



# JAXPORT

## DIRECTORY & MAGAZINE

### PRINT & DIGITAL 2020 MEDIA KIT

The Jacksonville Port Authority (JAXPORT) is a full-service, international trade seaport at the crossroads of the nation's rail and highway network in Northeast Florida, the heart of the South Atlantic. JAXPORT is Florida's largest container port complex, one of the nation's busiest vehicle-handling ports and is recognized throughout the industry for award-winning customer service.

JAXPORT continues to build the port of the future by investing in a deeper harbor, upgraded terminals, state-of-the-art cranes and equipment, inland connectivity and more to become one of the most efficient cargo ports in the nation.

JAXPORT publishes two annual publications and is launching a cargo blog connecting transportation and logistics partners with news, resource information and more.

The JAXPORT Directory, published in September, connects you with maritime and cargo-related businesses in Northeast Florida. Find details about JAXPORT's terminals and contact information for port-related businesses in Northeast Florida.

The JAXPORT Magazine will be published in April with editorial content focused solely on high-level industry trends impacting transportation, logistics, supply chain and maritime businesses. This publication will feature interviews with industry decision makers and experts alike.



**Clements Publishing Co.**  
Mike Clements  
904.463.2969 • fax: 904.241.4313  
Mike@PortMediaServices.com



## DIRECTORY & MAGAZINE RATES

### 2020/2021 JAXPORT Directory

**Publication Date: September 2020**

Space Reservation: August 14, 2020

Materials Due: August 21, 2020

	4/Color	B/W
Outside Back Cover	\$4,700	n/a
Inside Front Cover	\$4,500	n/a
Inside Back Cover	\$4,200	n/a
Page 1	\$4,300	n/a
Page 3	\$4,100	n/a
Two page spread	\$6,400	n/a
Full Page	\$3,700	\$3,200
1/2 Page	\$2,750	\$2,400
1/3 Page	\$1,900	\$1,500
1/4 Page	\$1,600	\$1,300
1/8 Page	\$1,000	\$800

### 2021 JAXPORT Annual Magazine

**Publication Date: April 2021**

Space Reservation: February 17, 2021

Materials Due: February 24, 2021

	4/color	B/W
Outside Back Cover	\$3,900	n/a
Inside Front Cover	\$3,825	n/a
Inside Back Cover	\$3,570	n/a
Page 1	\$3,650	n/a
Two page spread	\$5,400	n/a
Full Page	\$3,200	\$3,000
1/2 Page	\$2,400	\$2,000
1/3 Page	\$1,500	\$1,250
1/4 Page	\$1,300	\$1,100
1/8 Page	\$800	\$700

All rates are Net.

#### BONUS DISTRIBUTION:

- Breakbulk North America
- China International Import Expo
- Florida Forestry Association Annual Meeting
- Florida Supply Chain Summit
- IANA Intermodal EXPO
- Inland Distribution Conference
- LINK The Retail Supply Chain Conference
- TPM
- TPM Asia Conference

#### READERSHIP:

More than 5,000 copies of JAXPORT's publications are printed and distributed to senior level executives in the following categories.

Shippers/Cargo Owners.....	27%	Dist. Centers/Warehouses....	4%
Manufacturers.....	19%	Misc. Subscriptions.....	8%
Logistics Organizations.....	14%	Trade Shows.....	8%
Ocean, Rail & Truck Lines.....	11%	Government.....	2%
Construction/Engineering ...	7%	TOTAL.....	100%

In addition, JAXPORT's publications are distributed digitally through a wide variety of channels including JAXPORT's website, social media, e-newsletter and digital subscription list.

#### Production Specifications:

Camera-ready ads can be provided on disk or via email with color proof for approval purposes. Color proofs must be submitted or Clements Publishing Company cannot guarantee accuracy and quality of your artwork. Slicks and film are not acceptable.

Adobe PDFs (300dpi CMYK with bleeds) or InDesign formats preferred. Quark Xpress, Adobe Illustrator, Adobe Photoshop, or hi-resolution TIFF, EPS or JPEGs are also acceptable. Files to be emailed to **Brian@PortMediaServices.com**

Two-page spread: 16.75 Wide X 10.875 Tall + .125" Bleed

Full Page: 7.625 Wide x 10.125 Tall

Full Page Bleed: 8.375 Wide X 10.875 Tall +.125" Bleed

1/2 page: 7.625 Wide x 4.9 Tall • 1/3 page Horizontal: 7.625 Wide x 3.625 Tall

1/4 page Vertical: 3.8125 Wide x 4.9 Tall • 1/4 page Horizontal: 7.625 Wide x 2.62 Tall

1/8 page: 3.8125 Wide x 2.45 Tall

**Clements Publishing Co.**

Mike Clements  
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Mike@PortMediaServices.com

CLEMENTS  
PUBLISHING  
COMPANY

## DIRECTORY CATEGORY LISTINGS

JAXPORT Directory Listings—over 50 listing categories to choose from:

**To be listed go to [www.portdirectorylistings.com](http://www.portdirectorylistings.com).**

- Agents, Marine
- Associations, Maritime & International Trade
- Attorneys, Maritime
- Automobile & Vehicle Services
- Chambers of Commerce
- Construction Services, Marine
- Consular Representatives
- Consultants, Maritime
- Container Equipment, Services & Repairs
- Cruise Lines
- Customs Brokers
- Diving & Underwater Services
- Dredging & Marine Construction
- Education & Training Services
- Electrical Services
- Emergency Response & Salvage
- Employment Services
- Engineering Services
- Environmental Services
- Equipment Services
- Foreign Trade Zone (FTZ) Services
- Freight Forwarders
- Fuel, Oil & Bunkering Services
- Fumigation Services
- Government Agencies & Services
- Heavy Lift Equipment & Services
- Hotels
- Information Technology & Software
- Insurance, Maritime
- Laboratories & Testing Services
- Logistics & Intermodal Services
- Marine Chemists
- Miscellaneous Services, Maritime
- Non-Vessel Operators (NVO)
- Ocean Carriers
- Piloting & Harbor Services
- Port Authority
- Rail Carriers & Services
- Real Estate Development
- Religious Services & Ministries
- Safety Products, Equipment & Services
- Seafarer's Services & Assistance
- Security Systems, Services & Technologies
- Ship Chandlery
- Shippers (Importers/Exporters)
- Shipyards & Repair Services
- Stevedoring & Cargo Handling Services
- Surveyors
- Terminal Operators
- Towing & Barge Services
- Travel Agencies
- Trucking Services
- TWIC Escort Services
- Unions, Local
- Warehousing, Distribution & Storage
- Wire, Rope & Cable

\*Categories are subject to change.

Our publication features an Index of Advertisers section in which your company will be listed under the category of your choice with the page number of your ad. When our members are in the market for a specific product or service, they can search the Index of Advertisers and quickly locate advertisers that specialize in that category.

One free category is included with any size ad and additional categories are only \$60 each. If your product or service is not listed below, a new category can be created for you.

(1) REGULAR LISTING .....	FREE
ADDITIONAL REGULAR LISTINGS/CATEGORIES.....	\$60 ea.
ENHANCED LISTING.....	\$300.00
ADDT'L ENHANCED LISTING.....	\$75.00

- One free regular listing provided to qualified, local port-related businesses operating an office in Northeast Florida.
- All firms listed in the JAXPORT Print Directory receive a listing & link (as applicable) in the online version of the 2020–2021 JAXPORT Directory at: [www.JAXPORT.com/publications](http://www.JAXPORT.com/publications)

# JAXPORT

DIRECTORY & MAGAZINE

## BLOG

The Jacksonville Port Authority Cargo Blog is one of the newest opportunities to connect your business with transportation and logistics industry professionals from around the world. The blog — a new feature on JAXPORT's updated, modern website — will host editorial content throughout the year highlighting relevant industry topics including trends and business disruptors, cargo focused spotlights, company profiles as well as supply chain efficiencies offered in Northeast Florida.

The Featured Story Digital Package allows you to showcase your advertising message alongside content that speaks directly to industry decision makers. A digital advertising package will be offered each quarter to run alongside JAXPORT's quarterly featured story. The package includes three digital placements on the webpage allowing you to customize your message in an unique and meaningful way to reach customers. The ads will run on the webpage for a full year. JAXPORT will promote the featured story on its social media channels — Facebook, Twitter, LinkedIn and Instagram

## DIGITAL EDITION

In addition to print, the magazine and directory are available in a digital version. Viewers can flip through the pages, forward articles to colleagues and click ads to be redirected to advertisers' websites. Each issue is emailed to readers as well as posted on JAXPORT's website. An archive of issues is available, securing your ad a lasting online presence.

## EDITORIAL QUESTIONS?

### Whitney Croxton

Senior Marketing Coordinator

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2831 Talleyrand Avenue, Jacksonville, Florida 32206



— as well as in its monthly e-newsletter adding additional value and exposure.

Digital Ad Sizes:

1. 728x90 Leaderboard ad under the featured story on Cargo blog home page
  2. Designed landscape box ad will appear near the top of the story; Creative will include 50 word company description, image and button (with active link to page of their choice)
  3. 300x600 or 300x250 \*company can choose preferred size
  4. 728x90 leaderboard ad at the bottom of the blog
- \*Company can choose to repeat the first leaderboard ad or provide new creative.

Creative will be accepted in the following formats: jpeg, gif or png

Feature story schedule: January, April, July and October

Readers can:

- Bookmark pages and insert notes
- Keyword search the entire magazine or directory
- Navigate and magnify pages with one click
- Share articles on news and social networking sites
- View issues instantly from most smartphones and tablets
- View archives and find a list of articles for one-click access
- Read the the issue online or download and print for later.

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## ADVERTISERS CONTRACT

Date:.....Contact:..... Phone:.....  
 Advertiser:..... Fax: .....  
 Advertising Agency:..... eMail:.....  
 Address:..... Notes:.....  
 City: .....  
 State:.....Zip Code:.....

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1/4 Page	\$1,300	\$1,100
1/8 Page	\$800	\$700

All rates are Net.

Base Price Prior to Discounts or Guaranteed Positions: \_\_\_\_\_

5% Discount for all Multiple Insertions

15% For Guaranteed Position

**TOTAL NET PRICE:** \_\_\_\_\_

*Payment Due Upon Receipt.*

Please make all checks payable to  
 Clements Publishing Co.  
 P.O. Box 51000, Jacksonville Beach, FL 32240

**SIGNATURE:** \_\_\_\_\_

## TERMS and CONDITIONS

1. By signing this agreement, the advertiser authorizes Clements Publishing Co. to publish its advertisement and agrees to pay Clements Publishing Co. for each published ad. Clements Publishing Co. agrees to reserve space under the terms of this agreement in accordance with this Advertisers Agreement.
2. The advertiser's copy to be published by Clements Publishing Co. will be provided to Clements Publishing Co. by the art due date on the rate card. If not camera ready, copy will be provided one week prior to camera ready deadline.
3. First time advertisers must establish credit and submit 100% payment with copy, including production charges, if any.
4. Advertisers who have established credit must pay bills within 30 days of invoice.
5. Any account outstanding more than 30 days from the date of invoice is subject to a 1.5% per month service charge not to exceed 18% per annum.
6. All rates on this agreement shall be adjusted to the lowest earned rate. In the event of an unearned agreement, advertiser will be billed for the short rate of the contract.
7. Credits for errors are limited to the percentage of space occupied by the error.
8. In the event of non-payment, all legal fees and collection costs are the responsibility of the advertiser or agency placing the advertisement.
9. Changes to an ad are not accepted after the applicable closing date of publication. Cancellation will not be considered executed unless accepted in writing by the publisher. If space is reserved and advertiser does not meet copy deadline, publisher may insert a previous advertisement or in a circumstance where there has been no previous advertisement, publisher may prepare and insert an advertisement without prior approval of copy or layout by the advertiser, with payment due from advertiser or associated art charges.
10. Contract advertisers are rate protected during the duration of their contract. Cancellation of any portion of the contract voids all rate protection.
11. Publisher will make every effort to comply with the position requested (other than guaranteed or preferred positions) but will not be bound by conditions outlined by the advertiser in letters, verbally and/or insertion orders.
12. Acceptance of advertising is subject to publishers and the Jacksonville Port Authority approval and agreement by the advertiser to indemnify and protect the publisher from loss of expenses on claims or suits based on contents or the subject matter of such advertisements. This includes suits for plagiarism, copyright infringements and unauthorized use of persons name or photograph. Clements Publishing Co. reserves the right to cancel any advertisers contract if payments are not received in a timely manner or in the event of non payment.
13. The publishers and the Jacksonville Port Authority reserves the right to reject any advertising for any reason.
14. Clements Publishing Co will provide (2) free revisions of your supplied or publisher created artwork. If CPC is to create original ad, client must furnish hi-res (minimum 226 dpi at size) logo, photos and graphics along with exact copy for ad. Addt'l charges are as follows: publisher provided logo, photo, graphics (\$175 each), each addt'l revision beyond (2), (\$150 each revision), any changes to artwork AFTER proof approval (\$150), submitting/revising artwork at press (\$300).
15. Add 3% to total cost if paying by credit card for processing fees.

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