

THE JOURNAL OF COMMERCE

MARKETING SERVICES GUIDE 2014

Delivering essential content to a community of high-level
trade and logistics decision-makers.*



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

ESSENTIAL CONTENT

The JOC Group covers trade, logistics and transportation the way its readers look at their supply chains — 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 freight transportation industry. They are part of the global conversation: leading panel discussions at conferences, engaging in dialogue on social networks, and providing unique insight and in-depth understanding of complex issues.

JOC EDITORIAL TEAM



PETER TIRSHWELL, Executive Vice President/Chief Content Officer — 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. Following Peter's columns and daily Twitter posts will provide you with valuable insight on the industry's most important trends. [@PeterTirshwell](#)



CHRIS BROOKS, Executive Editor — A 30-year journalist, Chris's career has touched on every facet of the editorial operation, from editing and writing to layout and design. He has overseen the day-to-day operation of the JOC magazine and Web site for much of the last decade, upholding and advancing the superior editorial standards for which The Journal of Commerce is known. [@cbrooks_joc](#)



BARBARA WYKER, Managing Editor — Barbara has been with The Journal of Commerce for 40 years. She coordinates all magazine and online production and makes certain to maintain accuracy and style in all content provided to our readers. [@bwyker1](#)



JOE BONNEY, Sr. 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 30 years. He also is co-author of "The Box That Changed the World," a historical look at containerization published in 2006. [@JosephBonney](#)



PETER LEACH, Sr. Editor — Peter started covering international trade for The Journal of Commerce in 1973. He provides extensive insight into the business of shipping and is a recognized expert on the financial, operating and strategic fundamentals of shipping and ports. [@PeterTLeach](#)



WILLIAM B. CASSIDY, Sr. Editor — William is the foremost journalist covering trucking and supply chain technology today. His coverage of trucking, expedited transportation and domestic supply chains provides readers with insight into key trends that affect bottom lines. A frequent speaker at industry events, William is also instrumental in developing the program for the annual JOC Inland Distribution Conference. [@wbcassidy_joc](#)



BILL MONGELLUZZO, Sr. Editor — A 30-year veteran covering the shipping industry, Bill is the pre-eminent journalist covering the trans-Pacific trade, intermodal rail and ports. A frequent speaker at industry events, Bill also is instrumental in developing the programs for the JOC's annual TPM and Inland Distribution conferences. [@billmongelluzzo](#)



MARK SZAKONYI, Sr. Editor — Based in Washington, Mark brings real-world meaning to the trade and transportation policy issues debated in Congress. A native of Chicago, he earned his master's degree in journalism at the University of Missouri, with a focus in computer-assisted reporting. Mark speaks frequently at industry events and assists in the programming of numerous JOC conferences. [@Szakonyi_JOC](#)



MARIO MARENO, Economist — Mario's forecasts through a period of unprecedented economic turmoil have been uncannily accurate. He has a clear 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. [@MarioMoreno_JoC](#)



ANNIE ZHU, Asia Editor — Annie joined the JOC editorial team in 2013 after serving as brand manager and editor of PPI China at RISI, a JOC sister company in the forest products sector. Based in Shanghai, Annie relies on years of experience to cover the trade, transportation and supply chain markets in China. She also is an integral part of the programming team for the JOC's annual TPM Asia Conference in Shenzhen.



HARRY G. BUTLER, Sr. Editor, Digital — Harry joined the JOC editorial team in February 2012 and was named senior editor, digital, in January 2013. He is responsible for the day-to-day operation of JOC and brings to it an in-depth knowledge of the railroad industry. [@hgbutler](#)



MARSHA SALISBURY, Research Editor — Marsha is a veteran insider of the shipping industry with experience in sales and business development. She has unique expertise in developing and analyzing data, and utilizes it to create the JOC's By the Numbers section and numerous port and carrier rankings in the magazine and in monthly reports. [@MarshSalisbury](#)



ALESSANDRA G. BARRETT, Special Projects Editor — Alessandra has managed special projects for the JOC since 2007. She works closely with advertisers to produce special advertising sections, supplements and custom print publications, as well as lead generation program content such as sponsored videos, webcasts, podcasts and white papers. [@AGBarrett_JOC](#)



LISA SANTERAMO, Associate Trade Data Analyst — Lisa joined the JOC in late 2012 to bring insight and analysis to the JOC's data efforts. She works closely with PIERS and several outside companies to create meaningful and actionable data-centric projects that help readers make informed decisions on everything from pricing to planning. [@Santeramo_JOC](#)



GRACE M. LAVIGNE, Associate Web Editor — Grace writes news briefs about transportation and logistics issues for the publication's online editions from the Newark, N.J., office. The New Jersey native graduated from the University of Maryland, College Park, with a bachelor's degree in Linguistics, after internships with a daily trade newspaper in Washington, D.C., and as a business media professor at Columbia University. [@Lavigne_JOC](#)



To stay on top of the latest editorial tweets and news, follow the individual JOC team members above or follow [@JOC_Updates](#).

INFLUENTIAL AUDIENCE

The industry's most comprehensive and global audience!

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

FULL AUDIENCE REACH

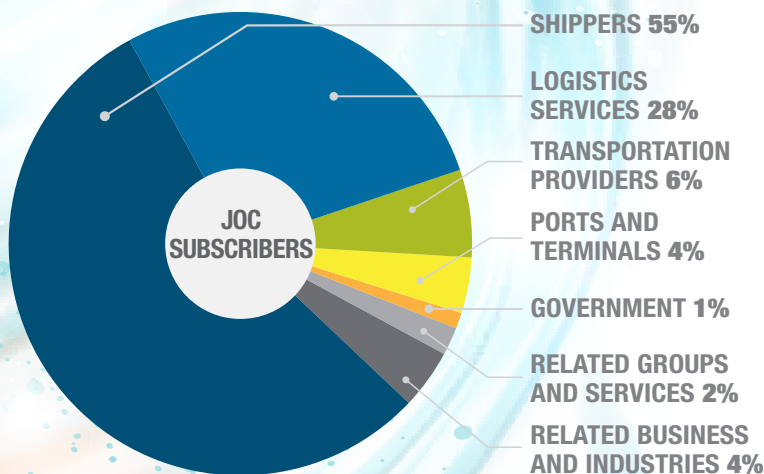
Logistics & Supply Chain
Professionals in Database

175,000+



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

TARGET AUDIENCE



Source: ABC June 2011 Statement

JOC.COM HAS GLOBAL REACH!

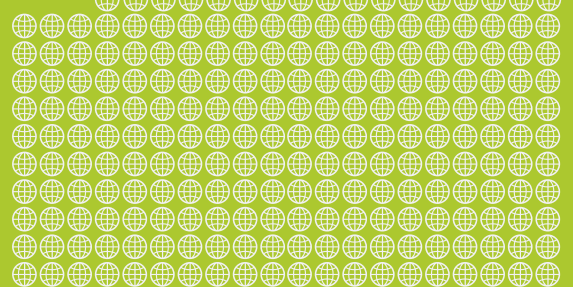
VISITORS: 260,000



UNIQUE VISITORS: 140,000

PAGE VIEWS: 705,000

217 COUNTRIES AND TERRITORIES



Source: Google Analytics

**PAGE VIEWS
PER VISIT**



2:44
AVERAGE TIME
SPENT PER VISIT
IN MINUTES AND SECONDS

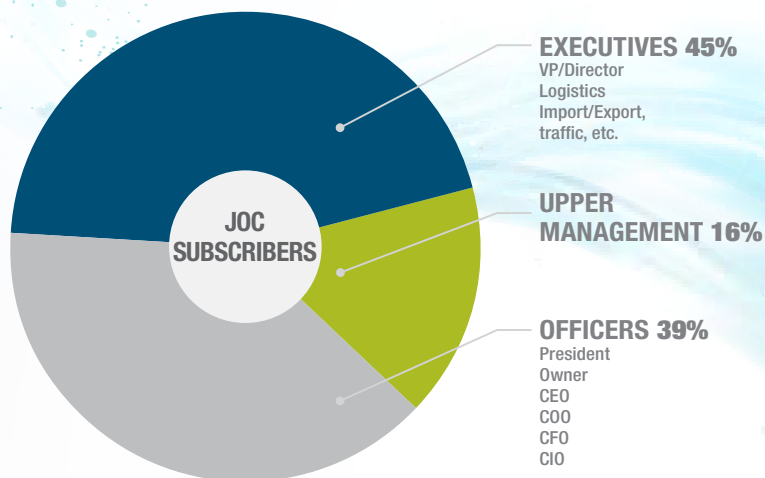
50%
OF SITE USERS
VISIT JOC.COM
MORE
THAN ONCE



Jan-June 2013
Source: Google Analytics

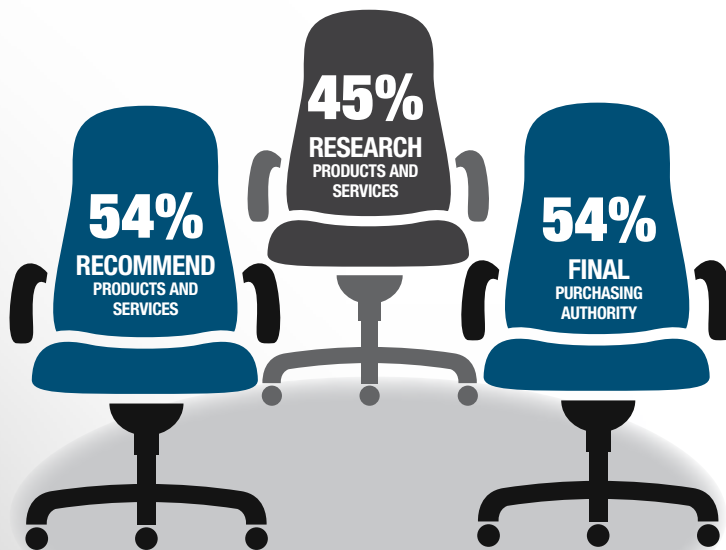
THE JOC COMMUNITY

THEY HAVE INFLUENCE.



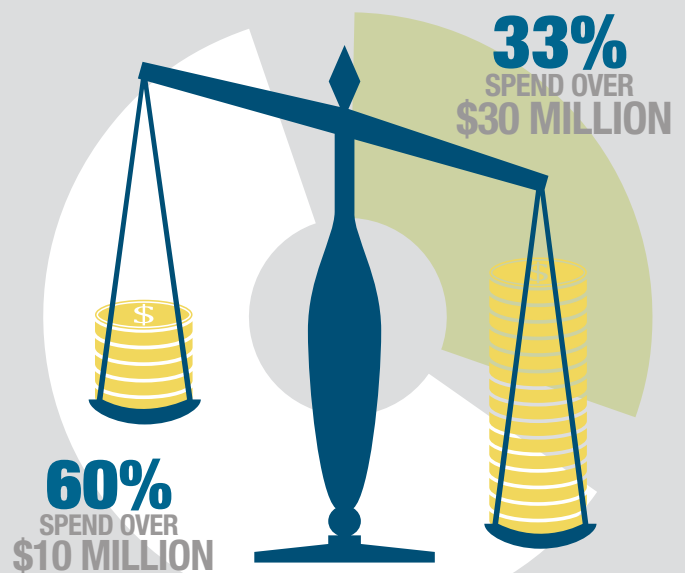
THEY HAVE REAL AUTHORITY.

Purchasing authority on transportation products and services



JOC USERS HAVE BUYING POWER!

Annual transportation services budget:



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

READ JOC DIGITAL MAGAZINE



READ JOC NEWSLETTERS



ATTEND JOC WEBCASTS



ATTEND LIVE JOC EVENTS



Source: Publisher's own data. Annual Readership Study.

MARKETING SERVICES



PRINT MAGAZINE

Build your brand with display advertising in the magazine that is considered an “industry essential” by the logistics and supply chain professional, The Journal of Commerce. Since 1827, The Journal of Commerce has been the most trusted source of intelligence for international logistics executives to help them plan global supply chains and better manage day-to-day transportation of goods and commodities in the United States and internationally. This information is delivered through news, analysis, case studies and perspective pieces.

Distributed bi-weekly to nearly 14,000 subscribers, The Journal of Commerce’s target audience is comprised of nearly 50% shippers and nearly 30% logistics services. Align your marketing campaigns with our related content for optimal results.

Pricing: See Page 9 for more details and rates.

DIGITAL MAGAZINE

The JOC Digital Edition is a biweekly online publication that includes all the content from The Journal of Commerce print magazine, with additional functionality and branding opportunities. Every two weeks, we distribute to an audience of North American and international logistics professionals, comprised of nearly 14,000 subscribers. The open rates for the JOC Digital Edition are just under 30%, with an average click rate over 5%.

Use your advertisement in the JOC Digital Edition to:

- Drive qualified traffic to your website through ad clicks.
- Include an audio or video message.
- Conduct a survey.

Pricing: Digital Edition Blow In-Cards / \$2,000 per edition

ADVERTORIALS

The JOC offers print and online advertorial options to help get your message out to your target audience.

SPECIAL FOCUS ADVERTORIALS

Print, Online, and Combined

Throughout the year, The Journal of Commerce runs many special reports and sections in the print magazine that focus on trending topics, regions experiencing growth or change, and other areas of top concern to our readers. Some of these are Special Advertising Sections, which provide companies with an opportunity to go beyond a display ad via: brand extension into the pages of the JOC, editorial coverage among leaders in a particular region or service category, and partnered content that can be used independently in your marketing.

CUSTOM ADVERTORIALS *Print and Online Publications*

If you do not want to share the limelight, a Custom Advertorial allows you to be the sole advertiser in a print or online special section or supplement. Employ the resources of the JOC marketing services team to create a custom publication, section or online advertorial product that promotes your product launch, service expansion or company anniversary. The JOC editorial team will offer guidance on content, design and vision of the advertorial itself, and manage the production process from A to Z for you. Once completed, the JOC will distribute the advertorial to our select, qualified audience of logistics professionals, while reprints and digital editions will provide your business with compelling cross-branded marketing collateral.

Pricing: Contact your Sales Representative

DIRECTORY OF TRANSPORTATION

Published biannually and distributed with The Journal of Commerce magazine, the Directory of Transportation is an up-to-date reference tool for those involved in the movement of international cargo through the U.S. The directory is also available in digital format online. Each issue has a six-month shelf life.

Pricing: Contact your Sales Representative

REPRINTS / E-PRINTS

The JOC offers a full reprint service, which allows you to license articles for academic and business use. Reprints and e-prints are effective educational or promotional tools, and add credibility to your marketing and sales efforts.

Use reprints for:

- Handouts at trade shows, conferences, sales presentations or employee training.
- Attachments to e-mails or press releases.
- Direct mail or corporate brochure enclosures.
- E-Print (PDF) on a website to establish credibility.



EVENT SPONSORSHIPS

JOC Event Sponsorship presents your company as a thought leader. By supporting the JOC Events, our sponsors are helping to make our conferences a valuable and memorable networking and learning experience for their customers and colleagues. Not only are sponsorships a great way to get your company name and sales message in front of the attendees in a powerful and unique ways (webcasts, roundtables, session sponsorships for example), sponsorship dollars help pay for special events that are included throughout the event.

JOC Events in 2014 will include TPM, TPM Asia, JOC Inland Distribution Conference, Port Productivity and more. Please visit joc.com/events for updates.

Pricing: Contact your Sales Representative

MORE MARKETING SERVICES



JOC.COM WEB SITE 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 more than 700,000 highly engaged visitors each month, ensuring your campaign will be a huge success.

See Page 10 for more details and rates.

JOC SAILINGS WEB SITE ADVERTISING

As a global transportation resource, JOC Sailings' state-of-the-art search engine offers users multiple ways to access worldwide shipping schedules and related information. The site also provides logistics managers and similarly placed professionals with news on carrier rates and schedules, port developments and regulatory changes that affect shippers. With over 175,000 impressions per month, you have a premiere opportunity to place your brand and message in front of the most comprehensive group of individuals involved in the movement of ocean cargo.

See Page 14 for more details and rates.



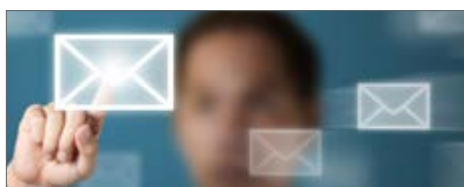
LEAD GENERATION PROGRAMS

A focused, consistent lead generation program is a critical component of all marketing programs today. The key is to identify the best prospects and offer your solution to decision makers as they research and search for specific product and information. Lead generation programs put your marketing assets to work immediately, generating demand for your products and solutions. Utilize our turnkey lead generation programs to jumpstart your sales. Work with your JOC sales representative to come up with a program that suits your needs.

Programs can include the following types of media

- Videos
- Podcasts
- White Papers
- Webcasts

Pricing: See Page 13 for more details and rates.



JOC E-MAIL NEWSLETTERS

The JOC's targeted e-mail newsletters keep all readers up to date on the latest news and analysis within the industry. The JOC Daily Newswire keeps all of our readers informed on the changes in the logistics and transportation industry each and every day. The JOC U.S. Transport Weekly Newswire covers domestic news and analysis of Trucking, Rail, 3PLs, Warehousing, and Intermodal. The JOC Asia Bi-Weekly Newswire is a compilation of JOC news and analysis covering Asia logistics.

See Page 11 for more details and rates.

CUSTOM NEWSLETTERS

Effective and consistent communication is key to maintaining a healthy relationship with your audience. A robust and well-thought-out e-mail newsletter campaign can help you maintain communication while cultivating profitable and loyal relationships with your target community. Partnering with the JOC on these initiatives allows you to utilize our substantial editorial, production and infrastructure resources as well as distribution to a breadth of industry contacts. Working closely with you, the JOC marketing team will help design your template, generate copy, and deliver your message to a targeted circulation of opt-in subscribers from the comprehensive JOC audience database. As a sponsor, your message appears within the newsletter e-mail. Reports are available to track your program deliverables.

Pricing: Contact your Sales Representative



SPONSORED E-MAIL BLASTS

With a database of more than 275,000 people, the JOC offers you access to the most comprehensive audience of logistics executives and decisions makers in the industry. The JOC marketing services team will send out an e-mail message on your behalf to a select target audience.



SURVEYS & MARKET RESEARCH

Help shape future business initiatives or reinforce/get feedback on existing ones with JOC Surveys/Market Research. The JOC can put together and distribute (if desired) multiple choice and/or open-ended feedback/survey forms to identified, targeted lists – whether they are internal prospects or, you can post the provided hyperlink on your website or within your own marketing efforts and campaigns.

You provide the questions that will best complement your marketing efforts, JOC will create the survey. If you want to learn habits and trends of your target audience, ask them directly through JOC Surveys/Market Research.



Pricing: Contact your Sales Representative

IPAD AND TABLET ADVERTISING

Coming soon!





2014 EDITORIAL CALENDAR

Subject to change. Please reference the online calendar at <http://www.joc.com/editorial-calendar>

ISSUE DATE	FEATURES	BONUS DISTRIBUTION	AD CLOSE	MATERIALS DUE	ONLINE THIS MONTH
JANUARY	6 Annual Review & Outlook	<i>SMC3 Jumpstart 2014</i>	29-NOV	6-DEC	WEBCAST: Annual Review & Outlook Maritime WEBCAST: Annual Review & Outlook Domestic Transportation
	20 Asia Trade and Economic Outlook East Coast Ports North America Trade: 20 Years of NAFTA <i>Advertorial: Georgia Port Authority</i>	<i>Georgia Foreign Trade Conference</i>	3-JAN	8-JAN	
FEBRUARY	3 JOC Guide to 3PLs Trans-Atlantic Maritime <i>Advertorial: Port Improvement</i>	<i>RILA Logistics Conference 2014</i>	17-JAN	22-JAN	WEBCAST: Guide to 3PLs
	17 Gulf Trade: 2014 Outlook Freight Payment 2014 Trucking Forecast COOL CARGOES	<i>Boston Seafood Show & TPM</i>	31-JAN	5-FEB	
MARCH	3 Trans-Pacific Maritime Intermodal Market Report Quarterly Shipper Outlook 2012 Ad Impact Study	<i>TPM, CONECT, & IWLA</i> TPM	14-FEB	19-FEB	WEBCAST: Trans-Pacific Maritime PODCAST: Economic Forecast with Economist Mario Moreno WEBCAST: Port Productivity: 2012 Rankings and Best Practices
	17 Top 25 LTL and Truckload Carriers South America Trade & Transportation 3PL Report: Sustainability Solutions	<i>Intermodal South America</i>	28-FEB	5-MAR	
	31 2012 First Quarter Economic Trade Analysis West Coast Ports Report Port Productivity: 2012 Rankings and Best Practices		14-MAR	19-MAR	
APRIL	14 Top 40 Global Logistics Top 50 Trucking Companies Container Shipping Quarterly		28-MAR	2-APR	
	28 3PL Report: Trade Compliance Roll-on, Roll-off Shipping: Market Outlook Top 25 European Importers and Exporters <i>Advertorial: Jacksonville Trade & Transportation</i>	<i>Breakbulk Europe</i>	11-APR	16-APR	
MAY	12 JOC Guide to Warehousing/Industrial Real Estate Top 25 North American Ports Quarterly Shipper Outlook COOL CARGOES		25-APR	30-APR	WEBCAST: Top 100 Importers & Exporters PODCAST: Top 100 Importers & Exporters
	26 Top 100 Importers and Exporters	<i>SMC3, AgTC, AAEI & TMSA</i>	9-MAY	14-MAY	
JUNE	9 Pacific Northwest Gateway Gulf Trade: Top Carriers and Ports 3PL Report: Managing Big Data <i>Advertorial: Florida Trade</i>	<i>3PL Summit</i> 	23-MAY	8-MAY	WEBCAST: Asia Trade: Midyear Review and Outlook
	23 Expedited/Time Critical Trucking Asia Trade: Midyear Review and Outlook Container Shipping Quarterly Directory of Transportation <i>Advertorial: Freight Payment</i>		6-JUN	11-JUN	

2014 EDITORIAL CALENDAR

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ISSUE DATE	FEATURES	BONUS DISTRIBUTION	AD CLOSE	MATERIALS DUE	ONLINE THIS MONTH
JULY	7 Third Quarter Economic Outlook Top Trans-Pacific Carriers and Ports Latin America Trade and Logistics		20-JUN	25-JUN	PODCAST: Economic Forecast with Economist Mario Moreno WEBCAST: Trucking Market Report
	21 Peak Season Forecast: Ocean and Intermodal Trucking Market Report 3PL Report: Warehousing Efficiency		2-JUL	9-JUL	
AUGUST	4 Port Productivity: Midyear Report Top Trans-Atlantic Carriers and Ports <i>Advertorial: Port of Baltimore</i> COOL CARGOES	<i>Cool Logistics, Baltimore Crab Feast</i>	18-JUL	23-JUL	WEBCAST: Port Productivity: Midyear Report WEBCAST: Canada Trade
	18 JOC Top 50 Global Container Ports JOC Guide to Trucking 3PL Report: Technology in the Cloud Canada Trade		1-AUG	6-AUG	
SEPTEMBER	1 Commodity Spotlight: Agriculture Roll-on, Roll-off Shipping: Top Carriers and Ports <i>Advertorial: South Carolina Trade</i> <i>Advertorial: Foreign Trade Zones</i>	<i>South Carolina International Trade Conference</i> NAFTZ <i>Breakbulk Americas</i>	15-AUG	20-AUG	PODCAST: Economic Forecast with Economist Mario Moreno
	15 Global Logistics Focus/3PL Market Report Quarterly Shipper Report Container Shipping Quarterly Texas Ports Directory	<i>CSCMP Global Conference</i> IANA	29-AUG	3-SEP	
	29 Fourth Quarter Economic Outlook Ports of the Americas	AAPA	12-SEP	17-SEP	
OCTOBER	13 Asia Maritime <i>Advertorial: California Gateway</i> <i>Advertorial: Ship Philly First</i> COOL CARGOES	<i>JOC Asia Conference, PMA Fresh Summit</i> 	26-SEP	1-OCT	
	27 Inland Distribution 3PL Report: Strategic Sourcing Caribbean and Central American Logistics Commodity Spotlight: Furniture	<i>Inland Distribution Conference</i> 	10-OCT	15-OCT	
NOVEMBER	10 Asia-Europe Carriers and Ports Top 50 Global Transportation Providers Intermodal Market Report	<i>NITL Conference & TransComp Expo</i>	24-OCT	29-OCT	WEBCAST: Asia-Europe Carriers and Ports
	24 U.S. Gulf Report: Heavy-Lift Shipping Freight Paymentk Directory of Transportation <i>Advertorial: Connie Awards</i>		7-NOV	12-NOV	
DECEMBER	8 Container Shipping Quarterly/ Global Maritime Forecast Market Outlook: Exports Quarterly Shipper Outlook		21-NOV	26-NOV	WEBCAST: Global Maritime Forecast PODCAST: Economic Forecast with Economist Mario Moreno

PRINT RATES

B/W	1X	6X	13X	28X
TWO-PAGE SPREAD	\$13,606	\$12,850	\$11,842	\$9,650
FULL PAGE	\$7,160	\$6,764	\$6,232	\$5,078
2/3 PAGE	\$6,300	\$5,954	\$5,490	\$4,480
1/2 PAGE ISLAND	\$4,866	\$4,600	\$4,244	\$3,448
1/2 PAGE HORIZONTAL	\$3,938	\$3,726	\$3,434	\$2,798
1/3 PAGE	\$3,366	\$3,182	\$2,930	\$2,388

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

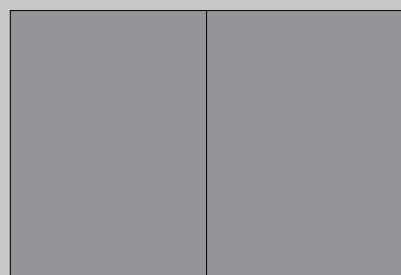
CLASSIFIED RATES

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

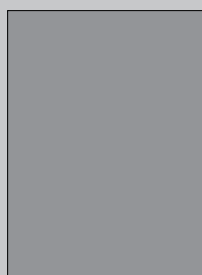


PRINT AD SIZES

Please see the SPECIFICATIONS page for more information.



TWO-PAGE SPREAD
15" x 10"
(386mm x 254mm)



FULL PAGE
7" x 10"
(178mm x 254mm)



1/2 PAGE HORIZONTAL
7" x 4 7/8"
(178mm x 124mm)

BLEED

TRIM

LIVE AREA

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



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)



1/3 PAGE
7" x 3 3/8"
(178mm x 86mm)

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)

ONLINE RATES

JOC

.COM

JOC.COM BANNER AD

AD SIZE (in pixels)	MONTHLY RATE
INTERSTITIAL 640x480	\$10,000
POP-UP 300x250	\$6,000
EXPANDABLE LEADERBOARD 975x90 and 975x270	\$3,250
LEADERBOARD 975x90	\$2,000
SPONSOR SPOTLIGHT 300x250	\$2,000

* The Leaderboard and Sponsor Spotlight impressions will be divided between 5 rotating positions, with a maximum purchase of 3 ad slots per month.

MARITIME PAGES

AD SIZE (in pixels)	MONTHLY RATE
POP-UP 300x250	\$6,000
EXPANDABLE LEADERBOARD 975x90 and 975x270	\$3,250
LEADERBOARD 975x90	\$2,000
SPONSOR SPOTLIGHT 300x250	\$2,000

* The Leaderboard and Sponsor Spotlight impressions will be divided between 3 rotating positions, with a maximum purchase of 2 ad slots per month.

ONLINE AD SIZES

Please see the SPECIFICATIONS page for more information.

The JOC website delivers high-quality intelligence and expertise to help you make better business decisions. JOC subscribers can access in-depth analysis and commentary written by the award-winning JOC editorial team and industry experts.



OTHER CHANNELS

PORTS | RAIL & INTERMODAL | TRUCKING
AIR CARGO | LOGISTICS | ECONOMY
REGULATION & POLICY | GLOBAL TRADE

AD SIZE (in pixels)	MONTHLY RATE (Per Section)
POP-UP 300x250	\$5,000
EXPANDABLE LEADERBOARD 975x90 and 975x270	\$2,500
LEADERBOARD 975x90	\$1,500
SPONSOR SPOTLIGHT 300x250	\$1,500

* The Leaderboard and Sponsor Spotlight impressions will be divided between 3 rotating positions, with a maximum purchase of 2 ad slots per month.

POP-UP BANNER AD

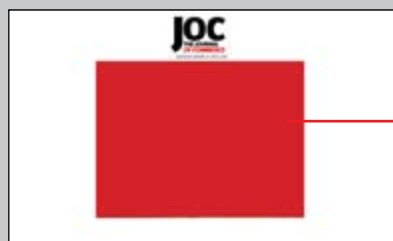
The ad appears once daily per browser per user. Available on all pages.

300x250	\$6,000
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HOME PAGE INTERSTITIAL BANNER

The ad appears once every 48 hours before the home page appears per browser per user, with up to four slides.

640x480	\$10,000
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INTERSTITIAL
640 PX x 480 PX



LEADERBOARD
975 PX x 90 PX

SPONSOR SPOTLIGHT
300 PX x 250 PX

ONLINE RATES

JOC SAILINGS

The foundation of JOC Sailings is its neutrality in capturing global ocean carriers' sailing schedules and industry news. As a global transportation resource, the site provides logistics managers and similarly placed professionals with industry news on carrier rates and schedules, port developments, and regulatory changes that affect shippers.



JOC SAILINGS.COM RATES

AD SIZE (in pixels)	MONTHLY RATE
LEADERBOARD* (upper/lower) 728x90	\$1,500
SPONSOR SPOTLIGHT** 250x250	\$1,250
VERTICAL BANNER** 300x250	\$1,250

* The Leaderboard will be rotated between 4 positions.

** Spotlight and Vertical Banner will be rotated between 3 positions.

SQUARE BANNER* 180x150	\$950
HALF BANNER: Port Specific 234x60	\$525
TILE BANNER: Port Specific 125x125	\$275

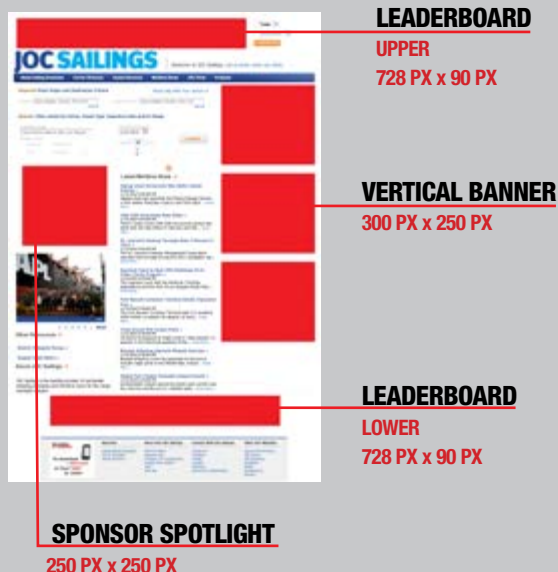
* The Square Banner will be rotated between 4 positions.

ADDITIONAL OPPORTUNITIES

ENHANCED LISTINGS per trade lane	Rate upon request
LEAD GENERATION/CONTACT FEATURE per service schedule	Rate upon request
WHITE PAPERS/CASE STUDIES	\$1,500 per month
VIDEOS (depending on format/site)	\$2,000-\$4,000 per month
DATA FEEDS/CUSTOM SCHEDULES	Rate based on content
LIST RENTAL	\$350 per 1,000 names
MICRO-SITE	Rate based on content
Each micro-site will contain your detailed company contents, marketing material, dedicated sailing schedules from our proprietary database, and much more. In addition, your strategically placed banners on other port-to-port search result pages will promote your company to the users of JOC Sailings.com	

ONLINE AD SIZES

Please see the SPECIFICATIONS page for more information.



JOC SAILINGS WEEKLY NEWSWIRE

The JOC Sailings E-newsletter is a must-read for those with any touch-point in global maritime shipping and logistics. This weekly report provides summaries of key import/export issues and trade lane data, as well as updates on government services and regulations.

Reach your core customers and best prospects here, alongside a targeted TRADE LANE FOCUS, every week!

AD SIZE (in pixels)	WEEKLY RATE
LEADERBOARD 468x60	\$750
MIDDLE BANNER 468x60	\$500
SKYSCRAPER 120x600	\$500



MORE ONLINE RATES

NEWSWIRES WEEKLY RATE

JOC DAILY

LEADERBOARD 728x90	\$1,500
SPONSOR SPOTLIGHT 300x250	\$1,300

JOC ASIA

LEADERBOARD 728x90	\$300
SPONSOR SPOTLIGHT 300x250	\$300

JOC SAILINGS

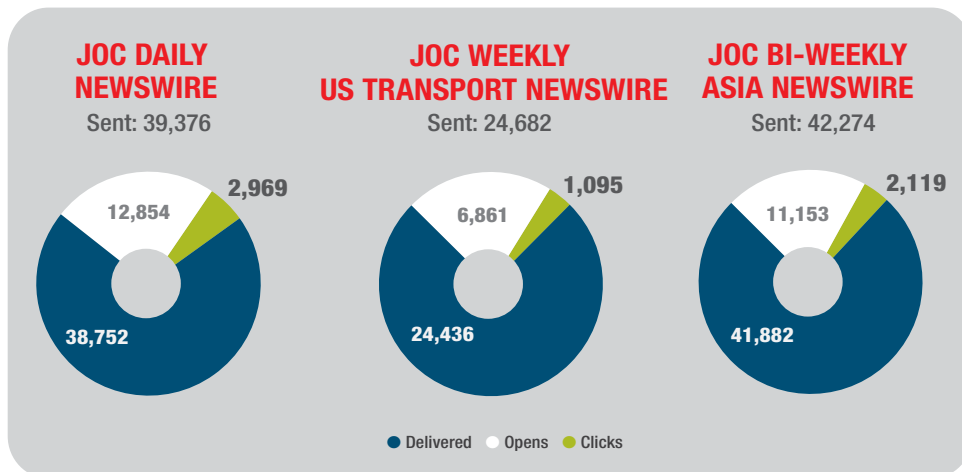
LEADERBOARD 468x60	\$750
MIDDLE BANNER 468x60	\$500
SKYSCRAPER 120x600	\$500

U.S. TRANSPORT

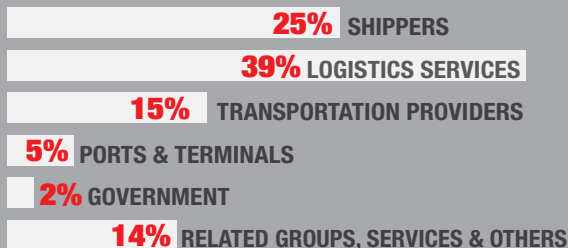
LEADERBOARD 728x90	\$450
SPONSOR SPOTLIGHT 300x250	\$450

* The Leaderboard and Sponsor Spotlight impressions will be divided between five rotating positions, with a maximum purchase of 3 ad slots per month.

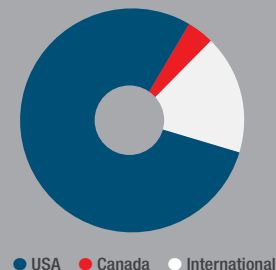
JOC NEWSLETTER MONTHLY AVERAGES 2013



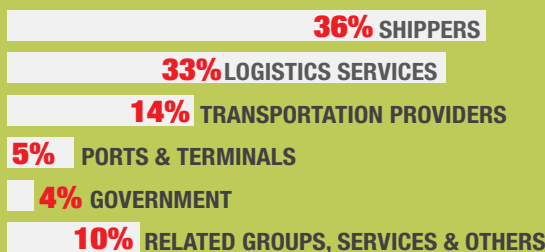
JOC US TRANSPORT NEWSLETTER AUDIENCE



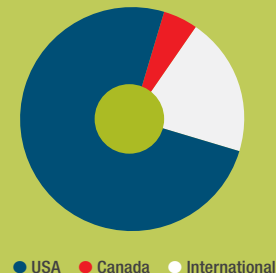
DISTRIBUTION



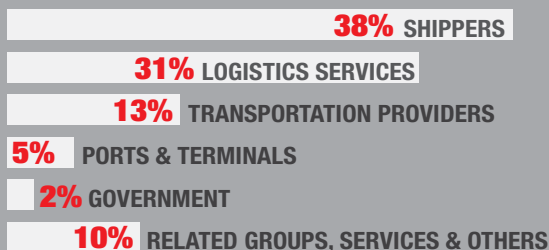
JOC DAILY NEWSWIRE AUDIENCE



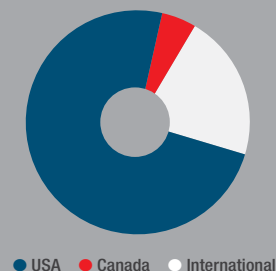
DISTRIBUTION



JOC ASIA NEWSWIRE AUDIENCE



DISTRIBUTION



LEAD GENERATION SERVICES

The JOC offers tailored lead generation packages to suit your needs — you can choose to include some or all of the media listed below in your package. We work with you to deliver a guaranteed number of leads from your package.



VIDEOS

Video is an innovative way to present your brand and message. A short impactful video can add a multimedia option to your marketing campaign. Video is highly effective in brand building and lead generation.

SPONSOR EVENT VIDEOS

As part of our event sponsorships, we offer video interviews of your key executives on-site at JOC Events. Our Special Projects Editor will work with you to craft a compelling message. We will edit and produce the video to be posted on JOC.com

LEAD GENERATION VIDEOS

We can place your video behind a registration form on JOC.com and collect leads for you. We'll drive traffic to the video for you using our vast audience of logistics professionals.

SPECIAL TOPICS VIDEOS

The JOC editorial team regularly produces videos on special topics, and we can include your sponsor message at the beginning and end of the video.

CUSTOM VIDEOS

Align your message with the power of the JOC content team ... we can help you put together thought leadership videos on specific issues and topics. We'll help you with the content and handle the production/editing and drive traffic to the video on our Web site.

Pricing: Contact your Sales Representative



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.

CUSTOM ADVERTORIAL PODCASTS

Position your company as a thought leader with a custom podcast series. Our Special Projects Editor will work with you to pick a topic and create scripts for 5-minute podcasts as well as descriptive text for marketing purposes. The editor will interview and produce the audio recordings, providing a final review before deployment. Our marketing services team will promote through e-blasts and newsletter links to ensure the right audience and guaranteed number of leads.

ADVERTORIAL PODCASTS

Throughout the year, The JOC produces advertorials with print and online components. These offer advertisers bonus coverage in the form of an interview and company profile in the print magazine and an online feature such as a podcast. Scripts for these podcasts are created by the Special Projects Editor based on information discussed in the preparation for the print article and offer advertisers an opportunity to provide a more in-depth analysis or follow-up to one of their observations or quotes on the advertorial topic. These podcasts can be used independently on your website as well.

Pricing: Contact your Sales Representative

WHITE PAPERS

Elevate your brand's position as a thought-leader through the educational content in your white paper, such as a "case study." These compelling documents are powerful sales tools that highlight your company's understanding of your prospect's challenges and the solutions you offer to address them. White papers enhance the effectiveness of your marketing programs and are a way to generate qualified leads from highly engaged professionals.

- Dedicated marketing efforts include listing on JOC.com for 3 months, JOC daily Newswire posting and promotions via social media platforms during the program duration.
- Detailed reporting of all opt-in registrant information, including name, email address, company, title and address sent to the sponsor on a weekly basis.

Pricing: \$4,000 for three months, with 100 guaranteed leads

Additional leads above 100 — \$35 per lead



WEBCASTS

Through year-round webcasts, The Journal of Commerce provides dialogue and in-depth analysis of timely issues vital to the workings of the transportation industry. JOC Webcasts extend the reach of the magazine's top-level editorial coverage to a multimedia platform with live events addressing all aspects of the supply chain. Based on your market and objectives, we can put together the best webcast solution to suit your goals, powered by the market-leading brand and editorial team. We will put our industry expertise to work for you.

The JOC offers three types of webcasts:

EDITORIAL WEBCASTS

Throughout the year, our award-winning editorial team organizes webcasts covering exclusive and timely topics. Take advantage of our existing editorial webcast series to align your brand with the leading content in the sector. Our editors lead topic creation and recruit speakers, analysts, and other experts, while our audience development experts drive traffic to the webcast. Each webcast will have a maximum of three co-sponsors.

EXCLUSIVE SPONSORSHIP — \$9,000 per webcast, with 250 guaranteed leads

CO-SPONSORED (3 maximum) — \$3,000 per sponsor, with 250 guaranteed leads (total)

VENDOR WEBCASTS

Accelerate your sales cycle with a vendor perspective webcast, which allows you to take full advantage of our powerful audience development capabilities while taking control of the content of the webcast. We provide complete audience development, marketing, production and project management as well as a professional moderator to manage the discussion with your presenters.

Pricing: \$9,000 per webcast, with 400 guaranteed leads

CUSTOM WEBCASTS

Educate your customers and establish a thought-leadership webcast, which can be used to position your company as a thought leader in the sector. We put one of our editorial team members to work with you, to consult with the topic, give editorial input and deliver the right audience. This webcast will have ONLY one sponsor.

Pricing: \$9,000 per webcast, with 400 guaranteed leads

PRINT SPECIFICATIONS

DIGITAL REQUIREMENTS (PREFERRED)

Disks or electronically e-mailed ads should be accompanied by all fonts and the original "native" file format (e.g., Photoshop CC, Illustrator CC, Indesign CC 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 biweekly. 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 and proofs should be sent to: **Attn: TRACEY FIUZA • tfiuzajoc.com • (973) 776-7826**
The Journal of Commerce • 2 Penn Plaza East, 12th Floor • Newark, N.J. 07105

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 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.

ONLINE SPECIFICATIONS

WEBSITE DIGITAL ADVERTISING REQUIREMENTS

SUBMISSION: Ads must be submitted via e-mail to Production Team. Please e-mail: **Tracey Fiuzajoc.com and Carmen Verenna (tfiuzajoc.com, cverenna@joc.com).**

FILE TYPES: Acceptable formats are limited to .swf(Flash) or .gif for animated creatives; .jpg or .png for static creatives.

FILE SIZE: All creatives must be under 40K to be served. Files over the limit can not be served.

ANIMATION LIMITS: File size 40K, 15 seconds/3 loops, no animation for Page Peel creatives. Animated creative must include a static .gif or .png to be used as a backup image.

STABILITY: Prior to submission, creatives should be tested for stability across all browser platforms.

APPROVAL: All creative is subject to approval by both the Website and the Ad Production groups.

E-MAIL AND NEWSLETTER DIGITAL ADVERTISING

Submission: Ads must be submitted via e-mail to Production Team. Please e-mail: **Tracey Fiuzajoc.com and Carmen Verenna (tfiuzajoc.com, cverenna@joc.com).**

FILE TYPES: Creatives for e-mails should only be .gif or .png. E-mail browsers cannot deliver rich media or HTML formats.

FILE SIZE: All creatives must be under 40K to be served. Files over the limit can not be served.

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:

Materials from Advertiser or Agency, if available.

Valid URL for linking. (please check before submitting).

Requested start and definite end dates

Specific page and/or submenu zone to target. (Home (HP), Run of Site (ROS), Maritime Page ... etc)

Correct ad size for page. (No larger than 40K)

Please specify if ad is time based or impression based. (Time based does not have a definite impression goal).

Any other information that may be helpful in completing request including priority of insertion.

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 is available by request.

EDITORIAL

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