

Port of Houston Magazine

A publication of the Port of Houston Authority



**THE PORT
DELIVERS**
The goods

ADVERTISING RATES AND SPECIFICATIONS

The Port Magazine is a bi-monthly magazine with a circulation of 15,000 readers per month and annual circulation of 90,000 readers. The Port Magazine targets an international audience and your message will reach more than 250 ports worldwide. With our new look, we have renewed our commitment to share with our readers the latest Port news.

2006 Advertising Rates	1x	2x	4x	6x
Full Page – Outside back cover	\$3950	\$3800	\$3650	\$3500
Full Page – Inside front cover	\$3750	\$3600	\$3450	\$3300
Full Page – Page One	\$3750	\$3600	\$3450	\$3300
Full Page – Page Three	\$3500	\$3350	\$3200	\$3000
Full Page – Inside back cover	\$3500	\$3350	\$3200	\$3000
Full Page – ROP (best available)	\$2950	\$2800	\$2650	\$2500
Half Page – Standard	\$1950	\$1850	\$1700	\$1650
Quarter Page – Standard	\$ 995	\$ 950	\$ 895	\$ 850

Ad rates shown above are gross rates per issue. A 15% discount is allowed for accredited ad agencies and advertisers who provide acceptable electronic ad files as required by ad specifications noted below. Any ad files submitted that are not in final form will be charged the gross rate shown above plus any additional layout, art, design and/or production charges incurred by Gilbreath Communications in preparing such ad files for printing.

Editions

The Port magazine is a bi-monthly magazine with editions on the following months: Jan./Feb. 2006, March/Apr. 2006, May/June 2006, July/Aug. 2006, Sept./Oct. 2006, Nov./Dec. 2006. **Ad space must be reserved no later than 30 days in advance of next publication date and all ad materials must also be submitted no later than 30 days prior to publication date.** Contact Port of Houston Magazine Advertising Sales Representatives, Compass North America, Inc. for specific issue space reservations and ad copy submission deadlines.

Mechanical Requirements

Advertising **MUST** be submitted as electronic data and **MUST** be saved at 100% in CYMK to SWOP standards. All elements **MUST** be placed at 100% size.

Ad Sizes – Magazine Trim Size: 8" horiz x 10.5" vert	Full Page Live Area: 7" horiz x 9.5" vert
Full Page Bleed: 8.5" horiz x 11" vert	Half Page: 7.5" horiz x 4.75" vert
Full Page Non-Bleed: 7" horiz x 9.5" vert	Quarter Page: 3.625" horiz x 4.75" vert

Acceptable Electronic Ad File Formats

Hi-res (300 dpi) .pdf or Photoshop .tiff or .eps files only! Send via email to: creative@gilbcomm.com or send on CD to: Gilbreath Communications, Inc.

Attn: Creative Dept. (re: Port of Houston Magazine)
15995 North Barkers Landing, Suite 100
Houston, TX 77079 Tel: (281) 649-9595

Printing Specs

Printing by offset lithography, 150 line screen. Saddle stitched with 8" X 10.5" trim. All submitted materials must be press ready to avoid publisher's charges for any and all graphic work required for publication.

Design Fees

If you do not have an ad and would like to have one designed, you may contact Gilbreath Communications, Inc. – Creative Dept. at 281-649-9595. Design requests must be made no later than 45 days prior to publication date of next issue. Design fees begin at \$125/hr. plus photography costs. All ads must be paid in full before design work begins.

Ad Placement

Contact SEAPORTS Publications Group, Commonwealth Business Media, Inc., exclusive ad sales representatives for PORT OF HOUSTON MAGAZINE to arrange your ad program and reserve your ad space. Tel: (954) 628-0058 ext. 131 Fax: (954) 628-0085 E-Mail: poha@seaportsinfo.com or GMihaiu@joc.com