

Penetrate Your Target Market in the Port Everglades 2011 Cruise Guide

Cruise lines, hotels, dining/entertainment, transportation services and other local merchants can purchase ad space in this high-profile Port Everglades Cruise Guide.

Shown in actual size

PORT EVERGLADES FLORIDA 2010 CRUISE GUIDE

Where the best cruise ships launch
and the greatest getaways begin.

What's included in this Cruise Guide?

All Port Everglades Cruise Line Schedules

12,000 Targeted Print Distribution:

Primary target audience: Travel Agents

Mailed to travel agencies that are part of the Cruise Lines International Association (CLIA). Additional distribution by the Greater Fort Lauderdale Convention & Visitors Bureau (GFLCVB), by Port staff at trade shows and available at local Chambers of Commerce. An online version of the Cruise Guide, with advertising, will also be available on the Port's website www.porteverglades.net

- Top CLIA travel agencies direct mail – 7,000
- Email to all 14,000+ CLIA members directing them to the online version
- Trade Shows: 2,400 total
 - World Travel Market in London
 - Seatrade Cruise Shipping Miami
 - Leisure Travel Show in Miami
 - Various GFLCVB trade shows
- Local Distribution: 1,200 total
 - Broward Alliance
 - Fort Lauderdale Chamber of Commerce
 - Broward County Governmental Center
 - Hollywood Chamber of Commerce
 - Hollywood Office of Tourism

TOTAL PRINTED DISTRIBUTION = 10,600

PORT PROMOTIONS & CALL IN REQUESTS = 1,400



Fort Lauderdale • Hollywood • Dania Beach



Seaports
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www.seaportsinfo.com

**Port Everglades Cruise Guide will be available in Print and Online at
www.porteverglades.net**

- Cruise Guide online receives 60,000+ visitors per year
- Additionally available via link from
Seatrade website (www.cruise-community.com) "Top Stories"
Cruise Critic website (www.cruisecritic.com)
and www.Sunny.org

Advertising Rates (color only):

- Back cover - \$1,800
- Inside Front Cover – \$1,600
- Inside Back Cover – \$1,400
- Full Page - \$925
- ½ Page - \$725

Interested in Online Advertising only?

For \$500 you can have your logo hyperlinked to your website on the Port Everglades cruise guide link on www.portevergladesguide.com/cruiseguide2010
Historically, there are over 60,000 visitors to this site and also linked from a number of cruising websites

Advertising Specifications:

- Full Page bleed, 4.25"W x 9.25"H
- Full Page trim, 4"W x 9"H
- Full Page live, 3"W x 8"H
- ½ Page, 3.25"W x 4"H

Ads to be submitted in satisfactory electronic format on disc or via e-mail. Acceptable ad files must be in CMYK color as 'hi-res' (300 dpi or better) .jpg, .tif, .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 300 dpi and with all fonts used in ad included. Ad materials can be e-mailed to tfiuza@joc.com. FTP instructions provided upon request.

½ Page

½ Page

Full Page

Space Reservations Upon Receipt • Ad Materials date **July 15, 2010** • Pub Date **September 2010**

For advertising information, please contact **Jacqueline Hutman**, Hutman Marketing Corporation at **(561) 333-4065**; fax **(561) 333-4067** or via email at Seaports@hutmancorp.com

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Published in association with Port Everglades by SEAPORTS Publications Group, a division of UBM Global Trade, Inc.