



# 2010 REPORT/DIRECTORY

## RATES AND REQUIREMENTS

### Content

The Port Canaveral Directory is a comprehensive annual guide listing operations, facilities, capabilities and statistics on the cruise, cargo and Foreign Trade Zone business at the Port. Also included is information about the Port's history, future plans and recreational facilities and events.

### Reader profile

The Directory reaches cruise, cargo, and other transportation-related businesses; national, state and local community leaders and government officials; economic development organizations; universities; libraries and local citizens.

### Circulation

As the Port's primary communications tool, the Directory is mailed and distributed throughout the year at trade shows and special events for a total of approximately 23,000 readers.

### Advertising rates

SIZE	BLACK & WHITE	TWO COLOR	FOUR COLOR
1/8 Page	\$ 598	\$ 753	\$1,207
1/4 Page	902	1,039	1,777
1/3 Page	1,057	1,230	2,090
1/2 Page	1,224	1,433	2,537
One Page	1,803	2,012	3,807
Two Page	2,888	3,145	5,711

For guaranteed positions add 10%

### COVERS (4-COLOR ONLY)

Inside Front	\$3,873
Inside Back	3,873
Back	4,170

### Ad sizes

STANDARD	WIDTH	DEPTH
Full Page	7"	10"
2/3 Page	4.625"	10"
1/2 Page Vertical	3.3125"	10"
1/2 Page Horizontal	7"	4.875"
1/3 Page Vertical	2.25"	10"
1/3 Page Square	4.5625"	4.875"
1/4 Page Vertical	3.3125"	4.875"
1/4 Page Horizontal	7"	2.375"
1/8 Page Horizontal	3.375"	2.375"

### BLEEDS

Bleeds allowed on full pages only.  
Bleed size: 8.75" x 11.25"  
Trim size: 8.5" x 11"

### Materials required

This publication is produced in a Macintosh-based "digital only" environment. Only properly prepared digital pre-press files (call for specifications) are accepted. All digital files should be accompanied by a high resolution proof\*, i.e. Matchprint, Chromalin, Fuji Print, Kodak Approval, Rainbow or Color Key for color matching.

*\*The publisher will not be responsible for reproduction of any digital file not accompanied by a proof.*

### Ad creation

Need your ad produced? Copywriting, photography, illustration, design and layout services are available from our award winning creative staff. Call for an estimate.

### Closing dates

Space Reservations: December 4, 2009  
Materials: December 18, 2009

### General policies

**COPY AUTHORIZATION:** All advertisements are accepted and published by the Publisher upon the representation that the agency and/or advertiser is authorized to publish the entire contents and subject matter thereof. In consideration of the Publisher's acceptance of such advertisements, the agency and/or advertiser will indemnify and hold the Publisher harmless from and against any loss or expense resulting from claims or suits for defamation, libel, violation of privacy, plagiarism and copyright infringement.

**COPY ACCEPTANCE:** Publisher reserves the right to reject any advertising. Advertising that resembles editorial may be marked "Advertisement" by the Publisher.

**VERBAL COMMITMENTS:** All verbal orders are considered binding, unless canceled in writing prior to space closing date.

**CANCELLATIONS:** Cancellations must be in writing and are not accepted after published closing dates. Cover contracts are noncancelable.

**TERMS:** Payment upon submission of advertising material.

*The REPORT/DIRECTORY is published for Canaveral Port Authority (CPA) by Wolf Jessee Paquin Communications. The rates and policies were established with the approval of CPA in accordance with customary publishing practices.*

Send Insert Orders & Materials to:



1970 Michigan Ave., Bldg. I, Suite 10  
Cocoa, FL 32922

E-Mail: [info@wjpccommunications.com](mailto:info@wjpccommunications.com)

For Space Reservation

Call 321.633.7576



# 2010 REPORT/DIRECTORY

## AD INSERTION ORDER/CONTRACT

ADVERTISER \_\_\_\_\_ JOB # \_\_\_\_\_

ADDRESS \_\_\_\_\_ CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

CONTACT \_\_\_\_\_ PHONE \_\_\_\_\_ FAX \_\_\_\_\_

AD SIZE		
STANDARD	WIDTH	DEPTH
<input type="checkbox"/> Full Page	7"	10"
<input type="checkbox"/> 2/3 Page	4.625"	10"
<input type="checkbox"/> 1/2 Page Vertical	3.3125"	10"
<input type="checkbox"/> 1/2 Page Horizontal	7"	4.875"
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We accept digital files via email or saved to CD. When providing via email please fax or mail proof. For larger file sizes, we offer an ftp site for uploading via your web browser. Contact us for details.

\*The publisher will not be responsible for reproduction of any digital file not accompanied by a proof.

### COLORS & POSITION

Black & White  
 Two Colors (\_black\_cyan\_yellow\_red)  
 Four Colors (Full Color)  
 Special Position \_\_\_\_\_

### MATERIALS

Supplied by Advertiser  
 Repeat With No Changes  
 Repeat With Changes Indicated  
 Publisher To Produce

### TERMS

Deposit: \_\_\_\_\_  
 C.O.D.: \_\_\_\_\_  
 Bill Client: \_\_\_\_\_  
 (Credit approval required)  
 Payment In Full Due: \_\_\_\_\_

### DEADLINES

**Space Reservation Due: Dec. 4, 2009**  
**Materials Due: Dec. 18, 2009**  
 (Any materials received after this date may incur late charges.)

### SENDING INSTRUCTIONS

Mail, fax or email all space reservations, contracts and reproduction materials to:



1970 Michigan Ave., Bldg. 1, Ste. 10  
 Cocoa, FL 32922  
 Ph: 321-633-7576 Fax: 321-633-8281  
 Email: info@wjpccommunications.com  
 www.wjpccommunications.com

We understand that our advertisement will appear in the issue designated above. In the event of non-receipt of copy in time for publication, we agree that the publisher reserves the right to insert any recent copy of the advertiser or prepare copy for him. Publisher's liability will not exceed the contract price of the insertion in the event of error, failure to publish the ad, or other related circumstances. It is agreed that no understanding exists between the publisher and the advertiser other than this contract and that we will be billed for our cost on insertion unless otherwise provided for here. This order is not subject to cancellation except by mutual agreement.

We hereby authorize insertion of our advertisement in the publication and issue designated above.

Company Name \_\_\_\_\_  
 Your Name (print or type) \_\_\_\_\_ Title \_\_\_\_\_  
 Signature \_\_\_\_\_ Date \_\_\_\_\_