



We deliver essential content to a community of high-level trade & logistics decision-makers.\*

\* Or what we like to call...  
*your next customers.*

# THE JOURNAL OF COMMERCE

Marketing Solutions Guide **2012**  
MEDIA PLANNER | EDITORIAL CALENDAR | RATES



## ESSENTIAL CONTENT

*The Journal of Commerce* covers trade, logistics and transportation the way its readers look at their supply chains — from end-to-end, from the factories in Asia and farms in North America, across oceans and through distribution channels to end customers.

Our team of reporters, editors, researchers and economists are the respected voices of the container transportation industry. They are part of the global conversation: leading panel discussions at conferences, engaging dialogue on social networks, provide their unique insight through their blogs or providing in-depth understanding of complex issues in their columns on JOC.com or the weekly magazine.

### **PAUL PAGE**

Editorial Director

Leading the editorial strategy for *The Journal of Commerce*, Paul's award winning coverage of all modes of transportation, logistics and trade, is uniquely comprehensive. Backed by use of data-supported analysis, Paul's mission is to provide transparency to the very complex trade and transportation industry.

### **PETER TIRSCHWELL**

Senior V.P., Strategy

A prominent thought-leader in container transportation with more than 20 years at *The Journal of Commerce*. His coverage of international trade and transportation is unmatched by anyone in the business. Following Peter's columns, blogs and daily Twitter posts, will provide you valuable insight on the industry's most important trends.

### **CHRIS BROOKS**

Executive Editor

For 25 years Chris has provided leadership in extending and advancing the superior editorial standards *The Journal of Commerce* is known for. He has seen the industry go through unprecedented changes over the years and provides valuable insight from his unique viewpoint.

### **DANA BRUNDAGE**

Managing Editor, Digital Media

As a newspaper beat reporter, turned editor of three websites, Dana joined JOC.com to expand our digital content and innovation.

### **BARBARA WYKER**

Assistant Managing Editor

Barbara has been with *The Journal of Commerce* for 40 years. She coordinates all magazine production and makes certain to maintain accuracy and style in all content provided to our readers.

**PETER LEACH**

Senior Editor

Peter first started covering international trade for *The Journal of Commerce* back in 1973. He has been providing readers with extensive insight into the business of shipping is widely known for his expertise on the financial, operating and strategic fundamentals of shipping.

**JOE BONNEY**

Senior Editor

Joe is *The Journal of Commerce's* expert on the complex and vital topic of Transportation Finance and Economics. He has been a senior reporter in transportation for over 20 years and as a veteran of daily newspapers, he brings a human touch and personal insight to business reporting.

**WILLIAM B. CASSIDY**

Senior Editor

William is the foremost writer on trucking and supply chain technology working in Washington today. His coverage of trucking, expedited transport and domestic supply chains provides readers with insight into key trends that affect bottom lines.

**MARIO MORENO**

Economist

Mario's forecasts through a period of unprecedented economic turmoil has been uncannily accurate. He has a clear-eyed understanding of the key economic indicators that drive international trade and transportation. He brings macroeconomic trends together with analysis of crucial shipping data to provide need-to-know intelligence to all sides of the shipping world.

**BILL MONGELLUZZO**

Associate Editor

Covering the shipping industry for over 30 years, Bill is one of the foremost experts in the transportation and trade, specializing in the Trans-Pacific trade lanes. When Bill speaks at our TPM Conference or other industry event, the industry listens, because of his deep knowledge of this most important region for trade.

**R.G. EDMONSON**

Associate Editor

Robert provides *The Journal of Commerce* readers expert reporting on customs, legislative and regulatory activity for the maritime, surface transportation, trade facilitation and security.

**MARSHA SALSURY**

Research Editor

Marsha is a veteran insider of the shipping industry with experience in sales and business development. She has a unique expertise of looking at how yesterday's experience and today's metric build the maritime industry of tomorrow.

**MARK SZAKONYI**

Daily Content Editor

Mark manages the day-to-day breaking news section of JOC.com. He edits, writes and posts stories from transportation politics in Washington to supply chain risks in China. Before joining us Mark covered trade and logistics

# INFLUENTIAL AUDIENCE

Deliver your marketing message to the largest and most influential community of logistics and supply chain professionals, serving this market. Engagement, influence and real buying power...we have the industry reach that will drive real results.

The industry's most comprehensive and global audience!

## FULL AUDIENCE REACH °

**175,000+**

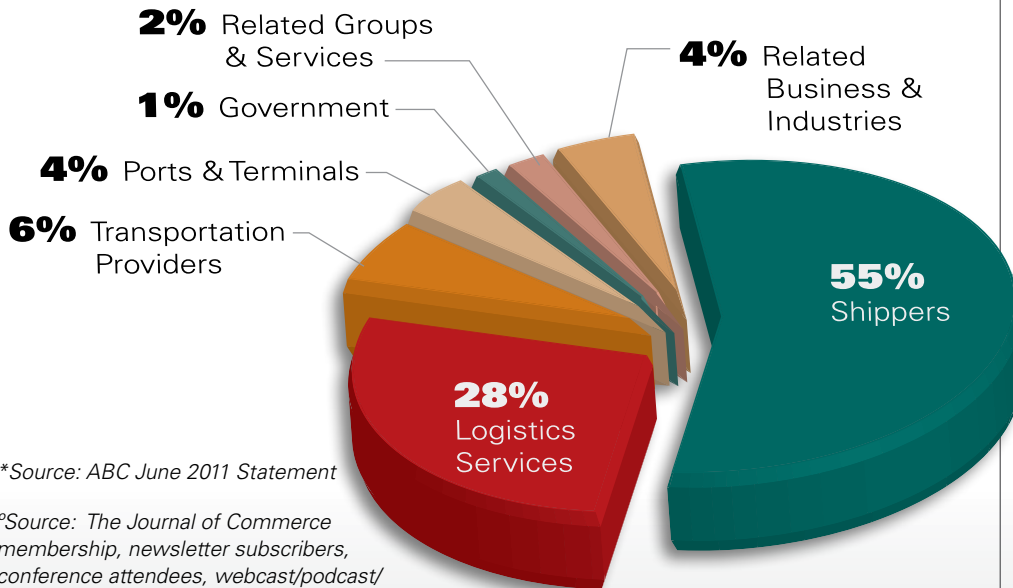
Logistics & Supply Chain  
Professionals in Database

**14,064**

Membership

## TARGET AUDIENCE

Members\*



\*Source: ABC June 2011 Statement

°Source: The Journal of Commerce membership, newsletter subscribers, conference attendees, webcast/podcast/whitepaper registrants, JOC.com registered visitors.

† Source: Google Analytics

**JOC.com has  
real global  
reach!**

Each month over  
**288,000 visits**  
to JOC.com  
come from **186**  
**countries/  
territories†**

## JOC.COM†

**150,000**

Unique visitors per month

**288,000**

Visits per month

**710,000**

Pageviews per month

**5.45** Pageviews per visit in  
Member-Only Content

**2.58** Pageviews per visit in  
Non-member Content

**6:05** Average time spent per visit  
in Member-Only Content

**3:02** Average time spent per visit  
in Non-member Content

## THE JOURNAL OF COMMERCE COMMUNITY

### They have real authority.†

Purchasing authority on transportation products and services

**54%** final purchasing authority

**54%** recommend products and services

**45%** research products and services

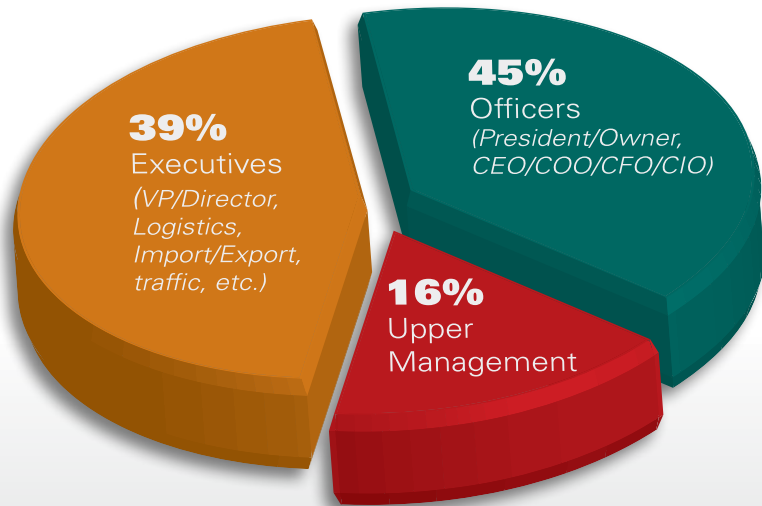
*The Journal of Commerce*  
members have buying power!

Annual transportation services budget:

**60%** spend **\$10 million** or more

**33%** spend over **\$30 million**†

### They have influence.†



### Get in front of the decision-makers where they get their news and information†

**83%** access JOC.com

**75%** read our print magazine

**72%** read our digital magazine

**79%** read our newsletters

**45%** attend our webcasts

**25%** access the mobile app

**35%** attend our live events

† Source: Publishers own data. Annual Readership Study.



# UNBEATABLE MARKETING SOLUTIONS

The challenges that marketers face today are complex. There are more marketing channels to consider than ever before, proving ROI is a must and building brand awareness is only a part of a comprehensive brand strategy. The Journal of Commerce offers innovative marketing programs that will deliver results for your integrated strategy.

## **BRAND BUILDING**

- Print & Digital Magazine Advertising
- Special Supplements
- Advertorials
- Banner Advertising
- Conference Sponsorships
- Custom Publishing
- Newsletter Advertising
- Mobile App Advertising
- Email Marketing/List Rental
- Video Advertising

## **LEAD GENERATION**

- Webcasts
- Podcasts
- Video
- Whitepapers
- Sponsored Links
- Landing Pages
- E-mail Marketing
- Sponsored Polls
- Digital Magazine

## **THOUGHT LEADERSHIP**

- Webcasts
- Whitepapers
- Podcasts
- Sponsored Event Sessions
- Custom Surveys

## PRINT MAGAZINE

Build your brand with display advertising in the magazine considered an “industry essential” by the logistic and supply chain professional.

## DIGITAL MAGAZINE

The digital edition of our magazine provides options you can't get with print...collect high quality leads, drive qualified traffic to your website, include an audio or video message, do a survey or even animate your advertisement

## WEBCASTS

Put our editorial expertise to work with this highly effective lead generation platform. Solutions available:

**Editorial Webcasts** – Our editorial team creates unique and timely topics, recruit expert industry speakers and execute pre-and post webcast attendee promotions. Sponsorship includes:

- Turn-key production provided by JOC.com.
- Co-branding in all attendee promotions, on *The Journal of Commerce* webcast page and may be linked to sponsor's website.
- Moderator will read a 20 second sponsor(s) message while showing a branded slide once during the webcast and thank sponsor(s) by name at beginning and end.
- High quality leads generated from registration are provided with full contact information plus two custom questions.

**Custom Webcasts** – Educate your customers and establish thought-leadership. We provide:

- Turn-key production provided by JOC.com.
- Attendee promotions provided by JOC.com with your company's branding and messaging included in all materials.
- Our Special Projects Editor is available to moderate.
- After live webcast, the archived webcast is available on demand on JOC.com
- Webcast may be linked to your website and used for your marketing purposes.
- High quality leads generated from registration are provided with full contact information plus two custom questions.

## VIDEO

Video is an innovative way to present your brand and message. A short impactful video can add a multi-media option to your marketing campaign. Video is highly effective in brand building and lead generation. Leads can be generated from simple registration before viewing and provided to sponsor weekly with full contact information.

## PODCASTS

Generate leads from an audio podcast that allows you to discuss the details of your company's offerings. Podcasts are popular with our audience, they are easy to access and can be a great source of sales ready leads. Leads can be generated from simple registration before listening and provided to sponsor weekly with full contact information.

## WHITEPAPERS

Elevate your brand's position as a thought-leader through the educational content in your whitepaper, such as a “case study”. Use whitepapers as a way to generate qualified leads from highly engaged transportation professionals. We provide:

- Leads can be generated from simple registration before listening and provided to sponsor weekly with full contact information.
- Our Special Projects Editor is available for content development.
- Leads can be generated from simple registration before downloading whitepaper and provided to sponsor weekly with full contact information.
- Marketing efforts include JOC Daily Newswire and e-mail to audience for 3 months.

## JOC.COM ADVERTISING

Build your brand, drive traffic and collect high quality leads with high-impact advertising on JOC.com. Your marketing message will be seen by over 700,000 highly engaged visitors each month assuring your campaign will be a huge success.

## MOBILE APP ADVERTISING

Put your message in front of nearly 10,000 (and growing daily) on-the-go transportation professionals that have access to breaking news and essential insight that only The Journal of Commerce can provide.

## iPAD and TABLET ADVERTISING

Coming in 2012!

# THE JOURNAL OF COMMERCE

There has never been a period when access to timely, relevant information was more important to business. In the volatile environment business operates in today, the best way to reduce your risk is to have the most up-to-date, insightful you can get.

*Align your marketing campaigns with our related content for optimal results!*

EDITORIAL CONTENT SUBJECT TO CHANGE, PLEASE REFERENCE THE ONLINE CALENDAR AT [WWW.JOC.COM/2012-JOC-EDITORIAL-CALENDAR](http://WWW.JOC.COM/2012-JOC-EDITORIAL-CALENDAR)

ISSUE DATE	MAGAZINE FEATURES AND SPECIALS	WEBCASTS/PODCASTS	BONUS DISTRIBUTION	SPACE CLOSE	MATERIALS DUE DATE
Jan. 9	<b>Annual Review &amp; Outlook</b>			11/18/11	12/02/11
Jan. 10		WEBCAST- Annual Review & Outlook Maritime			
Jan. 16	<b>Canada Trade Outlook</b> <i>Cool Cargoes - Seafood and Trans-Pacific Maritime</i>			1/02/12	1/04/12
Jan. 23	<b>Inland Distribution Gateways: Pacific Northwest Supply Chain Strategies- Managing Risk</b>			1/09/12	1/11/12
Jan. 30	<b>Asia Trade &amp; Economic Outlook</b> <b>Georgia Port Authority- Advertorial</b>	PODCAST-Trade Insights	Breakbulk Asia Georgia Foreign Trade Conference	1/16/12	1/18/12
Feb. 6	<b>Logistics Career Guide</b> <b>Port Improvement Advertorial</b>			1/23/12	1/25/12
Feb. 13	<b>The Journal of Commerce Guide to 3PLs</b> <b>Supply Chain Strategies- Sourcing Sites</b> <b>Air Cargo- 2012 Outlook</b>		RILA	1/30/12	2/01/12
Feb. 14		WEBCAST- Distribution Outlook			
Feb. 20	<b>Top 20 NVOCC Global Rankings</b> <b>East Coast Ports</b>			2/06 /12	2/08/12
Feb. 27	<b>2012 Trucking Forecast</b> <b>Gulf Trade</b>			2/13 /12	2/15/12

ISSUE DATE	MAGAZINE FEATURES AND SPECIALS	WEBCASTS/PODCASTS	BONUS DISTRIBUTION	SPACE CLOSE	MATERIALS DUE DATE
Feb. 28		<b>WEBCAST-</b> Trucking Contracts <b>PODCAST-</b> Trade Insights			
Mar. 05	<b>Trans-Pacific Maritime including Forecast</b> <b>3PL Market Report- Value Added Services</b> <b>Intermodal Market Report</b> 2012 AD IMPACT STUDY		TPM Long Beach CONNECT	2/20/12	2/22/12
Mar. 12	<b>DIGITAL ONLY</b>			2/27/12	2/29/12
Mar. 19	<b>Top 25 LTL Truckers</b> <b>Freight Payment</b> <b>Africa Trade</b>			3/05/12	3/07/12
Mar. 26	<b>South America Trade &amp; Transportation</b> <b>Container Shipping Quarterly</b>		Intermodal & Logiport	3/12/12	3/15/12
Apr. 2	<b>DOUBLE ISSUE</b> <b>Supply Chain Strategies- Contracting</b> <b>3PL Managing Technology</b> <b>Trans-Atlantic Maritime</b>		TIA & NCBFFA	3/19 /12	3/21/12
Apr. 16	<b>Cool Cargoes- Annual Review and Outlook</b> <b>Jacksonville Trade &amp; Logistics Advertorial</b>			4/02/12	4/04/12
Apr. 23	<b>2012 First Quarter Economic Trade Analysis</b> <b>West Coast Ports Report</b> <b>Humanitarian Aid</b>			4/09/12	4/11/12
Apr. 30	<b>Top 50 Trucking Companies</b> <b>Texas Trade Advertorial</b>		NASSTRAC	4/16/12	4/18/12
May 7	<b>Top 25 North American Ports</b> <b>China</b> <b>Maritime Hall of Fame</b>		<i>The Journal of Commerce</i> Container Conference	4/23/12	4/25/12
May 14	<b>3PL Solutions Expedited Trucking</b> <b>Ro/Ro- Europe</b>		Breakbulk Europe Conference	4/30/12	5/02/12

ISSUE DATE	MAGAZINE FEATURES AND SPECIALS	WEBCASTS/PODCASTS	BONUS DISTRIBUTION	SPACE CLOSE	MATERIALS DUE DATE
May 21	<b>Pacific Northwest Gateway</b> <b>Supply Chain Strategies- Navigating Free Trade</b>			5/07/12	5/09/12
May 28	<b>DOUBLE ISSUE</b> <b>Top 100 Importers &amp; Exporters</b>		AgTC & AAEL	5/14/12	5/16/12
May 29		WEBCAST- Top 100 importers			
May 31		WEBCAST- Top 100 Exporters PODCAST-Trade Insights			
June 11	<b>Container Shipping Quarterly</b>			5/25/12	5/27/12
	<b>Freight Payment Advertorial</b>				
June 18	<b>US Gulf Report</b> <b>Inland Ports</b> <b>Guide to Warehousing &amp; Industrial Real Estate</b>		<i>The Journal of Commerce</i> Inland Ports Conference	6/04/12	6/06/12
June 27	<b>Asia Trade Mid Year Review</b>			6/11/12	6/13/12
	<b>NVOCC Report</b>				
	<b>Directory of Transportation</b>				
July 02	<b>DOUBLE ISSUE</b> <b>Leveraging Technology with 3PLs</b> <b>Peak Season Forecast- Outlook For Capacity</b> <b>Air Cargo- Capacity Outlook</b> <b>Hawaii Advertorial</b>			6/18/12	6/20/12
July 16	<b>Top Transpacific Carriers &amp; Ports</b>			7/02/12	7/06/12
	<b>Latin America Trade &amp; Logistics</b>				
July 23	<b>Ro/Ro- North American Market Report</b>			7/09/12	7/11/12
July 30	<b>Top Transatlantic Carriers &amp; Ports</b> <b>Port of Baltimore Advertorial</b> <b>Cool Cargoes- Technology and Global Cold Chain Strategies</b>	PODCAST-Trade Insights	Baltimore Crabfest	7/16/12	7/18/12
Aug. 06	<b>DIGITAL ONLY</b>			7/23/12	7/25/12

ISSUE DATE	MAGAZINE FEATURES AND SPECIALS	WEBCASTS/PODCASTS	BONUS DISTRIBUTION	SPACE CLOSE	MATERIALS DUE DATE
Aug. 13	<b>US Gulf Report</b> <b>Inland Distribution Gateways: Northeast</b> <b>Supply Chain Strategies- Sustainability and the Bottom Line</b>			7/30/12	8/01/12
Aug. 20	<b>DOUBLE ISSUE</b> <b>The Journal of Commerce Guide to Trucking</b> <b>World Top Container Ports</b> <b>Florida Trade Advertorial</b>			8/06/12	8/08/12
Aug. 21		<b>WEBCAST- Trucking Outlook</b> <b>PODCAST-Trade Insights</b>			
Sept. 03	<b>Ports of the Americas</b> <b>Intermodal Market Report</b> <b>Foreign Trade Zones Advertorial</b>		AAPA  NAFTZ	8/20/12	8/22/12
Sept. 10	<b>Canadian Trade Report</b> <b>Supply Chain Strategies- Managing Inventory</b> <b>South Carolina Trade</b>		<i>The Journal of Commerce</i> Canada Conference South Carolina International Trade Conference	8/27/12	8/29/12
Sept. 17	<b>Global Logistics Focus, 3PL Update</b> <b>Container Shipping Quarterly</b> <i>Cool Cargoes- Asia</i>		CSCMP TPM Asia, Meat Importers & Produce Marketing	9/03/12	9/05/12
Sept. 24	<b>US Gulf Report</b> <b>Air Cargo Top International Forwarders</b>	<b>PODCAST-Trade Insights</b>	Breakbulk America	9/10/12	9/12/12
Oct. 01	<b>Trans-Pacific Maritime Asia</b> <b>California Gateway Advertorial</b>			9/17/12	9/19/12
Oct. 08	<b>2012 Fourth Quarter Economic Outlook</b> <b>LTL Update</b> <b>Supply Chain Strategies- Forecasting</b>			9/24/12	9/26/12

ISSUE DATE	MAGAZINE FEATURES AND SPECIALS	WEBCASTS/PODCASTS	BONUS DISTRIBUTION	SPACE CLOSE	MATERIALS DUE DATE
Oct. 15	<b>Latin America Trade &amp; Logistics</b> <b>US Flag Shipping</b> <b>Export Compliance</b>			10/01/12	10/03/12
Oct. 22	<b>Ro/Ro- Asia</b> <b>Trucking Market Report- Capacity Outlook</b> <b>Houston Trade Advertorial</b>			10/08/12	10/10/12
Oct. 29	<b>Inland Distribution- California &amp; Mexico</b> <b>Measuring Green</b> <b>Bahamas Trade &amp; Logistics</b>			10/15/12	10/17/12
Nov. 05	<b>Intermodal Market/NITL Report</b> <b>Freight Payment</b> <b>Flatbed Advertorial</b>			10/22/12	10/24/12
Nov. 12	<b>Supply Chain Strategies- Exporting</b> <b>Asia - Europe Market Outlook</b> <i>Cool Cargoes- Cool Cargoes Directory</i>			10/29/12	10/31/12
Nov. 19	<b>DOUBLE ISSUE</b> <b>3PL &amp; Warehousing Efficiency</b> <b>Caribbean &amp; Central American Logistics</b> <b>Middle East</b>			11/05/12	11/07/12
Dec. 03	<b>Market Outlook- Exports</b> <b><i>The Journal of Commerce</i> Guide to Dedicated Contract Carriage</b> <b>Connie Awards</b>			11/19/12	11/21/12
Dec. 10	<b><i>The Journal of Commerce</i></b> <b>Global Maritime Forecast</b> <b>Transportation Management Systems</b>			11/26/12	11/28/12
Dec. 17	<b>DIGITAL ONLY</b>			12/03/12	12/05/12
Dec. 24	<b>DOUBLE ISSUE</b> <b>Directory of Transportation</b>			12/10/12	12/12/12

## PAGE SIZES

Please see the SPECIFICATIONS page for full specs



### TWO-PAGE SPREAD

15" x 10"  
(386mm x 254mm)



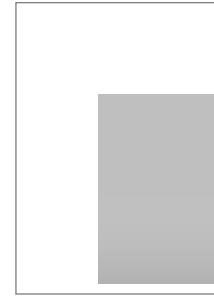
### FULL PAGE

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(178mm x 254mm)



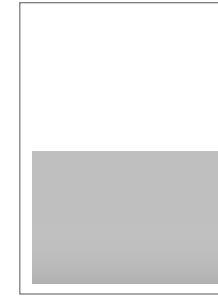
### 2/3 PAGE

4 5/8" x 10"  
(117mm x 187mm)



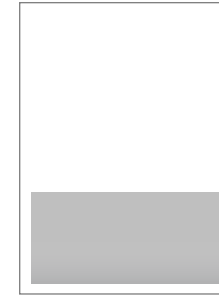
### 1/2 PAGE ISLAND

4 5/8" x 7 3/8"  
(117mm x 187mm)



### 1/2 PAGE

7" x 4 7/8"  
(178mm x 124mm)



### 1/3 PAGE

7" x 3 3/8"  
(178mm x 86mm)

## PRINT RATES

B/W AD SIZE	1X	6X	13X	26X	45X
2 PAGE SPREAD	\$13,606	\$12,850	\$11,842	\$9,650	\$8,340
FULL PAGE	\$7,160	\$6,764	\$6,232	\$5,078	\$4,388
2/3 PAGE	\$6,300	\$5,954	\$5,490	\$4,480	\$3,858
1/2 PAGE ISLAND	\$4,866	\$4,600	\$4,244	\$3,448	\$2,998
1/2 PAGE	\$3,938	\$3,726	\$3,434	\$2,798	\$2,414
1/3 PAGE	\$3,366	\$3,182	\$2,930	\$2,388	\$2,068

COLOR (add to B/W rate)	PAGE	SPREAD
TWO COLOR	\$725	\$1,265
MATCHED OR SPECIAL COLOR	\$1,195	\$1,195
FOUR COLOR	\$1,785	\$2,925

## CLASSIFIED RATES

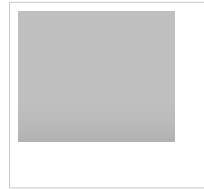
OPEN RATE (per inch)	\$250
LEGAL RATE (per inch)	\$450
HALF INCH	\$175
NOTICES	\$450

## ONLINE SIZES



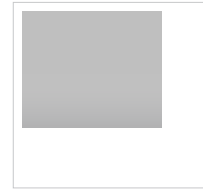
**LEADERBOARD**

728px X 90px



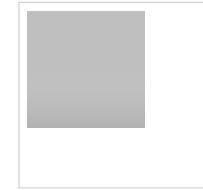
**SPONSOR SPOTLIGHT**

336px X 280px



**SPONSOR SPOTLIGHT**

250px X 250px



**VERTICAL BANNER**

300px X 250px



**PREMIUM BUTTON**

234px X 60px



**BUTTON**

125px X 125px

## ONLINE RATES

### JOC.COM, HOMEPAGE & MARITIME CHANNEL\*

AD SIZE	MONTHLY RATE
PEEL BACK 500X500	\$6,000
LEADERBOARD 728X90	\$2,000
SPONSOR SPOTLIGHT 250X250	\$2,000

### JOC.COM, OTHER CHANNELS† (Run of Section)

Other channels include:

**RAIL + INTERMODAL**

**TRUCKING**

**AIR + EXPEDITED**

**GOVERNMENT + REGULATION**

**LOGISTICS + ECONOMY**

**U.S. TRANSPORT**

AD SIZE	MONTHLY RATE
PEEL BACK 500X500	\$5,000
LEADERBOARD 728X90	\$1,500
SPONSOR SPOTLIGHT 336X280	\$1,500

### JOCSAILINGS.COM

AD SIZE	MONTHLY RATE
PEEL BACK 500X500	\$3,000
LEADERBOARD <sup>§</sup> 728X90	\$1,500
VERTICAL BANNER <sup>†</sup> 300X250	\$1,250
SPONSOR SPOTLIGHT <sup>†</sup> 250X250	\$1,250
PREMIUM BUTTON, PORT SPECIFIC 234X60	\$525
BUTTON, PORT SPECIFIC 125X125	\$275

\* The **Leaderboard** and **Sponsor Spotlight** impressions will be divided between five rotating positions, with a maximum purchase of three ad slots per month.

† The **Leaderboard** and **Sponsor Spotlight** impressions will be divided between three rotating positions, with a maximum purchase of two ad slots per month.

§ The **Leaderboard** will be rotated between four advertisers.

† The **Vertical Banner** and **Sponsor spotlight** will be rotated between three advertisers.

## ONLINE SIZES



**NEWSWIRE  
LEADERBOARD**

468px X 60px



**NEWSWIRE  
FULL BANNER**

468px X 60px

## ONLINE RATES

### WEBCAST

PRINT / WEBCAST SPECIAL SECTIONS	\$7,000
SPONSORED WEBCAST	\$9,000
EDITORIAL WEBCAST	\$9,000
EDITORIAL WEBCAST, CO-SPONSORED	\$3,000/EACH
<i>Maximum 3 Co-Sponsors</i>	

### NEWSWIRES

*Weekly Rate*

JOC DAILY, LEADERBOARD 468X60	\$1,500
JOC DAILY, FULL BANNER 468X60	\$1,300
JOC ASIA, BI-MONTHLY 468X60	\$300
JOC SAILINGS, WEEKLY 468X60	\$500
U.S. TRANSPORT WEEKLY 468X60	\$400

### DIGITAL EDITION BLOW IN-CARDS

PER EDITION	\$2,000
PER MONTH	\$6,000

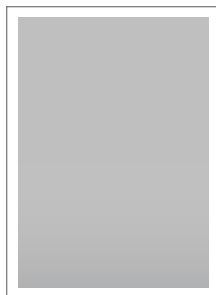
### ADDITIONAL OPPORTUNITIES

TWITTER MESSAGING	\$300/MESSAGE
<i>Limit three messages per quarter</i>	
WHITE PAPERS/CASE STUDIES	\$4,000
<i>3 months, 100 guaranteed leads</i>	
ADDITIONAL LEADS (above 100)	\$35/EACH
E-MAIL MARKETING, CUSTOM	\$350/1,000 NAMES
VIDEOS	\$2,000-\$4,000/MONTH
<i>Dependent on format/site</i>	



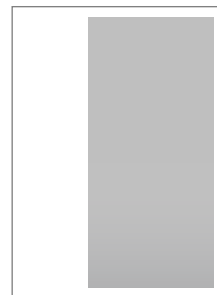
**TWO-PAGE SPREAD**

Bleed size - 16 1/4" x 11 1/8"  
(413mm x 283mm)  
Trim Size - 16" x 10 7/8"  
(406mm x 276mm)  
Live Area - 15" x 10"  
(386mm x 254mm)



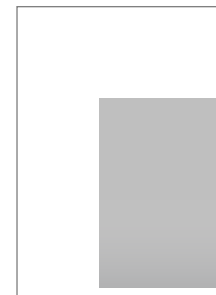
**FULL PAGE**

Bleed size - 8 1/4" x 11 1/8"  
(209mm x 283mm)  
Trim Size - 8" x 10 7/8"  
(203mm x 276mm)  
Live Area - 7" x 10"  
(178mm x 254mm)



**2/3 PAGE**

4 5/8" x 10"  
(117mm x 187mm)



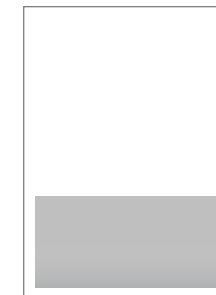
**1/2 PAGE ISLAND**

4 5/8" x 7 3/8"  
(117mm x 187mm)



**1/2 PAGE**

7" x 4 7/8"  
(178mm x 124mm)



**1/3 PAGE**

7" x 3 3/8"  
(178mm x 86mm)

Please keep all text and vital images at least 1/4" (6mm) from trim.

**DIGITAL REQUIREMENTS (PREFERRED)**

Disks or electronically emailed ads should be accompanied by all fonts and the original "native" file format (e.g., Photoshop CS3, Illustrator CS3, QuarkXpress 7, Indesign CS3 for Macintosh, as well as EPS files). Include a high-resolution proof created from digital files (Kodak Approved, Fuji, Iris). Photographs, minimum 300 dpi resolution and CMYK only. Electronic submission is preferred. Digital advertisements are preferred since we cannot accept film for digital versions.

**ISSUANCE AND DEADLINES**

*The Journal of Commerce* is published every Monday. Please see editorial calendar for space and material deadlines.

**STORING MATERIAL**

Supplied electronic files and proofs will be stored by publisher for 13 months and then destroyed unless otherwise notified by the advertiser or agency. Call for more information

**PRODUCTION INFORMATION CONTACT**

Shipping instructions for advertisement orders and materials, insertion orders or disks with digitized files and proofs should be sent to:

**Attn: Tracey Fiuza, [tfiuza@joc.com](mailto:tfiuza@joc.com)**  
**The Journal of Commerce**  
**2 Penn Plaza East, 12th Floor**  
**Newark, N.J. 07105**

p: (973) 776-7826

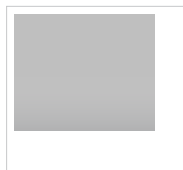
**GENERAL CONDITIONS:**

- 1. Agency Discount:** Commission on display advertising 15% to recognized agencies; net 30 days. No cash discount. Commission not allowed on cost of artwork, negatives, printing, reprints, backup of Inserts. A late charge of 1 1/2% per month will be added to any balance unpaid 30 days after invoice date.
- 2. Short rates and Rebates:** Advertisers will be short rated if, within a twelve (12) month period from date of the first insertion, they fail to use the number of insertions contracted for, and on which applicable frequency rate was determined for billing purposes. Rebate will be made during the same period if lower rate is earned by additional insertions.
- 3. Rate Protection Policy:** When the new rates are announced, contract advertisers will be protected at their contract rates for the length of the current contract.
- 4. Publisher's Protective Clause:**
  - a. All advertisements are accepted by the publisher entirely on the representation that the advertiser and /or agency is authorized to publish the entire subject matter thereof. It is understood that in consideration of the publication of advertisements, the advertiser and/or agency will indemnify and hold harmless the publisher from (and against) any claims or suits for libel, right of privacy, plagiarism, copyright infringement, as well as for any other claims or suits based on the contents or subject matter of such publication.
  - b. Publisher reserves the right to discontinue publication at any time with or without notice, or to defer or cancel the printing, publication or circulation of any issue or of the tendered advertising. It shall not be liable for any failure to print, publish or circulate all or any portion of an issue or of the tendered advertising because of labor disputes involving the publisher, printer or others, transportation delays or embargoes, errors, or commissions of employees or subcontractors, or circumstances beyond its control.
  - c. Publisher's sole obligation as to any failure or default on its part shall be limited to a refund of its charges that may have been paid to it or, as its option, to publish the tendered advertising in the next available issue.
  - d. The publisher reserves the right to reject or omit any advertising for any reason. No advertising will be accepted that simulates The Journal of Commerce Shipper Group editorial material.
  - e. Publisher reserves the right to cancel a contract upon default in payment or unpaid charges either by advertiser or agency. Advertising agencies are fully responsible for all advertisements placed by them. Rates are subject to change without notice.



**LEADERBOARD**

*Animated or Static*  
728px X 90px



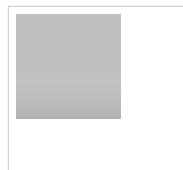
**SPONSOR SPOTLIGHT**

*Animated or Static*  
336px X 280px



**SPONSOR SPOTLIGHT**

*Animated or Static*  
250px X 250px



**VERTICAL BANNER**

*Animated or Static*  
300px X 250px



**PREMIUM BUTTON**

*Static only*  
234px X 60px



**BUTTON**

*Static only*  
125px X 125px



**NEWSWIRE LEADERBOARD**

*Static only*  
468px X 60px



**NEWSWIRE FULL BANNER**

*Static only*  
468px X 60px

**WEBSITE DIGITAL ADVERTISING REQUIREMENTS**

- 1. Submission:** Ads must be submitted via email to Production Team. Please e-mail: **Tracey Fiuza** and **Carmen Verenna** ([tfiuza@joc.com](mailto:tfiuza@joc.com), [cverenna@joc.com](mailto:cverenna@joc.com)).
- 2. File Types:** Acceptable formats are limited to .swf(Flash) or .gif for animated creatives; .jpg or .gif for static creatives.
- 3. File Size:** All creatives must be under 40K to be served. Files over the limit can not be served.
- 4. Animation limits:** File size 40K, 15 seconds/3 loops, no animation for Page Peel creatives. Animated creative must include a static .gif or .jpg to be used as a backup image.
- 5. Stability:** Prior to submission, creatives should be tested for stability across all browser platforms.
- 6. Approval:** All creative is subject to approval by both the Website and the Ad Production group.

**EMAIL AND NEWSLETTER DIGITAL ADVERTISING REQUIREMENTS**

- 1. Submission:** Ads must be submitted via email to Production Team. Please e-mail: **Tracey Fiuza** and **Carmen Verenna** ([tfiuza@joc.com](mailto:tfiuza@joc.com), [cverenna@joc.com](mailto:cverenna@joc.com)).
- 2. File Types:** Creatives for e-mails should only be .gif or .jpg. E-mail browsers cannot deliver rich media or HTML formats
- 3. File Size:** All creatives must be under 40K to be served. Files over the limit can not be served.
- 4. Approval:** All creative is subject to approval by the Ad Production group.

**ORDER ELEMENTS**

Please make sure these key elements are included in all orders:

- 1.** Materials from Advertiser or Agency, if available.
- 2.** Valid URL for linking. (please check before submitting).
- 3.** Requested start and definite end dates
- 4.** Specific page and/or submenu zone to target. (Home (HP), Run of Site (ROS), Maritime Page...etc)
- 5.** Correct ad size for page. (No larger than 40k)
- 6.** Please specify if ad is time based or impression based. (Time based does not have a definite impression goal).
- 7.** Any other information that may be helpful in completing request including priority of insertion.
- 8.** If trafficking is required, please specify immediately with all relevant contact information within the aforementioned e-mail.

**DEADLINE**

The Production Team will make every effort to input each COMPLETE order in an expedited fashion. However, please allow a minimum of 48 hours between order submission and the start date so that all orders can be submitted into DART and tested within a comfortable period of time.

**REPORTING**

A comprehensive report detailing all impressions served for individual advertisers are available by request.

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