

2010 Rates

The Must-Have Resource For Maritime Industry Leaders!

Incorporating the Port Shipping Services Guide!



Port of Baltimore

MARYLAND'S Directory

ABOUT THE PORT DIRECTORY:

- >> Lists hundreds of companies — from consolidators to truckers to warehouse operators — doing business with the Port.
- >> Each entry includes contact information, including key personnel.
- >> Special sections provide MPA and government agency facts and contacts.
- >> Copies will be distributed to the Baltimore County Chamber of Commerce, the Maryland Port Administration and key industry decision-makers for a readership of 15,000.
- >> Includes the only complete listing of ports of call for shipping lines serving the Port.
- >> Features shipping frequencies and cargoes, as well as contacts for lines and shipping-related firms.

This invaluable annual directory is used by decision-makers and purchasing agents at key Port businesses. High value equals high repeat use — and that means multiple exposures for your advertisement!

ADVERTISING RATES

Special Discount!

Sign up for three issues of Maryland's Port of Baltimore Magazine — and receive a combination discount on your ad in the Directory!

FOUR-COLOR

	PORT DIRECTORY	COMBINATION RATE with "Port of Baltimore" Magazine
Full Page	\$2,065	\$1,865
1/2	\$1,500	\$1,360
1/4	\$980	\$880

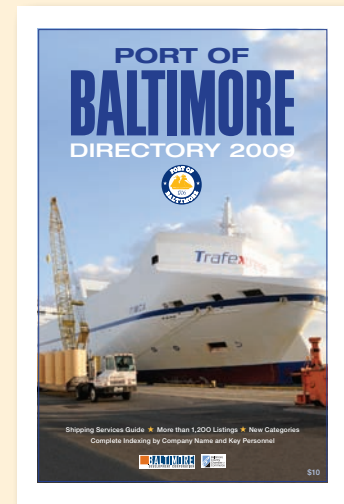
BLACK & WHITE

Full Page	\$1,550	\$1,395
1/2	\$1,135	\$1,030
1/4	\$735	\$660

PREMIUM POSITIONS*

Back Cover	\$2,830	\$2,565
Inside Front Cover	\$2,580	\$2,325
Inside Back Cover	\$2,450	\$2,215
Page One	\$2,450	\$2,215
Tab Dividers**	\$2,450	\$2,215
Opposite TOC	\$2,235	\$2,095

* Four-color ads only ** Four positions available
All rates are net.



The Directory Features

Glossy paper and four-color throughout!

Handy divider tabs!

Mechanical Specifications

STANDARD AD SIZES	INCHES WIDE	INCHES DEEP
Full Page	5	8
1/2 Horizontal	5	3-7/8
1/4 Horizontal	5	1-7/8
Trim Size	6	9
Bleed	6-1/4	9-1/4

Advertising Specifications

- > Platform: Macintosh only.
- > Applications: Adobe InDesign 5.0; Adobe Illustrator 13; Adobe Photoshop 10; Adobe Acrobat 8.0.
- > Ads may be submitted on CDs, via email or uploaded to our FTP site (for instructions contact Chris Milton at 443-909-7832).
- > Must be 4-color process (no Pantone Process).
- > Files must be accompanied by: suitcase, printer and screen fonts; print-out of disk contents; composite and separation laser proofs; matchprint or Iris color proof (note: if proof is not provided, a matchprint will be generated and \$50 billed to the advertiser). Graphic files should be CMYK tiff, eps, or PDF files (tiff files 300 dpi; Bitmap files 1200 dpi; eps files please convert type into paths or send fonts; PDFs must be made with PDFX1a or Press Quality preset, have fonts embedded and be CMYK).
- > Advertisers providing non-camera-ready materials should contact Steve Lassiter for production services and charges.

ADVERTISING DEADLINES

■ Space/Non-Camera-Ready Materials	3/4/10
■ Camera-Ready Materials	3/11/10
■ Publication Date	May 2010

For Advertising Information:

Call Steve Lassiter, 443-909-7828

E-mail: steve.lassiter@mediatwo.com Fax: 410-825-4112
Media Two >1014 West 36th Street >Baltimore, MD 21211

For ad production questions, contact Chris Milton at 443-909-7832 or chris.milton@mediatwo.com.