

REPORTAGE

2016

MEDIA KIT



ASSOCIATION OF CANADIAN PORT AUTHORITIES
ASSOCIATION DES ADMINISTRATIONS PORTUAIRES CANADIENNES



THE VOICE OF THE PORTS COMMUNITY

rePORTage magazine complements the ongoing advocacy efforts of the Association of Canadian Port Authorities (ACPA) with its focus on issues of importance to the entire ports community. All members of the association—and other ports stakeholders—benefit from the increased awareness of ports-related matters featured in *rePORTage*.

The publication is delivered to all levels of government including Members of the House of Commons, Senators and key federal, provincial and municipal decision makers, as well as other relevant stakeholders. *rePORTage* is also distributed to subscribers of *Canadian Sailings Transportation & Trade Logistics* magazine and with Ottawa's *The Hill Times*. Copies of the publication are provided to ACPA Members and Supporters for use in support of local advocacy efforts.

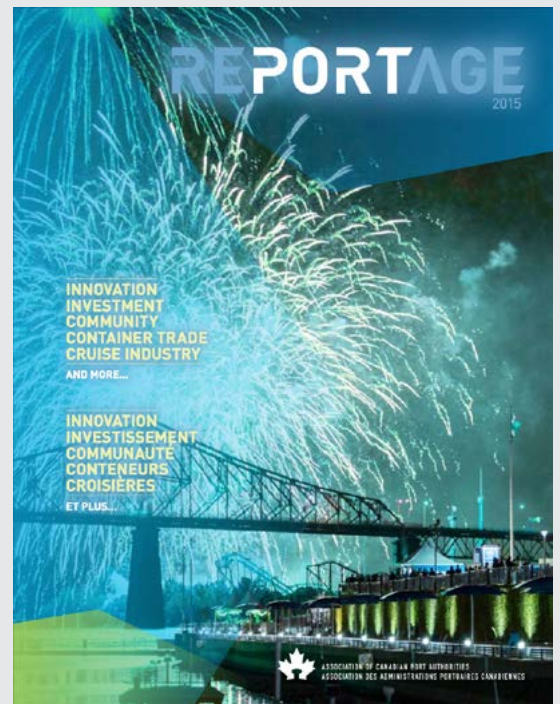
Once again, we look forward to your advertising support, which makes the production of this quality annual publication possible.

WENDY ZATYLNÝ
PRESIDENT, ACPA

THE AUDIENCE

Ports
Terminals
Domestic shipping lines
International shipping lines
Agents
Freight forwarders
(including customs brokers)
Importers/exporters
(including logistics professionals)
Rail
Road
Warehousing, moving and logistics operators
Government, consulting engineers, repair shops,
equipment vendors, surveyors, lawyers, etc.
Canada's Cabinet Ministers, Senators, key aides,
Parliament Hill staffers, top government policy
and decision-makers

READERSHIP: 60,000*



*The 2016 edition of Canadian Ports Magazine will reach 60,000-plus readers, based on combined distribution of *Canadian Sailings Magazine* and *The Hill Times*

TO PLACE AN AD



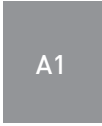
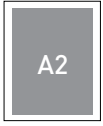
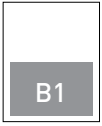
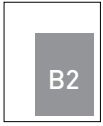
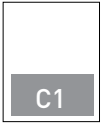


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REPORTAGE

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ADVERTISING RATES AND SPECIFICATIONS

Full page Trim 8.375" x 10.875" (210 mm x 272 mm)		A1 Bleed 8.625" x 11.125" (216 mm x 278 mm)		A2 No Bleed 7" x 9" (175 mm x 225 mm)
1/2 page		B1 Horizontal 7" x 4.5625" (175 mm x 114 mm)		B2 Vertical 4.5625" x 7" (114 mm x 175 mm)
1/3 page		C1 Horizontal 7" x 3" (175 mm x 75 mm)		
1/4 page		D1 Horizontal 4.5625" x 3.3125" (114 mm x 83 mm)		
1/8 page				E2 Vertical 2.125" x 3.3125" (53 mm x 83 mm)

	Non-member	Member/ Supporter
A1/A2 Full page	\$ 3,500	\$ 2,975
B1/B2 1/2 page	\$ 2,500	\$ 1,975
C1 1/3 page	\$ 1,850	\$ 1,525
D1 1/4 page	\$ 1,700	\$ 1,300
E2 1/8 page	\$ 900	\$ 725

Outside back cover*	+ 25 %
Inside front or back cover*	+ 20 %
Position charges	+ 15 %

* full page ads only

APPLICABLE TAXES WILL BE ADDED ON THE INVOICE

A clickable version of the ad will be included in the online PDF version of the magazine.

ADDITIONAL CHARGES

Any adjustments or corrections to electronic files supplied will incur an additional charge.

FILE FORMATS ACCEPTED

Adobe InDesign or Adobe Illustrator (CS5 or previous)

- Clearly identify advertiser in file name
- Use high-resolution images (300 dpi CMYK)
- Convert all spot colours to CMYK
- Supply all fonts (or convert to outline)
- Supply printout of job directory and high quality colour proof

PDF file format

Press-optimized PDF files (CMYK, 300 dpi, all fonts embedded, crop marks).

Please note that a high quality colour proof should be provided.

How to Place an Advertisement

STEP
1

Review information about pricing, important dates and available formats in the 2016 Media Kit.

STEP
2

Book your ad before the deadline, complete and return the insertion order to Griffintown Media, ACPA's publishing partner.

STEP
3

Submit your ad before the deadline.

OR

Contact Griffintown Media to have an ad created.

Ad Confirmation Deadline:
June 1, 2016

Ad Submission Deadline:
June 1, 2016

CONFIRM BEFORE **MARCH 16, 2016**
AND **SAVE 10%**

CONTACT GRIFFINTOWN MEDIA FOR AD CREATION PRICING AND SERVICES

REPORTAGE

2016

ADVERTISING INSERTION ORDER FORM

ADVERTISER PROFILE

Advertiser

Address

City/Province

Postal Code

Contact Person Telephone

E-mail Fax

AGENCY Griffintown Other (specify)

Contact Person Telephone

E-mail Fax

DETAILS	FULL PAGE	1/2 PAGE	1/3 PAGE	1/4 PAGE	1/8 PAGE	RATE
Size:	<input type="checkbox"/> A1 <input type="checkbox"/> A2	<input type="checkbox"/> B1 <input type="checkbox"/> B2	<input type="checkbox"/> C1	<input type="checkbox"/> D1	<input type="checkbox"/> E2	<input type="text"/>
Position:	<input type="checkbox"/> Outside back cover (full page only)					[+ 25 %]
	<input type="checkbox"/> Inside front cover (full page only)					[+ 20 %]
	<input type="checkbox"/> Inside back cover (full page only)					[+ 20 %]
	<input type="checkbox"/> Other (please specify) _____					[+ 15 %] <input type="text"/>
	TOTAL*					<input type="text"/>

Acceptance of any advertisement is at the sole discretion of the publisher. All copy and graphics are subject to the publisher's approval. Every effort will be made to comply with advertiser positioning requests, but these cannot be guaranteed unless specifically acknowledged in writing by Griffintown Media Inc.

*Prices are net; total does not include applicable taxes, or fees for ad corrections or adjustments.

Terms of payment: Net 30 days in Canadian funds.

Authorized by: _____ Date _____
 Client/Agency Authorized Representative



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