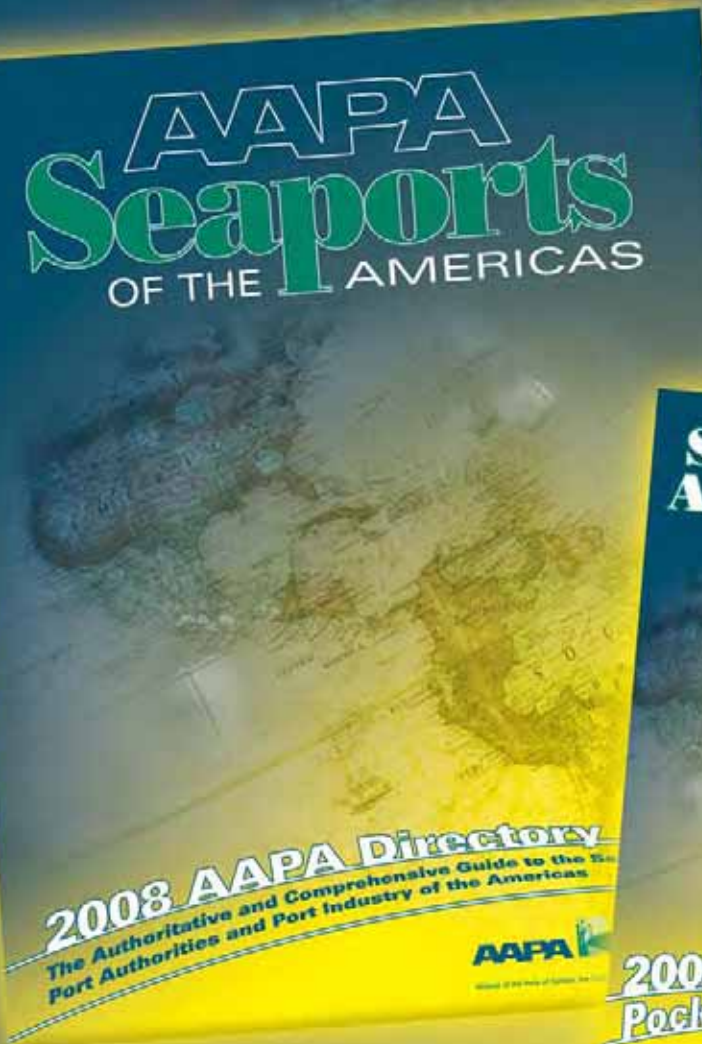


POWER YOUR BRAND

in print, online & on target

Integrate your print & online advertising to this highly targeted audience of seaport, port authority and port services industry.



Seaports of the Americas AAPA Directory

This official 2008 AAPA Annual Directory is a strategic industry resource and comprehensive reference guide to seaports, port authorities and those who service the port industry throughout the western hemisphere. It is used daily throughout the industry for its detailed port profiles, port staff contacts, port industry statistics, port rankings, and other industry-related content, including AAPA's official PORT INDUSTRY SERVICES DIRECTORY; with listings of port services and equipment companies. This directory will be distributed in March 2008, both in print and online.

Let the power of this 2008 AAPA Directory be your marketing vehicle to brand your organization, deliver your key messages, and at the end of the day, drive results.

AAPA Seaports Magazine (In English & Spanish)

The AAPA Seaports Magazine is published 3x/year and covers the port industry's current events and issues of the day... seaport security, landside transportation & port cargo congestion, port infrastructure investments, maritime legislation, environmental issues, dredging, disaster preparedness/response/recovery, and so much more.

Final editorial focus for each issue will be communicated three months prior to each publication; posted on www.seaports.com and promoted on the Seaports Press Review newsletter (sign up today for this FREE newsletter by visiting www.seaportspr.com). Early indications are: June - The changing dynamics of world trade, September - Public (mis) perceptions about Seaports, December - Port environmental achievements.

AAPA Seaports Magazine Readership Survey

2006 was the 1st-ever AAPA Seaports Magazine Readership Study, conducted shortly after the Annual Fall AAPA Convention. Over 1,000 key circulation contacts received the email survey, resulting in over a 12% response rate. The complete 2006 survey results can be viewed on www.seaportsinfo.com (AAPA magazine link) but here are a few facts as a result of advertising:

- 78% have either purchased or recommended an advertised product or service, visited an advertisers website, discussed and/or passed-along an ad to a colleague for review
- 58% regularly search the [seaportsinfo.com](http://www.seaportsinfo.com) website for AAPA member products, services and company details
- 40% of the respondents have middle management titles, while another 40% have titles of President, CEO, Principal or Executive Director.

The 2007 survey will take place soon after the Fall AAPA Convention in Norfolk, VA., with the results posted on www.seaportsinfo.com in Nov/Dec 2007. The numbers speak for themselves... for exceptional editorial and to ensure your message reaches this highly-targeted industry sector, AAPA Seaports Magazines should be part of your overall strategic and tactical marketing campaign.

2009 Annual Pocket Guide

The 2009 Annual AAPA Pocket Guide will be published within a few months after the Annual Fall AAPA Convention in Anchorage, Alaska.

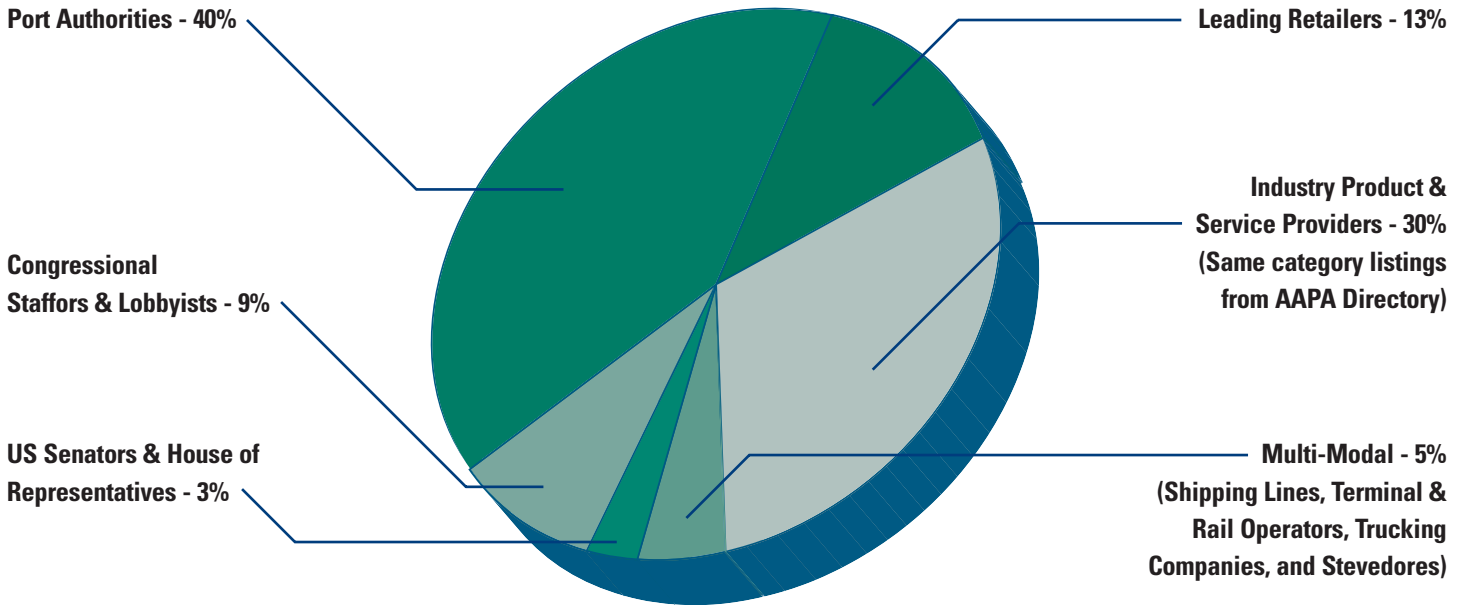
There are limited print advertising opportunities... seven pages in total, however if you lock-in your advertisement early you'll be guaranteed an open position, and greater visibility of your brand.

Distributed to 1,000 key contacts & your potential customers... AAPA's elected officers, executive committee, board of directors, corporate member roster, committee rosters, and AAPA staff.



4,500 Total Circulation Breakdown for the Directory & Magazines:

Circulation of the AAPA Seaports Magazine has been significantly enhanced for the benefit of all AAPA members and advertisers. Along with port authorities, industry product and service providers, and the entire multimodal community, you can now ensure your message and industry issues reach federal policymakers and their staffs (U.S. senators and representatives with coastal and Great Lakes seaports in their districts), congressional staffers, lobbyists, the world's leading retailers and shippers -- it's clearly a high-profile audience of readers.



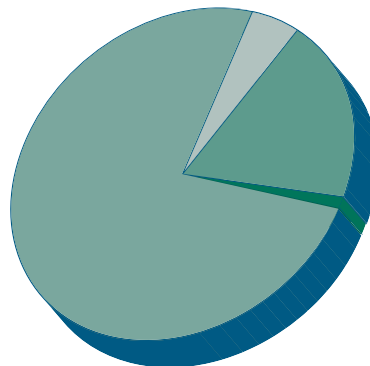
Bonus Magazine Distribution at all AAPA Events and Seaports conferences including:

- | | |
|---|---|
| Cruise Seminar | Port Security Seminar and Exhibition |
| Latin American/Caribbean Executive Management Conference | Marine Terminal Management Training Program |
| Port Administration/Legal Issues Seminar | Facilities Engineering Seminar |
| Spring Conference | Annual AAPA Conference |
| XVII Latin American Ports Congress | TOC Events (Americas, Asia & Europe) |
| Port Operations/Safety and Information Technology Seminar | Maritime Security Expo |
| Executive Management Conference | Transcomp-NITL/IANA |
| Port Directors Seminar | Seatrade Cruise Shipping Convention |
| Public Relations Seminar | PANYNJ Port Industry Day |
| Commissioners Seminar | Intermodal South America |

...as well as the many of the JOC conferences (i.e., TPM - Trans-Pacific Maritime, Annual Breakbulk, Canada-Asia Maritime, Breakbulk Europe, Short Sea Shipping, & CTL - China Trade & Logistics)

Circulation Breakdown by Geography:

- USA75%
- Canada5%
- Mexico, Caribbean, Latin America19%
- Europe & Asia1%



Print Advertising Rates and Specifications

Ad Type	Seaports of the Americas AAPA Directory - March	AAPA Seaports Magazine June/Sept/Dec		SEAPORTS SERIES* 3x Magazine + 1x Annual		2009 Pocket Guide Limited Advertising
	1x annual	1x	3x	program rate	per insertion rate	December
Back Cover	\$5,300	\$4,225	\$4,100	\$16,720	\$4,180	\$2,400
Inside Front Cover	\$5,300	\$4,225	\$4,100	\$16,720	\$4,180	\$2,000
Inside Back Cover	\$4,850	\$3,800	\$3,675	\$15,080	\$3,770	\$2,000
Section Divider	\$5,000	n/a	n/a	n/a	n/a	n/a
Page 1 (full page 4/color)	Reserved AAPA	\$4,175	\$4,050	n/a	n/a	n/a
Page 3 (full page 4/color)	\$4,950	\$4,100	\$3,975	\$16,050	\$4,012	n/a
Page 5 (full page 4/color)	\$4,850	\$4,000	\$3,875	\$15,650	\$3,912	n/a
Page 7 (full page 4/color)	\$4,750	\$3,925	\$3,800	\$15,350	\$3,837	n/a
Full Page 4/c (ROP)	\$4,500	\$3,800	\$3,675	\$14,750	\$3,687	\$1,600 (4 positions)
Full Page B&W (ROP)	\$3,700	\$3,250	\$3,125	\$12,425	\$3,106	n/a
1/2 Page 4/c	\$2,725	\$2,450	\$2,325	\$9,200	\$2,300	n/a
1/2 Page B&W	\$2,150	\$2,050	\$1,925	\$7,500	\$1,875	n/a
1/3 Page 4/c	\$2,100	\$1,975	\$1,850	\$7,250	\$1,812	n/a
1/3 Page B&W	\$1,675	\$1,700	\$1,575	\$6,075	\$1,518	n/a
1/4 Page 4/c	\$1,625	\$1,600	\$1,450	\$5,675	\$1,418	n/a
1/4 Page B&W	\$1,150	\$1,150	\$1,000	\$3,940	\$985	n/a

Shown above are Gross Rates.

***Seaports Series:** This is the **Best Value** for your advertising dollar! 5% discount applied to multi-insertion ad rate. Ad sizes may differ between insertions.

AAPA member advertisers receive an additional 5% discount off rates

after 15% agency discount, if applicable.

- 15% agency discount allowed for hi-resolution (300 dpi) CMYK .tiff, .pdf or .eps composed, final ad files.
- Ad files requiring any editing, modification, resizing or rework by publisher will not qualify for 15% discount allowance and will be charged gross rate shown above. Additional layout & design charges may apply in some cases and must be agreed to by advertiser and publisher prior to acceptance of ad for publication.
- Want to place two ads in the same issue? 10% discount allowed on 2nd display ad.
- All display ads include up to two (2) "Ad Feature" listings with ad page number reference in the AAPA PORT INDUSTRY SERVICES DIRECTORY, in print and online.
- All display ads include "Who's Who!" listing online and link to your website.

Publication Deadlines:

	Ad closing	Materials due
AAPA Seaports of the Americas Directory - March	January 23, 2008	January 29, 2008
Seaports Summer Magazine - June	May 9, 2008	May 15, 2008
Seaports Fall Magazine - September	August 14, 2008	August 20, 2008
Seaports Winter Magazine - December	November 14, 2008	November 20, 2008
2009 AAPA Pocket Guide - December	November 13, 2008	November 16, 2008

Mechanical Requirements:

Full pg trim: 8.5" w x 11" h	1/2 pg horizontal: 7" w x 4.75" h
Full pg bleed: 8.75" w x 11.25" h	1/3 pg square: 4.625" w x 4.75" h
Full pg live matter: 7" w x 10" h	1/4 pg standard: 3.5" w x 4.75" h
1/2 pg island: 4.625" w x 7" h	1/4 pg horizontal: 7" w x 2.375" h

Pocket Guide:

Full page trim: 3.5" w x 8.5" h
Full page bleed: 3.75" w x 8.75" h
Full page live matter: 3" w x 8" h

Send ad materials to:

Attention: Noelle LaPorta
33 Washington Street, 13th Floor, Newark, NJ 07102
Email: nlaporta@joc.com

Online Advertising

As an added branding benefit you can integrate your AAPA Directory and Magazine print advertising with online banner advertising. Each month, thousands of online users search the AAPA Directory link at www.aapadirectory.com... both the alphabetical and listing category sections.

It's the perfect venue to showcase your brand and message, while driving prospective clients to your website. For optimum branding value, put this year-round branding resource to work for you.

All banner ads will be sold on a three and six month cycle...and, as you can see from these screen shots, you have a few options:

1. Full banner ad at the top, which will give you exclusive run of site for optimum exposure
2. Full banner ad below the mast-head (in the center), which will rotate banners and ensure your message complements your print campaign - will also have run of site
3. Square button banners on the right are also available to meet your online exposure needs - on the home page only



Online Banner Requirements

Full Banner 468 x 60 Pixels
Square Button 125 x 125 Pixels
Format: .gif, .jpg

Online Banner Advertising Net Rates for Print Advertisers:

Banner Ads	3 months	6 months	12 months
Full Banner ad at the top (run of site)	\$950	\$1,650	\$3,000
Full banner ad rotating below the mast-head (run of site) (maximum three banners)	\$775	\$1,250	\$2,100
Square button banners (individual)	\$350	\$600	\$1,100

Bottom line, thousands of viewers visit and search the AAPA Official Directory online at www.aapadirectory.com... don't miss your opportunity to deliver your message and capture this segment of industry decision-makers.

2008 Directory Listing Categories

Architects & Planners
Associations & Trade Organizations
Attorneys
Automobile Transport & Processing
Bulk Handling - Equipment & Services
Bunkering/Marine Fuels
Cables - Power, Equipment & Systems
Canine Detection (K-9) Services
Cargo Inspection/Detection Technologies
Classification & Certification Services
Computer Systems, Software & Technologies
Conferences, Trade Shows & Exhibitions
Construction Management
Consultants - Port & Industry
Container & Chassis Sales & Leasing
Container Handling - Equipment & Services
Corrosion Protection Systems
Cranes - Equipment & Services
Cruise Port Equipment, & Services
Diesel & Engine Services
Diving & Underwater Services
Dredging
Economic Development – Maritime
Electrification Equipment & Systems
Engineering
Environmental Engineering & Consulting
Equipment Leasing Sales & Financing
Executive Search Services
Fendering - Dock & Marine
Financial Services – Industry
Foreign Trade Zone (FTZ)
Fumigation Services
Government Agencies & Services (U.S.)
Government Agencies & Services (Intl')
Governmental Relations Specialists

Hazardous Materials Handling & Transport
Heavy Lift Equipment & Services
Information Technology - Port & Industry
Insurance & Risk Management
Logistics & Intermodal Services & Equipment
Marine Construction
Marine Construction - Equipment & Supplies
Marine Electronics & Communications
Marine Equipment & Supplies
Maritime Economic Development
Maritime Education & Training
Maritime Equipment Maintenance
Marketing, Advertising & Public Relations
Material Handling & Storage
Navigation Systems & Technologies
Petroleum & Petrochemicals Industry
Piling, Docks & Wharves
Port Development, Design & Planning
Publishing - Industry & Trade
Rail Equipment & Services
Real Estate & Property Management
Rope, Wire & Cable Products
Salvage
Security Systems, Services & Technologies
Shipyards & Ship Repair
Shipping Lines & Agents (AAPA members only)
Stevedoring & Cargo Handling
Structures & Shelters
Surveyors - Marine
Terminal Operators
Terminal Technologies & Systems
Testing Laboratories & Services
Towing, Tug & Harbor Services
Trucking - Intrastate & Interstate
VTIS - Vessel Traffic Information Services

Published in association with the American Association of Port Authorities by Seaports Publications Group, a division of Commonwealth Business Media, Inc.
note: The Publisher reserves the right to consolidate any listings, including paid listings, under any category and/or categories as we may deem to be appropriate at our sole discretion. Thank you!

Port Business Directory Listings

Color feature listing (includes 40-word text) in print & online \$350.00
All firms listed in the Port Business Directory receive a listing in print and online with a link (as applicable) in the online version of the 2008 AAPA Official Directory at www.aapadirectory.com

To reserve your ad space, or for additional information, please contact:

David Cantwell, Associate Publisher, Seaports Publications Group
3400 Lakeside Drive, Suite 515, Miramar, Florida 33027
Tel: 800.991.9994/954.628.0058 ext.173 Email: dcantwell@joc.com
or your local JOC Shipper Group sales representative.



Alliance of the Ports of Canada, the Caribbean, Latin America and the United States
www.aapa-ports.org

