount equal to 15 percent of the display advertising cost. Copy, photographs, artwork and logos must be furnished.

DEADLINES

| | |
|-----------------------------|------------------|
| Ad Space Closing..... | October 4, 2010 |
| Receipt of Ad Artwork | October 11, 2010 |
| Publication..... | January 2011 |

PRODUCTION GUIDELINES

PAGE TRIM SIZE:

8 1/2" wide X 11" deep

Please keep all live matter on full page bleed ads at least 3/8" from trim edges and gutter

- AD SIZE SPECIFICATIONS -

| | Non-Bleed Width/Depth | Bleed Width/Depth |
|-----------------------|--------------------------|----------------------|
| Double page | 15.75" X 9.75" | 17.25" X 11.25" |
| Full page | 7.25" X 9.75" | 8.75" X 11.25" |
| Half page horizontal | 7.25" X 4.625" | — |
| Half page island | 4.7" X 7.25" | — |
| Third page horizontal | 7.25" X 3.125" | — |
| Third page square | 4.7" X 4.625" | — |
| Quarter page square | 4.7" X 3.388" | — |
| Quarter page vertical | 3.388" X 4.7" | — |



Double page



Full page



Half page horizontal



Half page island



Third page horizontal



Third page square



Quarter page square



Quarter page vertical

TO PLACE AN ADVERTISING ORDER

Send an e-mail to Jill VanderPol at jvanderpol@portmanatee.com. Please indicate:

- Ad Size
- Premium Position Request (if applicable)
- Any Special Requests

All orders must be received by Ad Space Closing date: **October 4, 2010**

- FREE LISTING -

All advertisers receive a free Business Directory listing in the Blue Pages section of the book. Please include the following information with your advertising order:

- Company Name
- Address
- Telephone
- Fax
- Website

DIGITAL ARTWORK

PRE-PRESS CHECKLIST

ADVERTISING ARTWORK REQUIREMENTS:

- Conform to ad size specifications
- Use CMYK colors
- Export the ad in a pdf file format
 - Hi-Resolution (300 pixels per inch)
 - Fonts and Images Embedded

E-MAIL DIGITAL ARTWORK ATTACHMENT TO:

jvanderpol@portmanatee.com
or mail digital artwork on disc to:
Port Manatee – Communications
300 Tampa Bay Way • Palmetto, FL 34221

