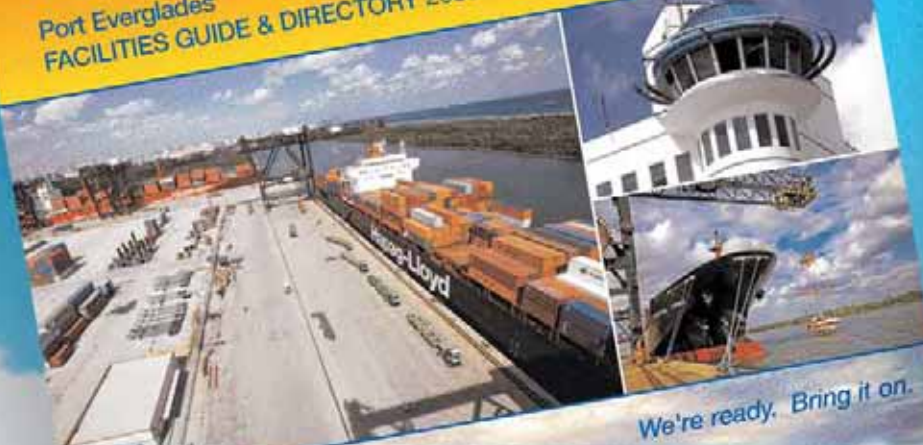


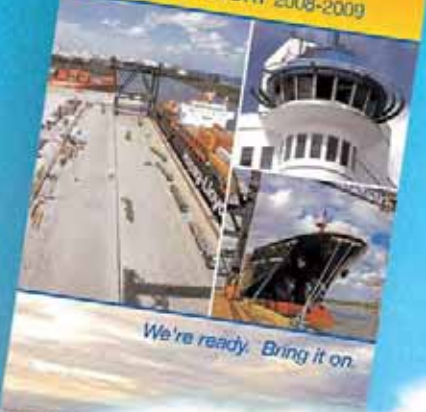
BROWARD
COUNTY

Port Everglades
FACILITIES GUIDE & DIRECTORY 2008-2009



BROWARD
COUNTY

Port Everglades
POCKET DIRECTORY 2008-2009



REACH YOUR TARGET MARKET IN THE...

2010 PORT EVERGLADES DIRECTORY & POCKET GUIDE

The **2010** Port Everglades Facilities Guide & Directory

...Available in print & online editions are the official annual publication of Broward County's Port Everglades Department. You can take advantage of a bonus advertising package with your advertisement in both the official Annual Directory and Pocket Guide.

As one of South Florida's leading economic engines and among the fastest growing container ports in the United States, Port Everglades is the globally renowned gateway to international trade and cruise vacations. And, Port Everglades is South Florida's main seaport for receiving petroleum products including, gasoline and jet fuel.

Targeted Directory Circulation of 6,000 & 2,000 Pocket Guides:

The Port Everglades Facilities Guide and Directory is an essential component of the Port's marketing program. Six-thousand Directories are distributed to Port businesses, cruise lines, shipping lines, elected officials and visiting dignitaries. They are used as fulfillment pieces when businesses consider relocating to Broward County and distributed at trade shows nationally and abroad. The 2,000 Pocket Guides serve as a handy internal publication that is distributed to Port Department staff, Port Everglades Association members and placed on display at the front desk of the Port Administration Building.

The Directory serves as the port's main sales and marketing publication. Distribution includes:

- **All Port Everglades Tenants, Permit and Franchise holders**
- **Port Business community directory participants**
- **Port Everglades Association members and Advertisers**
- **All Port Users, including:**
 - Shipping Lines, Cruise Lines, Ship Agents, Stevedoring/ Cargo Handling firms, etc.
 - Petroleum Industry Companies
 - Foreign-Trade Zone importers/exporters, etc.
 - Freight Forwarders, Customs Brokers and Shipping Agents
- **Port Marketing to Businesses, Prospects and Media contacts, including:**
 - Port International Marketing missions and trips (avg. 6/yr.)
 - Port Speakers Bureau presentations (avg. 40/yr.)
 - Port-hosted Conferences, Special Events & Seminars
 - Port Legislative interests and lobbies
 - Official fulfillment piece for all requests for information about the Port
- **Annual Trade Conferences & Exhibitions, including:**
 - Broward County Economic Development initiative programs
 - Greater Fort Lauderdale Convention & Visitors Bureau & Trade shows
 - International Intermodal Expo
 - SeaTrade Cruise Conference and Expo
 - Symposium of the Americas
 - World Trade Week conferences, exhibitions and events
 - Miscellaneous National and International Trade & Port-related Conferences
- **Supplemental/Promotional Distribution through Agencies & Organizations, including:**
 - U.S. Naval Commands and Naval Liaison offices
 - Foreign Consuls, Consulates and Trade Development offices
 - Florida Custom Brokers & Freight Forwarders
 - Trade and Economic Development Organizations
 - Caribbean/Latin American Chambers of Commerce
 - Broward County Office of Economic Development
 - Broward County Chambers of Commerce
 - Broward Alliance
- **Internet promotion via Broward County's official Port website www.broward.org/port, including the entire book and directory online**
 - Targeted mail, advertising and email promotions
 - Who's Who of Port Everglades at www.portevergladesguide.com
- **Bonus Distribution**
 - Transcomp – IANA/NITL
 - FCBF annual dinner and monthly meetings
 - World Travel Market
 - International marketing business trips
 - Seatrade
 - CLIA Cruise3Sixty
 - Cruise-a-Thon
 - Broward County Economic Development initiative programs
 - Greater Fort Lauderdale Convention & Visitors Bureau
 - Fort Lauderdale-Hollywood International Airport



The 2010 Annual Port Everglades Pocket Guide.

Consider advertising in both the Directory AND the Pocket Guide

Advertising Rates and Specifications

Publication Date: December 2009

Ad Space Deadline: Nov 20, 2009

Ad Materials Deadline: Nov 25, 2009

Directory Display Ads	4/C	B&W	Pocket Guide Color Only	Pocket Guide B&W Only
Full Page-Outside Back Cover	\$3,950	N/A	\$1,450	N/A
Full Page-Inside Front Cover	\$3,675	N/A	\$1,350	N/A
Full Page-Inside Back Cover	\$3,100	N/A	\$1,150	N/A
Full Page-Page One	\$3,600	N/A	N/A	N/A
Full Page-Page Three	\$3,600	N/A	N/A	N/A
Full Page-Page Five	\$3,600	N/A	N/A	N/A
Full Page-ROP (RH page)	\$2,850	\$2,250	N/A	\$750
1/2 Page	\$1,650	\$1,250	N/A	\$390
1/3 Page	\$1,300	\$950	N/A	N/A
1/4 Page	\$925	\$695	N/A	N/A

Rates shown above are Gross Rates. 15% discount allowed for ads submitted in satisfactory electronic format on disk, CD or via e-mail. Acceptable ad files must be in CMYK color as 'hi-res' (300 dpi or better) .jpg, .tiff, .eps or .pdf files. Quark (Mac) or InDesign (Mac) ad files may also be accepted if submitted with all photos and images in CMYK color at 300dpi and with all fonts used in ad included. Ad materials can be emailed to tfiuza@joc.com. FTP instructions provided upon request.

- Special request ad positioning - add 15% to gross rate.
- Spot Color - in Business Directory only as a PMS - Add 20% to B/W rate.
- Display Ads INCLUDE a FREE Color Listing with ad pg.# reference in Business Directory.
- Additional charges for ad production will be incurred where ads are not submitted to specifications and/or require rework by publisher to attain required specifications.

Directory *Mechanical Requirements*

Full page trim: 8.5" w x 11" h
 Full page bleed: 8.75" w x 11.25" h
 Full page live matter: 7.5" w x 10" h
 1/2 page island: 4.625" w x 7" h

1/2 page horizontal: 7" w x 4.75" h
 1/3 page square: 4.625" w x 4.75" h
 1/4 page standard: 3.5" w x 4.75" h
 1/4 page horizontal: 7" w x 2.375" h

Pocket Guide *Mechanical Requirements*

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
 Half page: 3" w x 3.75" h

Port Business Directory Listings *(see next page)*

Regular Listings	\$ 50.00
Additional Regular Listings	\$ 35.00
Color Feature Listing (Includes 40-word text)	\$175.00

- One listing under an appropriate category is provided FREE to qualified port-business community firms. Additional listings may be purchased.
- All firms listed in the Port Business Directory receive a free listing & link (if applicable) in the online version of the 2010 Port Everglades Business Directory at www.portevergladesguide.com.

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

David Cantwell • SEAPORTS Publications Group • 800-991-9994/954-628-0058 Ext. 173 • dcantwell@joc.com • www.seaportsinfo.com
 or Cindy Cronin • JOC • 800-991-9994/954-628-0058 Ext. 131 • E-Mail: ccronin@joc.com

3400 Lakeside Drive, Suite 515 • Miramar, FL 33027-3238

2010 Port Business Directory Categories

AIRPORTS
ARCHITECTS
ASSOCIATIONS & TRADE ORGANIZATIONS
ATTORNEYS - MARITIME & TRADE
AUTO RENTALS - PORT PERMITS
AVIATION SERVICES
BANKING & FINANCIAL SERVICES
BARGE LINES & OPERATORS
BULK CARGO - SHIPPING & HANDLING
BUNKERING/MARINE FUELS
CHAMBERS OF COMMERCE
CHARTS, BOOKS, MAPS
CLASSIFICATION SOCIETIES
COLD STORAGE/REFRIGERATION
CONSULAR REPRESENTATIVES
CONSULTANTS - PORT & INDUSTRY
CONTAINER & CHASSIS SALES, LEASE & REPAIR
CONVENTION FACILITIES
CRANES - EQUIPMENT & SERVICES
CRUISE LINES
CRUISE INDUSTRY SERVICES
CRUISE SHIP SERVICES & EQUIPMENT
CUSTOMS BROKERS & FREIGHT FORWARDERS
DIESEL & ENGINE SERVICES
DIVING & UNDERWATER SERVICES
ECONOMIC DEVELOPMENT
ELECTRIC UTILITIES
ENGINEERING SERVICES
ENVIRONMENTAL SERVICES
EQUIPMENT SALES & LEASING
FIRE RESCUE & TRAINING
FOREIGN-TRADE ZONE #25
FUMIGATION SERVICES
GENERATORS & POWER EQUIPMENT
GOVERNMENT AGENCIES
HARBOR SERVICES
HAZARDOUS MATERIALS HANDLING
HEAVY LIFT EQUIPMENT & SERVICES
HOTELS
INFORMATION TECHNOLOGY
INSURANCE & RISK MANAGEMENT SERVICES
LABOR /PERSONNEL/EMPLOYMENT
LABORATORIES & TESTING SERVICES

LAUNCH SERVICES
LOGISTICS & INTERMODAL SERVICES
MARINAS & BOAT STORAGE
MARINE BUSINESS BROKERS
MARINE CONSTRUCTION
MARINE ELECTRONICS
MARINE EQUIPMENT & SUPPLIES
MARINE FABRICATING, MACHINING & REPAIR
MARINE SURVEYORS
MARITIME EDUCATION & TRAINING
MARKETING, ADVERTISING & PR
MEDICAL SERVICES
MOBILE FOOD & DRINK - PERMITS
NVOCCs
PETROLEUM INSPECTION & TESTING
PETROLEUM PRODUCTS & SERVICES
PHOTOGRAPHY - PORT
PILOTING & HARBOR SERVICES
PORT TENANTS - MISC SERVICES
RAILROADS & RAIL SERVICES
REAL ESTATE/PROPERTY SERVICES
RESTAURANTS
SAFETY PRODUCTS & SERVICES
SALVAGE
SEAFARERS SERVICES & ASSISTANCE
SECURITY SYSTEMS & SERVICES
SELF-STORAGE
SHIP AGENTS & BROKERS
SHIP CHANDLERY/SHIP STORES
SHIP MANAGEMENT SERVICES
SHIP REPAIR & SHIPYARDS
SHIPPING LINES (CARGO)
SHIPYARDS & REPAIR SERVICES
STEVEDORING/CARGO HANDLING
TAXI/LIMO/BUS SERVICES - PORT PERMITS
TERMINAL OPERATORS
TOWING & TUG SERVICES
TOURISM OFFICES
TRUCKING
VESSEL RECOVERY SERVICES
WAREHOUSING, DISTRIBUTION & STORAGE
WASTE DISPOSAL & HANDLING
YACHTING INDUSTRY & SERVICES

Note: We welcome your suggestions for additional business categories or modifications of those listed here and will do our best to accommodate all reasonable requests. However, all such suggestions and/or requests are subject to the review and approval of Broward County's Port Everglades Department. 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!



www.broward.org/port



www.seaportsinfo.com



UBM Global Trade
United Business Media