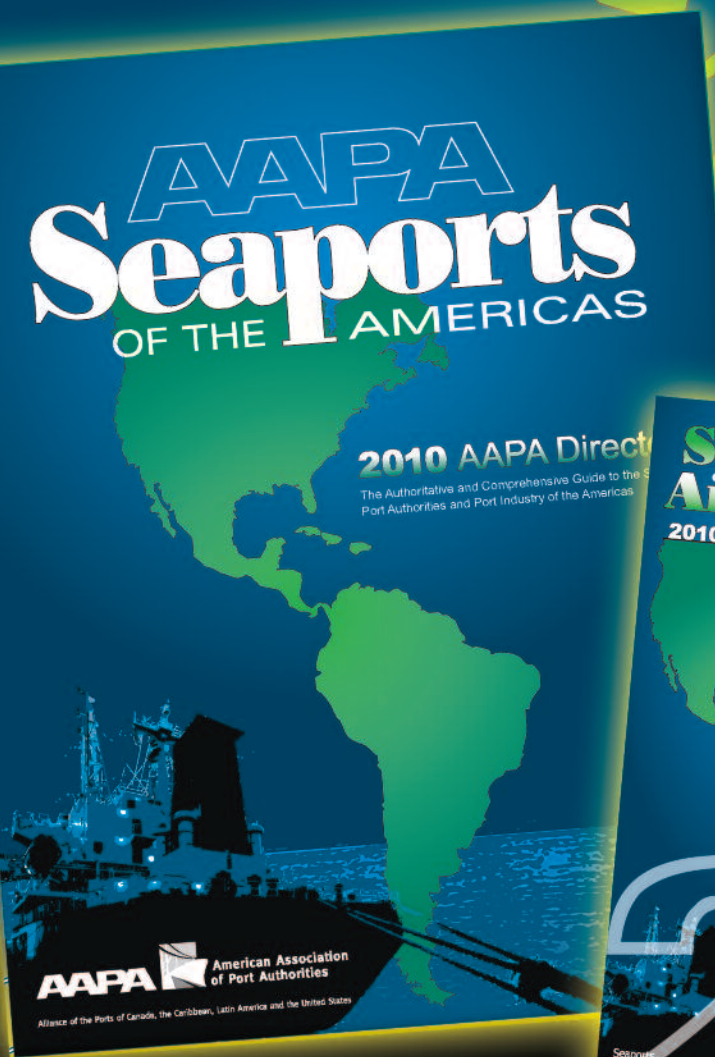


POWER YOUR BRAND

in print, online & on target

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



2011

Seaports of the Americas AAPA Directory

This official 2011 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 2011, both in print and online.

Let the power of this 2011 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

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.

The AAPA Seaports Magazine is published three times a year and covers the port industry's current events and issues of the day...2011 editorial calendar:

- **Summer '2011** - THEME: Freight: A Pressing Priority for Future Competitiveness
- **Fall '2011** - THEME: Port Community Investments Generate Significant Rewards
- **Winter '2011/2012** - THEME: Safeguarding Commerce in an Era of Uncertainty

The detailed 2011 editorial calendar can be found online at: www.aapaseaports.com.

AAPA Seaports Magazine Readership Survey

AAPA Seaports Magazine Readership Study was conducted shortly after the 2009 AAPA Convention. Over 1,200 key circulation contacts received the email survey, resulting in a 4.5% response rate. The complete 2009 survey results can be viewed on www.aapaseaports.com but here are a few facts as a result of advertising:

- **58%** 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
- **36%** regularly search the 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 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.

2012 Annual Pocket Guide

The 2012 Annual AAPA Pocket Guide will be published in December 2011.

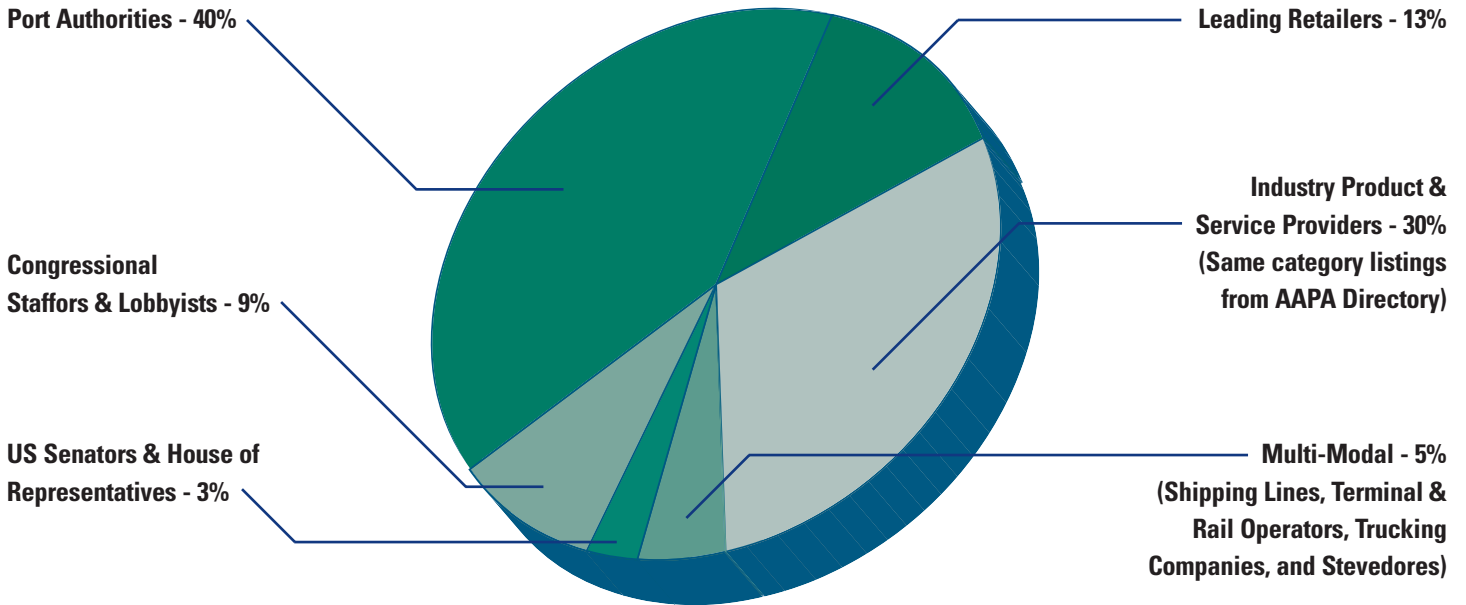
There are limited print advertising opportunities... seven pages in total, however if you lock-in your advertisement early you'll be guaranteed an open position, and greater visibility of your brand.

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.



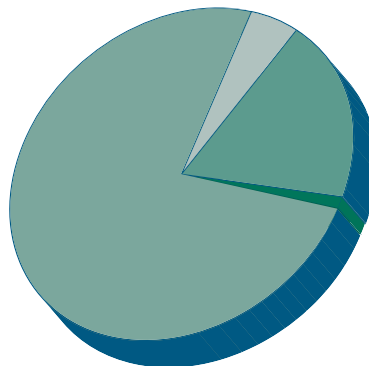
Bonus Magazine Distribution at all AAPA Events and Seaports conferences including:

- | | |
|---|---|
| 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		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 with your company logo, linked to your website.
- 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 31, 2011	February 1, 2011
Seaports Summer Magazine - June	May 16, 2011	May 19, 2011
Seaports Fall Magazine - September	August 2, 2011	August 5, 2011
Seaports Winter Magazine - December	December 4, 2011	December 8, 2011
2012 AAPA Pocket Guide - December	December 1, 2011	December 1, 2011

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: Tracey Fiuza
33 Washington Street, 13th Floor, Newark, NJ 07102
Email: tfiuza@joc.com

COMPLETE ONLINE AND PRINT BRANDING OFFER

Both the AAPA Seaports Magazine (HYPERLINK www.aapaseaports.com) and Seaports of the Americas Directory (HYPERLINK www.aapadirectory.com) are offered online in addition to the print circulation. Over 1,000 users per month visit each site and traffic is growing with each new issue. Premium banner ad positions are available on the home pages of the magazine and directory sites...AND each ad program in the print edition also includes enhanced listing in the online directory as well as premium branding in the online magazine pages.

Additional Online Advertising Options:

1. Premium, run-of-site banner ad positions at masthead of both the magazine and directory site.
2. Full banner below masthead, max 3-ad rotation. Print & Online branding included with every advertising program.
3. Every print ad program also includes Feature Listing of your company details in up to three business categories in the online directory.
4. Online "Featured Results" ranked by total advertising program dollar value
5. Complete page-by-page Seaports Magazine available online
6. Your logo - linked to your website - featured in the HTML version of the online magazine.

Online Banner Requirements

Full Banner: 468 x 60 pixels

Square button: 125 x 125 pixels

Formats: .gif or .jpg (under 40k)

Animated Gif is acceptable (3 Loop Maximum)

Online Banner Advertising Net Rates for Print Advertisers:

Full banner ad:

Below the mast-head centered (run of site),
three company banner max in rotation

6 months \$300/month

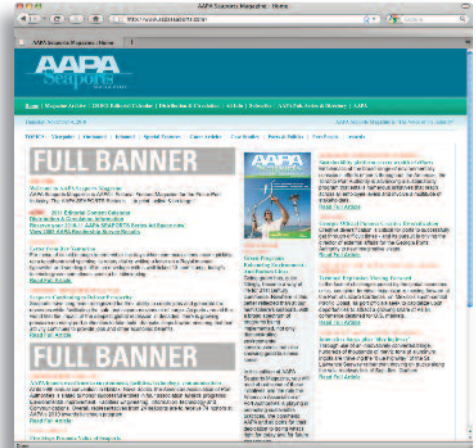
12 months \$250/month

Square button banners (individual)

3 months \$200/month

6 months \$175/month

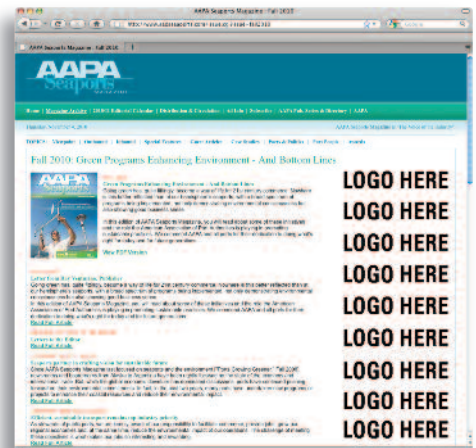
12 months \$150/month



Every display ad program in the Seaports of the Americas Directory includes enhanced company listing, with your logo, in the online edition.



Banner advertising on the Online editions of Seaports Magazine and SOA Directory



Seaports Magazine print display ad programs include your company logo, linked to your website, in the online magazine

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

2011 Directory Listing Categories

Architects & Planners	Hazardous Materials Handling & Transport
Associations & Trade Organizations	Heavy Lift Equipment & Services
Attorneys	Information Technology - Port & Industry
Automobile Transport & Processing	Insurance & Risk Management
Bulk Handling - Equipment & Services	Logistics & Intermodal Services & Equipment
Bunkering/Marine Fuels	Marine Construction
Cables - Power, Equipment & Systems	Marine Construction - Equipment & Supplies
Canine Detection (K-9) Services	Marine Electronics & Communications
Cargo Inspection/Detection Technologies	Marine Equipment & Supplies
Classification & Certification Services	Maritime Economic Development
Computer Systems, Software & Technologies	Maritime Education & Training
Conferences, Trade Shows & Exhibitions	Maritime Equipment Maintenance
Construction Management	Marketing, Advertising & Public Relations
Consultants - Port & Industry	Material Handling & Storage
Container & Chassis Sales & Leasing	Navigation Systems & Technologies
Container Handling - Equipment & Services	Petroleum & Petrochemicals Industry
Corrosion Protection Systems	Piling, Docks & Wharves
Cranes - Equipment & Services	Port Development, Design & Planning
Cruise Port Equipment, & Services	Publishing - Industry & Trade
Diesel & Engine Services	Rail Equipment & Services
Diving & Underwater Services	Real Estate & Property Management
Dredging	Rope, Wire & Cable Products
Economic Development – Maritime	Salvage
Electrification Equipment & Systems	Security Systems, Services & Technologies
Engineering	Shipyards & Ship Repair
Environmental Engineering & Consulting	Shipping Lines & Agents (AAPA members only)
Equipment Leasing Sales & Financing	Stevedoring & Cargo Handling
Executive Search Services	Structures & Shelters
Fendering - Dock & Marine	Surveyors - Marine
Financial Services – Industry	Terminal Operators
Foreign Trade Zone (FTZ)	Terminal Technologies & Systems
Fumigation Services	Testing Laboratories & Services
Government Agencies & Services (U.S.)	Towing, Tug & Harbor Services
Government Agencies & Services (Intl')	Trucking - Intrastate & Interstate
Governmental Relations Specialists	VTIS - Vessel Traffic Information Services

Published in association with the American Association of Port Authorities by Seaports Publications Group, a division of UBM Global Trade.

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 (with logo) \$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 2011 AAPA Official Directory at www.aapadirectory.com

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

Cindy Cronin • JOC • 800-991-9994/954-628-0058 Ext. 131 • E-Mail: ccronin@joc.com

www.aapadirectory.com • www.aapaseaports.com

