

## 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](http://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  
or Steve Tyndal at:  
941-722-6621  
[jvanderpol@portmanatee.com](mailto:jvanderpol@portmanatee.com)  
[styndal@portmanatee.com](mailto:styndal@portmanatee.com)



The *right* turn on Tampa Bay

300 Tampa Bay Way • Palmetto, FL 34221  
(941) 722-6621  
[www.portmanatee.com](http://www.portmanatee.com)



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# 2010

## 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
- Advertisers may purchase additional copies for 50¢ per copy, plus appropriate Florida state sales tax.

## PRODUCTION GUIDELINES

PAGE TRIM SIZE:

8 1/2" wide X 11" deep

Please keep all live matter 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"	—



Full page



Half page horizontal



Half page island



Third page horizontal



Third page square



Quarter page square

## 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

A digital proof for confirmation will be sent for final approval.

Please mail to:

Port Manatee - Communications  
 300 Tampa Bay Way  
 Palmetto, FL 34221  
 (941) 722-6621

### 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 19, 2009  
 Receipt of Ad Artwork ..... October 30, 2009  
 Publication.....January 2010



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