

SEAPORTS

AAPA
» MEDIA

YOUR CONNECTION TO THE
\$8.6 TRILLION PORT INDUSTRY



Alliance of the Ports of Canada, the Caribbean, Latin America and the United States

MEDIA PLANNER

CONTACT:

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Media Director
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aland@naylor.com

AAPA SEAPORTS MAGAZINE print & digital editions

AAPA website advertising

AAPA SEAPORTS ADVISORY weekly eNewsletter

AAPA DIRECTORY – SEAPORTS OF THE AMERICAS
print & digital editions

AAPA POCKET GUIDE

AAPA SEAPORTS MEDIA website advertising

AAPA INDUSTRY SERVICES DIRECTORY online

Connect with leaders in the \$8.6 trillion port industry

About AAPA

We represent key leaders at nearly every top seaport in the United States. We also represent the top ports in Latin America, the Caribbean, and Canada.

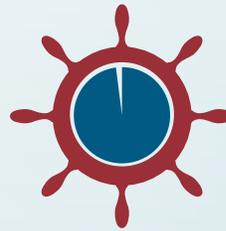
Promote your company to decision-makers spending an average of **more than \$9 billion** each year on port-related improvements.



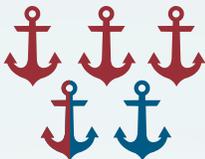
Contact your Naylor account executive to reserve your space in AAPA media.



95% of respondents use or read multiple AAPA products and publications



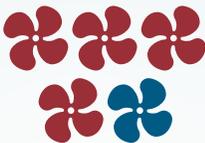
Nearly 100% of respondents find *Seaports Magazine* relevant to their organization



Nearly **4 out of 5** readers influence and/or approve purchases for their organization



3 out of 4 of *Seaports Magazine* readers say their organization spends at least \$1 million on capital products each year, nearly half of which spend over \$10 million annually

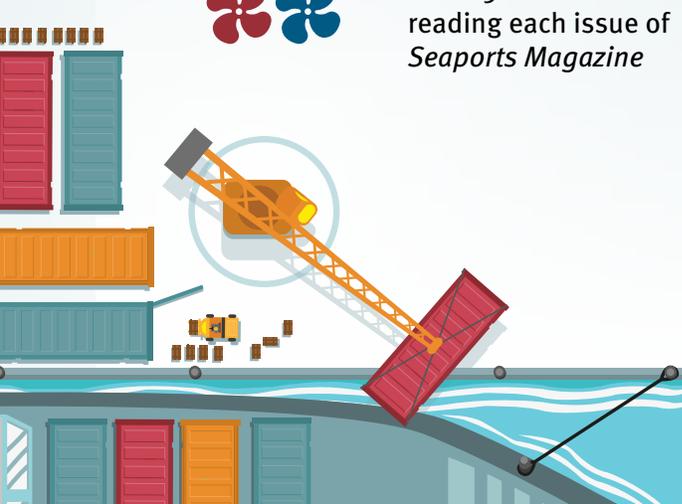


4 out of 5 respondents spend more than 15 minutes reading each issue of *Seaports Magazine*



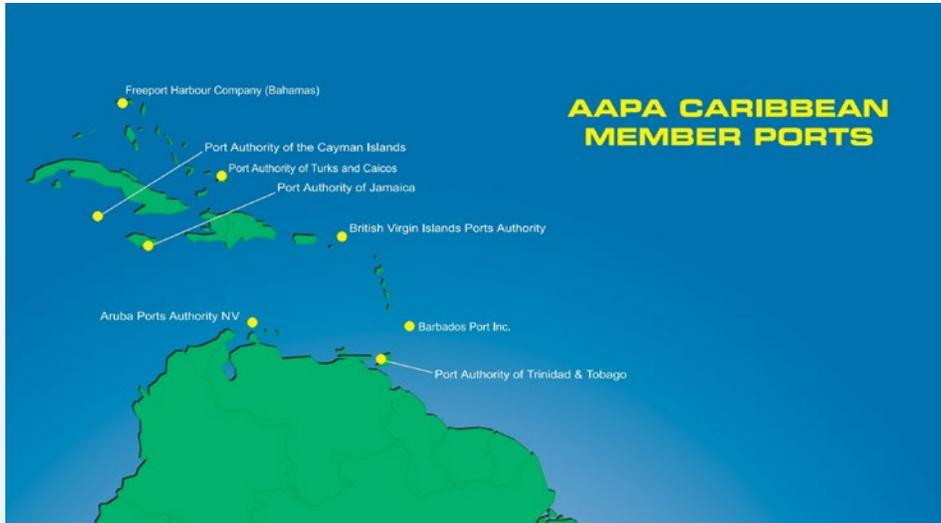
88% of respondents agree that *Seaports Magazine* is interesting, easy to read, well-designed and visually appealing

*2017 AAPA *Seaports Magazine* Readership Survey



Who We Are

AAPA represents the top ports in the Western Hemisphere



We also represent the top ports in Latin America and the Caribbean, including:

CARIBBEAN/LATIN AMERICA:

- Altamira, México
- Bridgetown, Barbados
- Buenaventura, Colombia
- Buenos Aires, Argentina
- Freeport, Bahamas
- George Town, Cayman Islands
- Guayaquil, Ecuador
- Veracruz, México
- Kingston, Jamaica
- Lázaro Cárdenas, Michoacán
- Manzanillo, Colima
- Oranjestad, Aruba
- Panama Canal, Panama
- Phillipsburg, Sint Maarten
- Port Castries, St. Lucia
- Progreso, México
- Willemstad, Curaçao



Who We Are

AAPA represents the top ports in the Western Hemisphere

We also represent the top ports in Canada, including:

CANADA:

Halifax, Nova Scotia

Montreal, Quebec

Prince Rupert, British Columbia

Vancouver, British Columbia



Alliance of the Ports of Canada, the Caribbean, Latin America and the United States



Print Options



AAPA Seaports Magazine print edition

Distributed to 3,500 members, industry leaders and subscribers, *AAPA Seaports Magazine* is AAPA's official quarterly magazine.

AAPA Seaports Magazine digital edition

In addition to print, *AAPA Seaports Magazine* is available in a fully interactive digital edition.



AAPA Pocket Guide

Available to AAPA corporate members, this annual pocket guide provides up-to-date contact and industry information.

AAPA Directory – Seaports of the Americas print edition

AAPA's comprehensive annual profile & directory of the port authorities, terminal operators and port services industry.



AAPA Directory – Seaports of the Americas digital edition

Also available in a fully interactive digital edition, *Seaports of the Americas* will be posted to the AAPA website.



Alliance of the Ports of Canada, the Caribbean, Latin America and the United States

Net Advertising Rates

AAPA Seaports Magazine | Seaports of the Americas | AAPA Pocket Guide

Full Color	1X	2-3X	4-5X
Double Page Spread	\$5,329.50	\$4,799.50	\$4,259.50
Outside Back Cover	\$3,639.50	\$3,299.50	\$2,969.50
Inside Front or Inside Back Cover	\$3,509.50	\$3,169.50	\$2,839.50
Tab (directory only)	\$3,359.50	\$3,019.50	\$2,689.50
Full Page	\$3,189.50	\$2,869.50	\$2,549.50
2/3 Page	\$2,629.50	\$2,369.50	\$2,099.50
1/2 Page Island (magazine only)	\$2,339.50	\$2,109.50	\$1,869.50
1/2 Page	\$2,029.50	\$1,829.50	\$1,619.50
1/3 Page	\$1,619.50	\$1,459.50	\$1,299.50
1/4 Page	\$1,229.50	\$1,109.50	\$979.50
1/6 Page	\$969.50	\$869.50	\$779.50
1/8 Page	\$669.50	\$599.50	\$539.50

Black & White	1X	2-3X	4-5X
Double Page Spread	\$3,709.50	\$3,339.50	\$2,969.50
Full Page	\$2,109.50	\$1,899.50	\$1,689.50
2/3 Page	\$1,729.50	\$1,559.50	\$1,379.50
1/2 Page Island (magazine only)	\$1,539.50	\$1,389.50	\$1,229.50
1/2 Page	\$1,349.50	\$1,209.50	\$1,079.50
1/3 Page	\$1,069.50	\$959.50	\$859.50
1/4 Page	\$809.50	\$729.50	\$649.50
1/6 Page	\$649.50	\$579.50	\$519.50
1/8 Page	\$489.50	\$439.50	\$389.50



Members receive a 5% discount on print rates

Revisions and Proofs: \$50
Position Guarantee: 15% Premium



*All rates include a direct link from your company's ad to your website in the digital edition of AAPA Seaports Magazine and/or Seaports of the Americas.

AAPA Pocket Guide – Full Color Rates

Outside Back Cover	\$2,769.50
Inside Front or Inside Back Cover	\$2,709.50
Full Page	\$2,029.50
1/2 Page	\$1,209.50

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.



Net Advertising Rates

Seaports of the Americas

Full Color	1X
Double Page Spread	\$5,489.50
Outside Back Cover	\$3,669.50
Inside Front or Inside Back Cover	\$3,539.50
Tab (directory only)	\$3,459.50
Full Page	\$3,289.50
2/3 Page	\$2,709.50
1/2 Page	\$2,089.50
1/3 Page	\$1,669.50
1/4 Page	\$1,269.50
1/6 Page	\$999.50
1/8 Page	\$689.50

Black & White	1X
Double Page Spread	\$3,819.50
2/3 Page	\$1,779.50
1/2 Page	\$1,389.50
1/3 Page	\$1,099.50
1/4 Page	\$829.50
1/6 Page	\$669.50
1/8 Page	\$499.50



Members receive a 5% discount on print rates

Revisions and Proofs: \$50
Position Guarantee: 15% Premium

*All rates include a direct link from your company's ad to your website in the digital edition of *Seaports of the Americas*.

**All members who purchase a 1/2 page full-color ad or larger in *Seaports of the Americas* will receive a complimentary 100-word profile in the Port Services section of the directory

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.



Digital Edition

Seaports of the Americas

SEAPORTS

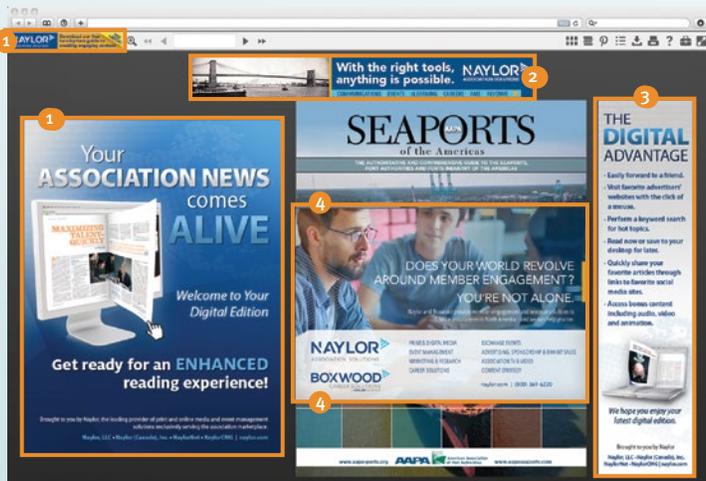
AAPA

» MEDIA

In addition to print, *Seaports of the Americas* is also available to readers in fully interactive digital versions. Viewers can virtually flip through the pages, forward articles of interest and click an ad to be redirected to the company's website.

Members and readers receive the directory via email, and will be available on the *AAPA Seaports Media* website or the AAPA website. An archive of the last year's issue is available, ensuring longevity for your online presence.

Digital edition branding opportunities are exclusive and are awarded on a first-come, first-served basis.



2 Digital Leaderboard | \$1,089.50 per issue

The leaderboard ad is displayed the entire time the digital edition is open at the top of the digital edition, giving your message constant and lasting exposure.

3 Skyscraper | \$1,199.50 per issue

The skyscraper ad displays the entire time the digital edition is open.

4 Digital Belly Band | \$739.50 per issue

1 Sponsorship & Toolbar Combo | \$929.50 per issue

Your message will be prominently displayed directly across from the cover of the directory. Your company name will also be displayed on the toolbar, found at the top left of every corner page of the digital edition.

*Ask your Naylor account executive about frequency discounts.

Digital Insert – Double Page Spread | \$2,040 per issue

Digital Insert – Full Page | \$1,140 per issue

(Limit of 4 Digital Inserts per issue)

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.



Digital Edition

AAPA Seaports Magazine

SEAPORTS

AAPA
» MEDIA

EXTEND YOUR PRINT ADVERTISING INVESTMENT WITH THE UNIQUE BENEFITS OF DIGITAL MEDIA.

Seaports is available in a fully interactive digital magazine. Our digital edition is mobile responsive and HTML-optimized, providing readers with an exceptional user experience across all devices. The digital magazine lets you:

- Include ads on an HTML5 and mobile responsive platform
- Link to the landing page of your choice, generating an immediate response from customers
- Maintain your ad presence on the digital issue for readers to reference at any time

FORMATS AVAILABLE TO READERS:

- **Reading view (default):** The HTML-based view of our magazine, optimized for all devices. Scrolling articles automatically adjust for comfortable reading
- **Page view:** The digital replica of the print magazine. Flip through this digital book in either a 1 or 2-page format. Determine your preferred zoom setting for an optimal experience.

Important Note: Readers can choose the experience best suited to their needs at any time by clicking on “Page View” or “Reading View” in the toolbar!



Mobile & Desktop Responsive HTML Reading View



1 Leaderboard (all views)

The leaderboard ad appears on-screen in both the reading view and page view of the digital magazine.

2 Rectangle (all views)

The rectangle ad is on the table of contents, appearing on-screen for all pages of the reading view and page view.

TOC Mobile Banners (HTML reading view)

The TOC mobile banner appears in the table of contents, on-screen to the right of the digital publication on desktop and clickable on mobile in the reading view. The top TOC mobile banner will appear after the 1st article, and subsequent banners show every 3 articles.

- 3 Top TOC Mobile Banner
- 4 2nd TOC Mobile Banner

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For the latest online specs, please visit www.naylor.com/onlinespecs

Display Ad Package 1 | \$2,060

Includes Leaderboard and Top TOC Mobile Banner.

Display Ad Package 2 | \$1,850

Includes Rectangle and 2nd TOC Mobile Banner.

In-Magazine Digital Options (HTML reading view)

These standalone ad options are placed between article pages on the HTML reading view of the digital magazine and are visible on all device types.

HTML5 Ad | \$1,730

This mobile responsive ad option gives you the freedom to include text, images, hyperlinks and video across a variety of devices. Full design must be provided by the advertiser at this time.

Digital Video Sponsorship | \$1,700

The video sponsorship option displays a video, 50-70 words of summary content and a hyperlink to deliver your message to target audiences.

Digital Insert / Outsert

Your message appears as an image-based insert, either in between key articles, or placed at the back of the digital magazine.

- Large Insert | \$1,340
- Medium Insert | \$1,030
- Large Outsert | \$1,240
- Medium Outsert | \$1,130

Additional TOC Mobile Banner | \$1,180

Editorial Calendar*

*Themes, distribution and ship dates are subject to change without notice.

Issue	Theme & Features	Bonus Distribution	Ships	Space Reservation	Materials Due
AAPA Pocket Guide	Available to AAPA corporate members, this annual pocket guide provides up-to-date contact and industry information.		December 2019	10/24/2019	10/28/2019
AAPA Directory – Seaports of the Americas	AAPA's comprehensive annual profile and directory of the port authorities, terminal operators and port services industry.	<i>AAPA Spring Conference</i>	February 2020	12/9/2019	12/11/2019
AAPA Seaports Magazine March 2020, Vol. 56 First Quarter	Theme: Tomorrow Is Here <ul style="list-style-type: none"> • Sustainability: The Good, The Bad and The Beautiful 2020 • It's Technology's Turn • Port Mastery 	<i>AAPA Spring Conference</i> March 17-19, Washington, DC <i>Finance Seminar</i> April 15-16, Seattle, WA <i>Commissioners & Governing Boards Seminar</i> May 6-7, NYC <i>Marine Terminal Management Training</i> May 18-22, Miami, FL	March 2020	1/23/2020	1/27/2020
AAPA Seaports Magazine June 2020, Vol. 57 Second Quarter	Theme: Take Control of Your Journey <ul style="list-style-type: none"> • Know Your RFP ABCs • Getting Down with Partnering Up • Don't Wait! Workforce Initiatives with Measurable Results 	<i>Special Seminar for Public Port Authority Port Directors</i> Late June, Location: TBD <i>Port Security Seminar</i> July 15-17, San Diego, CA	June 2020	4/22/2020	4/24/2020
AAPA Seaports Magazine September 2020, Vol. 58 AAPA Convention Issue Third Quarter	Theme: Stronger Together <ul style="list-style-type: none"> • Mission Accomplished • Outside Perspective • Innovative Infrastructure 	<i>AAPA Annual Convention</i> September 13-16, Quebec City, Canada <i>Energy & Environment</i> October 28-29, New Orleans, LA <i>XXIX Latin American Congress of Ports</i> Cartagena, Colombia	September 2020	7/17/2020	7/21/2020
AAPA Seaports Magazine December 2020, Vol. 59 Fourth Quarter	Theme: Facing Forward <ul style="list-style-type: none"> • Make It Count • In the Eye of the Beholder • Taking a Proactive Stance • Annual Conference and Latin American Congress Coverage 	<i>Shifting Trade Routes 2020, Smart Ports (Information Technology)</i>	December 2020	10/27/2020	10/29/2020

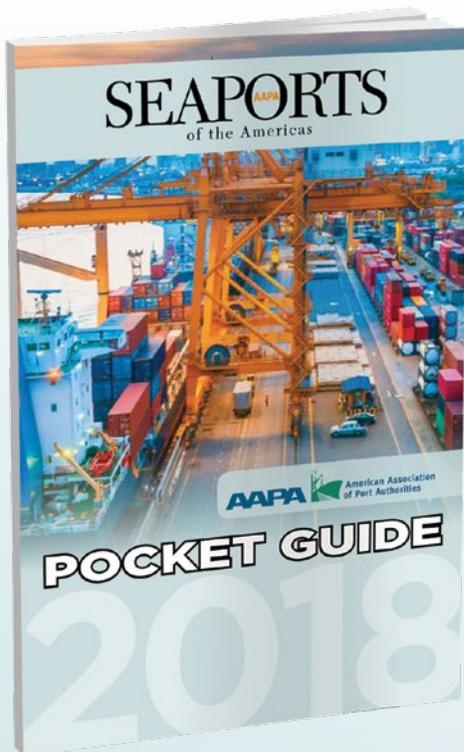
In Every Issue

From the President's Desk – By Chris Connor
 AAPA Headquarters – Need to Know Information from AAPA
 Ports + Politics – Members of Congress Share their Points of View
 Guest Viewpoints – Op-Ed Pieces from Industry Leaders & Partners

According to a recent readership survey conducted by AAPA, **4 out of 5** respondents rate the quality of the content high or very high.

Net Advertising Rates

AAPA Pocket Guide



Full Color

Outside Back Cover

Rates

\$2,769.50

Inside Front or Inside Back Cover

\$2,709.50

Full Page

\$2,029.50

1/2 Page

\$1,209.50

The *AAPA Pocket Guide* includes exclusive committee member information, and is a handy go-to resource for more than 1,500 AAPA members (including every corporate member). It also contains important contact information for AAPA staff, legislators and key agency officials.

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Online Options

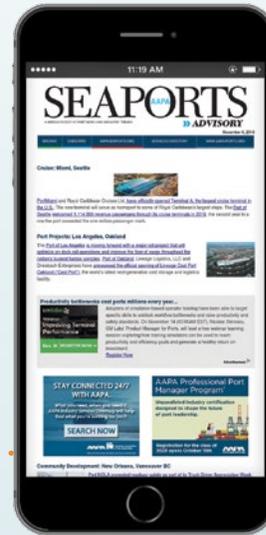


AAPA website advertising on aapa-ports.org

As AAPA's main hub of information, the AAPA website provides information on training, industry updates and advocacy practices.

AAPA Seaports Advisory weekly eNewsletter

AAPA Seaports Advisory serves as AAPA's weekly digest of port news, industry trends and career opportunities.



AAPA Seaports Media website advertising on aapaseaports.com

The AAPA Seaports Media website allows readers to view the digital edition of the quarterly magazine and provides editorial and distribution information.

AAPA Industry Services Directory online

The AAPA Industry Services Directory connects AAPA members to online marketplace to help them purchase products and services.



AAPA Website Advertising Options

www.aapa-ports.org

Due to popular demand, advertising is now available on www.aapa-ports.org. AAPA members turn to www.aapa-ports.org to stay on top of association news, training and industry updates. Exposure on our website ensures that your company will reach new markets and build brand recognition among our many returning visitors.

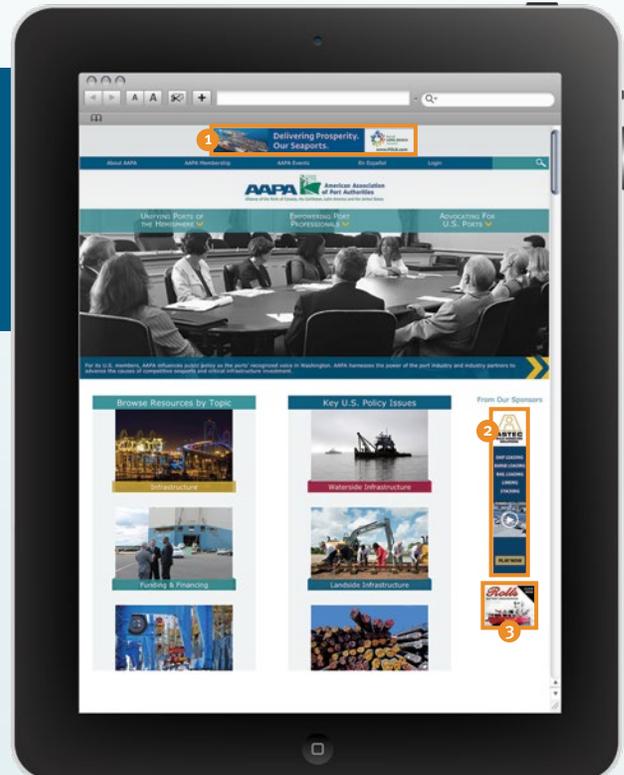
www.aapa-ports.org averages:

- * Over 22,150 visits per month
- * Over 37,200 sessions per month
- * Over 82,178 page views per month

Stats averaged from March 2019 - August 2019

Reach your market and:

- * INTERACT WITH VIEWERS AND FACILITATE THE BUYING PROCESS
- * GENERATE AN IMMEDIATE RESPONSE
- * DIRECT CLIENTS TO YOUR WEBSITE
- * TRACK AD PERFORMANCE
- * PROMOTE TIME-SENSITIVE OFFERS OR EVENTS



1 Leaderboard

12 months | \$4,170

Run-of-site with five advertisers rotating through this position.

2 Skyscraper

12 months | \$5,720

Run-of-site with five advertisers rotating through this position.

3 Rectangle

12 months | \$2,980

Run-of-site with five advertisers rotating through this position.

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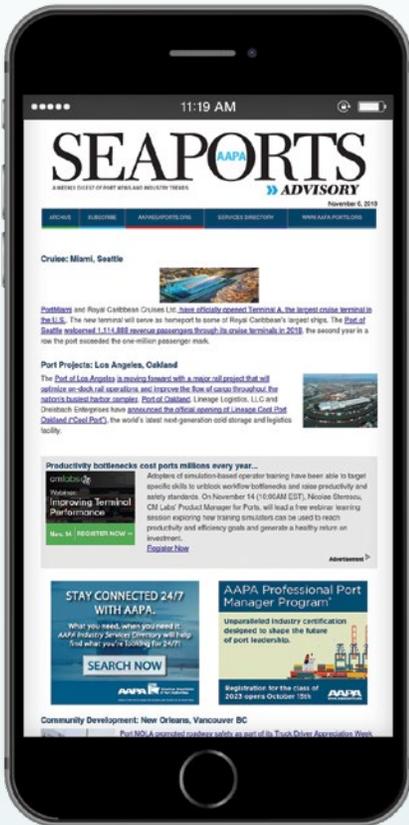


Alliance of the Ports of Canada, the Caribbean, Latin America and the United States

On average, all ad spaces on www.aapa-ports.org receive nearly **23,000** impressions per month!

AAPA Seaports Advisory Weekly eNewsletter

Now more than ever, professionals consume information on the go. *AAPA Seaports Advisory* weekly eNewsletter serves as a weekly digest of port news, industry trends and career opportunities. AAPA members and readers can stay informed about timely industry topics and association news whether they are in the office or on the road.



Enjoy the benefits of a targeted eNewsletter:

- * Delivers your message directly to over 4,000 inboxes of decision-makers on a weekly basis
- * In addition to AAPA members, opt-in subscription means that professionals in the market for your products and services see your message
- * Frequently forwarded to others for additional exposure
- * Cross-promoted in other AAPA publications and communications pieces
- * Directs visitors to the landing page of your choice to facilitate the purchasing process
- * Limited available ad space makes each position exclusive



Rectangle Banners

- * Only eight banners available – NO ROTATION
 - * Located between popular sections of the eNewsletter
- 1 **Rectangle Banners (Row 1)** – 12 Months | \$6,300
 - Rectangle Banners (Row 2)** – 12 Months | \$5,250
 - Rectangle Banners (Row 3)** – 12 Months | \$4,200
 - Rectangle Banners (Row 4)** – 12 Months | \$3,150
- 2 **1st Sponsored Content** – 12 Months | \$6,825
 - 2nd Sponsored Content** – 12 Months | \$5,775

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AAPA Seaports Media Website Advertising Options

www.aapaseaports.com

AAPA members and *AAPA Seaports Media* readers refer to www.aapaseaports.com to view the digital edition of the quarterly magazine, featured stories and archive information. Exposure on our website ensures that your company will reach new markets and build brand recognition among our many returning visitors.

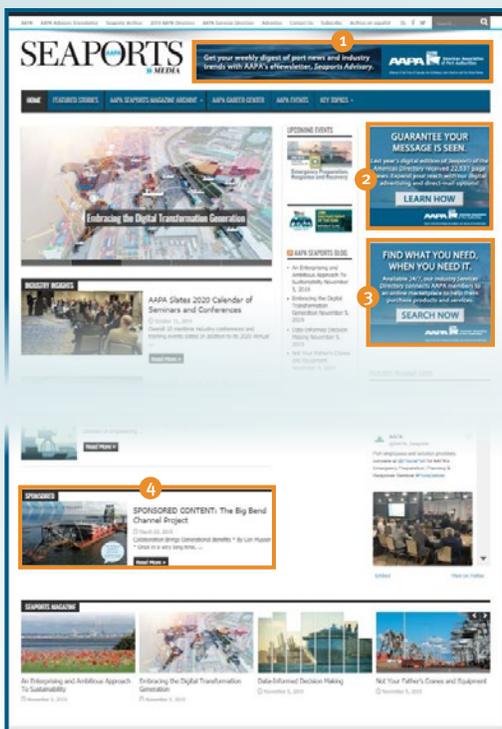
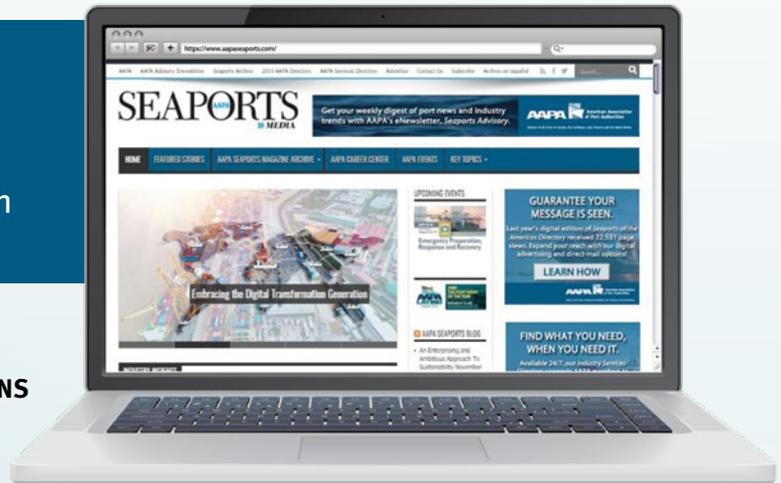
www.aapaseaports.com averages:

- * Over 7,700 users per month
- * Over 11,400 sessions per month
- * Over 27,209 page views per month

Stats averaged from March 2019 - August 2019

Features of AAPA website advertising:

- * CROSS-PROMOTED IN OTHER AAPA PUBLICATIONS AND COMMUNICATION PIECES
- * DIRECTS VISITORS TO THE LANDING PAGE OF YOUR CHOICE TO EXPEDITE PURCHASES
- * YEAR-ROUND VISIBILITY REINFORCES BRAND RECOGNITION
- * ALLOWS DYNAMIC, TIME-SENSITIVE PROMOTION



1 Leaderboard

12 months | \$2,750

Only two advertisers rotate through this position.

2 First Rectangle

12 months | \$1,750

Only two advertisers rotate through this position.

3 Second Rectangle

12 months | \$1,500

Only two advertisers rotate through this position.

4 Sponsored Content

1 month | \$3,000

Your content will be displayed on the home page for one month.

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

AAPA Industry Services Directory online

About the Industry Services Directory – aapa.officialbuyersguide.net

The *Industry Services Directory* is a user-friendly forum designed to bring suppliers and end-users together. Available whenever you need it, the *Industry Services Directory* makes it easy to locate products and professional services geared to the port industry.

A Reference at Your Fingertips:

- * CROSS-PROMOTED IN OTHER AAPA COMMUNICATION PIECES
- * OPTIMIZED TO DRIVE TRAFFIC FROM SEARCH ENGINES AND THE AAPA HOME PAGE
- * EFFICIENT BROWSING WITH FEWER CLICKS
- * USERS CAN SET THE GUIDE AS THEIR DEFAULT BROWSER, BRINGING THEM TO YOUR LISTING
- * DIRECTS VISITORS TO A LANDING PAGE TO LEARN MORE ABOUT YOUR BUSINESS
- * GOOGLE™ INTEGRATION RETURNS RICHER RESULTS
- * CONSUMERS COME TO YOU WHEN THEY ARE READY TO BUY



1 Featured Companies, Run-of-Site

12 months | \$1,140

Features your company logo and short description. Four advertisers rotate through two positions.

2 Category Rectangle

12 months | \$735

Exclusive to one company per category and appears on the homepage and every category page.



3 Curtain Ad Exclusive Position, Run-of-Site

12 months | \$2,100

Display your business uniquely on every page of the Industry Services Directory and showcase your company at the top of every page with a call to action. Viewers click and expand the ad to view your full message.

4 Banner Package, Run-of-Site

12 months | \$2,215

This special package allows your ad to be seen on both the two leaderboards and top two rectangles on every page throughout the website! Four advertisers rotate through both leaderboards and the top two rectangles on each page.

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

AAPA Industry Services Directory online

Premier Listing Package | \$260 - 12 Months

Premier Listings are designed to offer heightened visibility within the guide. Premier Listings appear on a first-reserved, first-listed basis on top of all basic listings, ensuring they are seen first. Premier Listings contain all basic information. Includes five (5) product/service category listings of your choice. Additional category listings are \$50 each.

Premier Listing additional features:

- * FULL-COLOR COMPANY LOGO
- * ACTIVE WEBSITE, SOCIAL MEDIA LINKS, EMAIL ADDRESS AND UP TO FIVE CONTACTS
- * EXTENDED COMPANY PROFILE AND PRODUCTS AND SERVICES LISTING
- * GOOGLE MAP OF YOUR BUSINESS LOCATION
- * GOOGLE SITE SEARCH: TO SEARCH YOUR WEBSITE FROM YOUR PREMIER LISTING
- * REQUEST FOR INFORMATION: A CONTACT FORM TO REACH A REPRESENTATIVE FROM YOUR BUSINESS



Maximize the impact of your Premier Listing with these upgrades



Guaranteed Position

For companies that want to ensure top visibility in their category, we offer guaranteed placement above your competitors. When visitors click on a product/service category on the homepage of the guide, your company is the first that they see. *Includes Premier Listing upgrade.*

Category Sponsor #1 | \$735

Category Sponsor #2 | \$630

Category Sponsor #3 | \$525

Video Upgrade

Bring your Premier Listing to life! Add a video with sound that shows your product or company in real life. Videos can run up to 5 minutes.

Premier Listing w/ Video Upgrade | \$500

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

AAPA Industry Services Directory online

Premier Listing Categories

Our Online Buyers' Guide allows visitors to locate your business quickly and easily. Your Premier Listing will appear under the categories of your choice, ensuring that your company is seen by those in the market for your products and services.

Five free categories are included with your Premier Listing, and additional categories are only \$50 each.

- Architects & Planners
- Associations & Organizations
- Attorneys
- Bulk Handling Equipment & Services
- Cables – Power, Equipment & Systems
- Cargo & Security Inspection/Detection Technologies
- Communications Technology & Services
- Computer Systems, Software And Technology
- Computerized Asset Equipment & Maintenance Management
- Construction and Construction Management
- Consultants – Port & Industry
- Container Handling – Equipment & Services
- Corrosion Protection – Systems & Technologies
- Cranes – Equipment & Services
- Cruise Lines
- Cruise Port Equipment & Services
- Diving & Underwater Services
- Dredging
- Economic Development – Maritime
- Electrification Equipment, Systems & Services
- Engineering
- Environmental Engineering & Consulting
- Equipment Sales & Financing
- Executive Search
- Fendering – Dock & Marine
- Financial Services
- Fire Protection and Training
- Foreign Trade Zones
- Government Agencies & Services (U.S.)
- Governmental Relations Specialists
- Heavy Lift Equipment & Services
- Hydrographic Surveyors
- Information Technology – Port & Industry
- Insurance & Risk Management
- Laboratories & Testing Services
- Lighting and Lighting Systems
- Logistics & Intermodal Services & Equipment
- Lubricants
- Marine Construction
- Marine Construction – Equipment & Supplies
- Marine Economic Development
- Marine Equipment & Supplies
- Marine Surveyors
- Maritime Education & Training
- Maritime Equipment Maintenance
- Marketing, Advertising & Public Relations
- Material Handling & Storage
- Navigation Systems & Technologies
- Oil Spill Response
- Petroleum & Petrochemicals Industry
- Piling, Docks & Wharves
- Port Authorities
- Port Development, Design & Planning
- Power Systems, Product & Services
- Publishing – Industry & Trade
- Rail Services & Equipment
- Real Estate & Property Management
- Salvage
- Security Systems, Services & Technologies
- Stevedoring/Cargo Handling
- Structures & Shelters
- Terminal Operators
- Terminal Technologies & Systems
- U.S. Governmental Agencies
- Vtis – Vessel Traffic Information Systems

Five (5) free categories with any Premier Listing. Additional listings are \$50 each. No limit.

_____ Additional Categories X \$50 = \$ _____

Initial: _____ Date: _____

AAPA Industry Services Directory online

Premier Listing Categories for Ports

Our Online Buyers' Guide allows visitors to locate your business quickly and easily. Your Premier Listing will appear under the categories of your choice, ensuring that your company is seen by those in the market for your products and services.

Five free categories are included with your Premier Listing, and additional categories are only \$50 each.

- Bulk Handling Equipment & Services
- Economic Development
- Maritime
- Foreign Trade Zones
- Heavy Lift Equipment & Services
- Logistics & Intermodal Services & Equipment
- Material Handling & Storage
- Port Authorities
- Stevedoring/Cargo Handling
- Terminal Operators

Five (5) free categories with any Premier Listing. Additional listings are \$50 each. No limit.

_____ Additional Categories X \$50 = \$ _____

Initial: _____ Date: _____

AAPA Industry Services Directory online

Premier Listing Checklist

Below is a checklist of all elements required in order to process your Premier Listing.

FULL-COLOR COMPANY LOGO

The size of your logo should be 240 pixels wide x 120 pixels high and no larger than 100 KB. We accept JPG or GIF format. *Your logo will link to your website, so please provide the URL to which you would like your logo to link.*

COMPANY CONTACTS – UP TO FIVE

Please include **job title, phone number and email address**. *All email addresses will be hyperlinked and active.*

PRIMARY CONTACT FOR RFP AUTOMATOR AND REQUEST FOR INFORMATION (OPTIONAL)

Indicate which person or email should be referenced as the “primary” contact. This designation is necessary for your company to be visible in the RFP Automator and to be available for requests for information.

COMPANY DESCRIPTION

This is strictly textual information about your company. You can include your company’s mission statement or a description of the products and services you offer. No graphics are allowed in this section. The initial viewable text is 3,000 characters that can be extended upon click by an additional 3,000 characters for 6,000 characters maximum. *All text should be provided to us in a Word document that allows us to cut and paste your description to your order.*

Keep in mind that each word in your company description is searchable via the “keyword” search function. Be thorough and include all elements of the products/services you provide. We allow you to change your listing on a monthly basis. If changing your listing or adding more information, please email this to your Naylor account executive.

WEBSITE ACTIVATION

Please provide us with the **website, Facebook, Twitter and LinkedIn URLs to which your listing should link**. *Your website will be listed along with your contact information and will be included each time anyone searches for your company by the various searching capabilities available.*

PRODUCT/SERVICE CATEGORIES

All extra information will show up under all of the categories you select. Five category listings are included in the initial price of the Premier Listing. Additional category listings can be purchased for \$50 each.

FULL-COLOR PRODUCT IMAGE AND DESCRIPTION

The size of your product photo should be **240 pixels wide x 240 pixels high** and no larger than 100 KB. We accept JPG & GIF (animation must be no longer than 25 seconds). *Please provide the URL to which you would like your product image to link.* You can also include a brief product description (500 characters maximum) that will appear next to the product image.

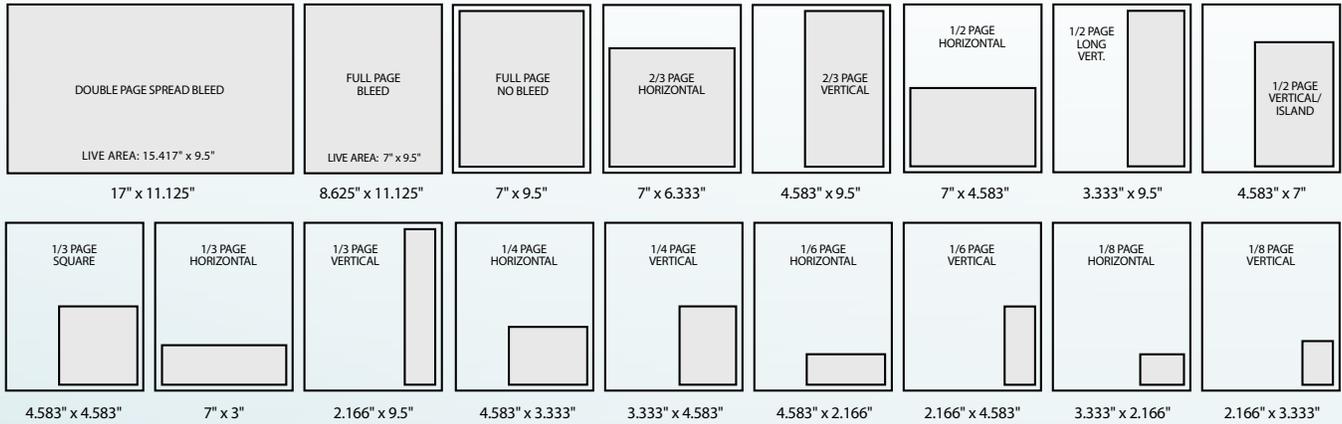
Once we receive all elements of your Premier Listing, we will post it to the site on a first-come, first-listed basis. Your one-year time frame begins the day we post your listing. Feel free to contact your Naylor account executive should you have any questions or concerns. We look forward to getting you posted on the site. Thank you.

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For more information, please contact your Naylor account representative.

Print Specifications

AAPA Seaports Magazine AAPA Directory – Seaports of the Americas

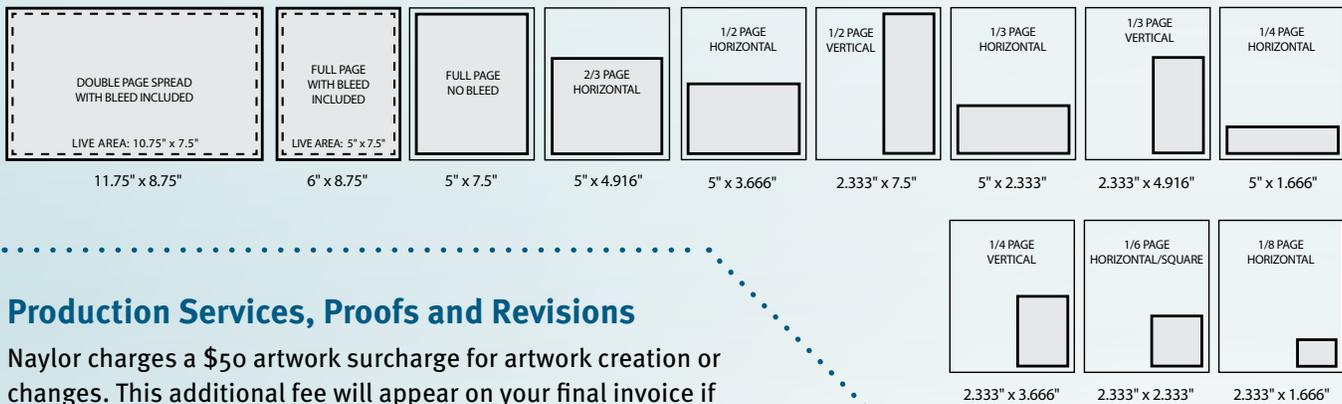
Magazine/Directory Trim Size:
8.375" x 10.875"



Note: Text placed outside the live area within any full-page or DPS ads may be cut off. Please keep text within the live area at all times.

AAPA Pocket Guide

Pocket Guide Trim Size: 5.75" x 8.5"



Production Services, Proofs and Revisions

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Artwork Requirements

All digital color and grayscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF and JPEG files are accepted. Images from the web are not suitable for printing. All color artwork must be in CMYK mode; black-and-white artwork must be in either grayscale or bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift. All screen and printer fonts, as well as linked images, must be supplied if not embedded in the file.

Ad Material Upload

Go to the Naylor website at www.naylor.com and click on "Ad Upload." Locate your publication code, advertising order number and advertising code in the box at the top righthand side of your Advertising Space Contract. Simply fill in your company's contact information along with these three pieces of information, attach your files and click "Submit."

Online Specifications

For more information, visit: www.naylor.com/onlinespecs

AAPA Website

LEADERBOARD

- 728 x 90 pixels
- JPG, GIF accepted
- Max file size 100 KB

RECTANGLE

- 180 x 150 pixels
- JPG, GIF accepted
- Max file size 100 KB

AAPA Seaports Media Website

HORIZONTAL BANNER

- 468 x 60 pixels
- JPG, GIF accepted
- Max file size 100 KB

RECTANGLE

- 300 x 250 pixels
- JPG, GIF accepted
- Max file size 100 KB

eNewsletter

RECTANGLE BANNER

- 300 x 250 pixels
- JPG only (no animation)
- Max file size 100 KB

SPONSORED CONTENT

- Image/Logo must be 180 x 150 px
- Image/Logo format must be JPEG or .PNG file, @72 dpi, RGB
- No animation
- No contact info included
- Image cannot be treated as a regular banner ad
- Headline: Advertiser supplies 5-7 words
- Summary text: Advertiser supplies 50-70 words
- Headline/Summary text must be plain text and cannot contain HTML or odd characters.
- Call to Action text: Advertiser supplies text (e.g. Click Here, Read More)
- Advertiser supplies URL ad should link to.

AAPA Seaports Magazine Digital Edition

For the latest digital edition specifications, please visit www.naylor.com/onlinespecs

Online Buyers' Guide

CURTAIN AD

- 2 files required, collapsed leaderboard and expanded billboard image
- Leaderboard: 970 x 90 pixels
- Billboard: 970 x 300 pixels
- Creative accepted: JPG only (no animation)

CUSTOM RECTANGLES

- 300 x 250 pixels
- JPG, GIF accepted
- Max file size 100 KB

LEADERBOARD

- 728 x 90 pixels
- JPG, GIF accepted
- Max file size 100 KB

FEATURED COMPANIES

(LOGO & TEXT)

- Naylor will create
- Advertiser will supply the logo
- Creative accepted for the logo: JPG Only and high quality format.
- Photo images are prohibited.
- Summary Content Text: Advertiser supplies 30-40 words description of the company in a text document. (No formatting.)
- Third Party Tags: Not accepted. However URL click trackers are acceptable.



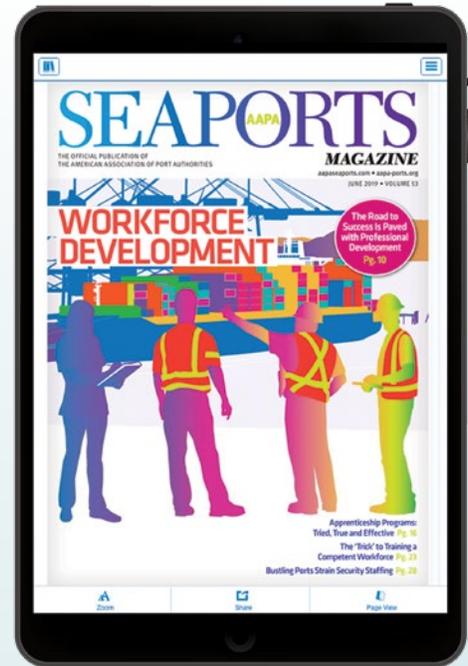
CONTENT MARKETING OPPORTUNITIES

SEAPORTS AAPA **MEDIA**

Position yourself as a leader in the industry! Include your instructional piece in *AAPA Seaports Magazine* and educate our members, draw attention to a recent study, highlight your white paper or publish an infographic. Draw upon your years of experience in the industry and provide knowledgeable and informed content to our members.

Sponsorship Opportunities

TWO PAGE SPREAD Includes one full page of editorial and one full-page ad	\$5,529
ONE PAGE Includes one full page of editorial	\$3,309



Below are the guiding principles for your thought leadership piece.

- * Content should be educational in nature and solution-based, geared to solving a common problem or need within the ports industry. The educational content should not promote the company's product or service but rather communicate best practices that would allow readers to be more effective and efficient in their roles.
- * Content should include practical, useful information in which readers would find value, and should be independent of the particular editorial advertiser. The overall message and tone should not be promotional in nature.
- * Separately from the educational content, editorial advertisers are encouraged to also include information about their company, testimonials and other helpful resources, but these mentions should be separate from the main messaging.
- * AAPA reserves the right to edit or alter content or deny the ad as it deems necessary to meet the above requirements and provide maximum value for its members.
- * Content must identify company and state that it's an advertisement.



Alliance of the Ports of Canada, the Caribbean, Latin America and the United States

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