

- + Garden City Terminal
- + Ocean Terminal
- + Colonel's Island Terminal
- + Mayor's Point Terminal
- + Marine Port Terminals
- + Port Bainbridge
- + Port Columbus

Capture your target market in the...

Georgia Ports Authority Ports Guide & Directory

This is your opportunity to be a part of the Georgia Ports Authority's global and local marketing campaigns by showcasing your firm as a premier member of Georgia's port business community. Your products, services and capabilities will accompany this highly-visible marketing vehicle, used throughout the year in GPA's targeted sales and marketing initiatives, as well as their public outreach endeavors.

The directory is an essential reference guide to Georgia's deepwater ports in Savannah and Brunswick, and its inland barge terminals in Bainbridge and Columbus. By integrating your print advertising with the online banner advertising component, you are guaranteed an exceptional vehicle in reaching your target market.

This comprehensive 2010 GPA Ports Guide & Directory will feature:

- Editorial on statewide economic impact, reverse IPI to the US East Coast, industrial site selection along the I-16 corridor, FOCUS 2015 and much more
- Terminal specifications, schematics and equipment inventories;
- Listing of key GPA contacts;
- Comprehensive product and service provider listings by business category

Guaranteed Targeted Circulation: 7,500

- 40% Sales and Marketing (shippers, carriers, import distribution center operators, trade media, tours, trade missions, and regional seminars)
- 25% Trade shows (Georgia Foreign Trade Conference, Breakbulk Transportation Conference, Retail Industry Leaders Association Logistics Conference - RILA, Trans-Pacific Maritime Conference, all three global TOC-Terminal Operators Conferences, and other major industry events)
- 20% Economic Development & Site Selection
- 15% Public outreach initiatives (general public, elected officials, national & state media, speaking engagements, libraries and more)

Advertising Rates and Specifications

	Publication Date: January 2010	Ad Space Deadline: Nov 30, 2009	Ad Materials Deadline: Dec 3, 2009
Display Ads		4/C	B&W
Full Page-Outside Back Cover		\$4550	N/A
Full Page-Inside Front Cover		\$4550	N/A
Full Page-Inside Back Cover		\$4325	N/A
Full Page-Page One		\$4450	N/A
Full Page-Page Three		\$4450	N/A
Full Page-Page Five		\$4225	N/A
Full Page-ROP (RH page)		\$3975	\$3010
1/2 Page		\$2325	\$1720
1/3 Page		\$1720	\$1320
1/4 Page		\$1210	\$840

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 nlaporta@joc.com. FTP instructions upon request.

- Special request ad positioning - add 15% to gross rate.
- Spot Color (blue) - in Business Directory only as PMS#302 at 80% - Add 20% to B/W rate. Rates listed in "Port Business Directory Listings" section of this brochure
- 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.

As an added branding benefit, you can integrate your print message with online banner advertising. The online directory (www.gpaports.com) is utilized throughout the year and will list all Port Services by Category listing, as well as a full alphabetical listing of organizations in the directory. You can now cover your bases and ensure your brand reaches the thousands of online users who take the initiative to search for companies in the online Georgia Ports Directory each day.

All banner ads will be sold on a three and six month cycle...and, as you can see from these screen shots, you have a few options:

1. Full banner ad at the top, which will give you exclusive run of site for optimum exposure
2. Full banner ad below the mast-head (in the center), which will rotate banners and ensure your message compliments your print campaign - will also have run of site
3. Square button banners on the right are also available to meet your online exposure needs - on the home page only



Online Banner Advertising Net Rates for Print Advertisers:

Banner Ads	3 months	6 months	12 months
Full Banner ad at the top (run of site)	\$950	\$1,650	\$3,000
Full banner ad rotating below the mast-head (run of site) (centered; maximum three banners)	\$775	\$1,250	\$2,100
Square button banners (individual)	\$350	\$600	\$1,100

Note: Non-print advertisers can also take advantage of this online advertising opportunity... simply add \$1,000 net to the above rates

Bottom line, thousands of viewers visit and search the Georgia Ports Directory online on www.gpaports.com... don't miss your opportunity to deliver your message and capture this segment of industry decision-makers.

Mechanical Requirements

Full page trim: 8.375" w x 10.75" h
 Full page bleed: 8.625" w x 11" h
 Full page live matter: 7.375" w x 9.75" 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

Online Banner Requirements

Full Banner 468 x 60 Pixels
 Square Button 125 x 125 Pixels
 format: .gif, .jpeg or .swf

2010 Directory Listing Categories

AIRPORTS
ARCHITECTS
ASSOCIATIONS & ORGANIZATIONS
ATTORNEYS
AUTO PROCESSORS
BANKING & FOREIGN EXCHANGE
BARGE TRANSPORTATION
BULK CARGO - SHIPPING & HANDLING
BUNKERING/MARINE FUELS
CHAMBERS OF COMMERCE
CHARTS, BOOKS & MAPS
CONSULS & FOREIGN LANGUAGE SERVICES
CONSULTANTS - PORT & INDUSTRY
CONTAINER EQUIPMENT, SERVICES & REPAIRS
CONTAINER YARD SERVICES
CONVENTION FACILITIES
CRANE EQUIPMENT & SERVICES
CRUISE LINES
CUSTOMS BROKERS & FREIGHT FORWARDERS
DIVING & UNDERWATER SERVICES
DREDGING & MARINE CONSTRUCTION
ECONOMIC DEVELOPMENT
EDUCATION – LOGISTICS
ELECTRIC UTILITIES
ENGINEERING
ENVIRONMENTAL SPECIALIST
EQUIPMENT SALES & LEASING
FOREIGN TRADE ZONE
FUMIGATION SERVICES: MARINE
GENERATORS & POWER EQUIPMENT

GOVERNMENT AGENCIES
HARBOR PILOT SERVICES
HAZARDOUS MATERIALS HANDLING
HEAVY LIFT EQUIPMENT & SERVICES
HOTELS/LODGING
INSURANCE & RISK MANAGEMENT
LABORATORIES & TESTING SERVICES
LABOR ORGANIZATIONS
LINE HANDLERS
LOGISTICS & INTERMODAL SERVICES
MARINE BUSINESS BROKERS
MARINE CHEMISTS
MARINE CONSTRUCTION
MARINE & CARGO SURVEYORS
MARINE & COASTAL ENGINEERING
MARINE CLEANING - TANKS & BOILERS
MARINE EQUIPMENT & SUPPLIES
MARINE FABRICATING & MACHINING
MARITIME EDUCATION & TRAINING
MARKETING, ADVERTISING & PUBLIC RELATIONS
MEDICAL SERVICES
NVOCCS
PACKING & CRATING SERVICES
PAVING SYSTEMS & MATERIALS
PETROLEUM INDUSTRY & SERVICES

PHOTOGRAPHY
PORT AUTHORITIES
RAILCAR TRANSFER TO OCEAN CONTAINER
RAIL CARRIERS (SAVANNAH, BRUNSWICK & BAINBRIDGE)
RAILCAR EQUIPMENT & SERVICES
REAL ESTATE, OFFICE SPACE & PROPERTY MGT.
RESTAURANTS
ROPE, WIRE & CABLE PRODUCTS
SALVAGE
SEAFARERS SERVICES & ASSISTANCE
SECURITY SERVICES
SHIP CHANDLERY/SHIP STORES
SHIP REPAIR & MAINTENANCE
OCEAN CARRIERS & AGENTS
STEVEDORING & CARGO HANDLING
TAXI/LIMO/BUS SERVICE
TERMINAL OPERATORS
TOWING & TUG SERVICES
TRUCKING & MOTOR CARRIERS
WAREHOUSING, DISTRIBUTION & STORAGE
WASTE HANDLING/APHIS DISPOSAL
WAREHOUSING & DISTRIBUTION - REFRIGERATION

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 the Georgia Ports Authority. 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

Additional Regular Listings..... \$ 50.00
 Color Feature Listing (Includes 40-word text)..... \$225.00

- Listings under appropriate categories are 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 GPA Port Business Directory at gpaports.com.

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

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Port of Savannah

Port of Brunswick

Port Bainbridge

Port Columbus

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