

JOC

EVENTS | ONLINE | PRINT

Marketing services guide 2019

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

Media Planner
Editorial Calendar
Rates
Events



IHS Markit™

Dear Advertisers and Strategic Partners,

Welcome to the JOC, the authoritative provider of global intelligence for trade, transportation, and logistics professionals.

Our mission is to be the must-subscribe-to news analysis and information platform for your international supply chain needs through content that keeps you and your customers informed of the news and trends impacting the global movement of goods. Armed with the most complete picture available today of the state of the industry, JOC subscribers, event attendees, advertisers, and sponsors are well positioned to make informed decisions to improve their businesses.

That content — be it through our 24/7 JOC.com news information platform, 25 issues of The Journal of Commerce magazine, nearly 100 Special Reports, JOC Events' nine annual conferences and multiple roundtables, webcasts, and white papers — is generated by the largest, most experienced, and knowledgeable editorial staff in the industry today without commercial influence.

The purpose of this media kit is to give prospective advertisers and sponsors insight into the many products and opportunities to get your message in front of industry decision makers at global container shipping companies, ports and marine terminals, railroads, trucking operators, air cargo carriers, technology providers, third-party logistics companies, and — most importantly — beneficial cargo owners.

In delivering that content, we strive to be an indispensable resource for those who absorb the JOC's information, while understanding that we will be successful in our mission only if we deliver vital intelligence that you and your customers can act upon.

In short, our success depends on your success. Please don't hesitate to call us at any time for assistance at 770 295 8809.

Sincerely,

Mark Szakonyi
Executive Editor

Tony Stein
Publisher



Essential Content

The JOC 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.



Peter Tirshwell
Senior Director, Content, Maritime & Trade

A prominent thought leader in container transportation with more than 20 years at the JOC, Peter's coverage of international trade and transportation is unmatched. He is also founder and chairman of the annual TPM conference, one of the world's largest shipping events, and led development of the Port Productivity project. Following his columns and daily Twitter posts will provide you with valuable insight on the industry's most important trends.

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Chris Brooks
Executive Editor, The Journal of Commerce and JOC Events

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 magazine and website for much of the last decade, upholding and advancing the superior editorial standards for which the JOC is known.

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Barbara Wyker
Managing Editor, The Journal of Commerce

Barbara has been with the JOC for 45 years. As managing editor, she coordinates all magazine and online production, working closely with reporters, advertising sales, and designers.

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Mark Szakonyi
Executive Editor, The Journal of Commerce and JOC.com

Mark leads JOC.com and also reports on a variety of issues, ranging from intermodal rail to ocean shipping. In addition, he assists in the planning of the editorial component of JOC events, including TPM, TPM Asia, JOC Inland Distribution, and Shipper Roundtables. His analysis and work have been quoted in mainstream news media including the BBC, The Economist, NPR and USA Today.

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William B. Cassidy
Senior Editor, Trucking

Bill is the foremost journalist covering trucking and supply chain technology today. His reporting on trucking, expedited transportation, and domestic supply chains provides readers with insight into key trends that affect bottom lines. A frequent speaker at industry events, Bill is also instrumental in developing the program for the annual JOC Inland Distribution Conference.

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Eric Johnson
Senior Editor, Technology

Eric leads coverage and analysis of technology's impact on global logistics and trade. He reports on how shippers, carriers across all modes, and logistics companies use software, as well as new concepts impacting core freight transportation processes. Prior to joining the JOC in May 2018, Johnson spent 13 years with American Shipper in a variety of roles, most recently covering logistics technology and leading the production of a series of benchmark studies on the logistics industry.

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Greg Knowler
Senior Editor, Europe

Greg is a highly experienced editor and publisher with nearly 30 years on mainstream titles and business-to-business magazines. His journalism career began in 1989 as a reporter for a daily newspaper in Durban, South Africa, covering the news during the turbulent end of apartheid. In 2000, he moved to Hong Kong and worked at the South China Morning Post and Cargoneews Asia, before joining IHS Markit in 2013. Greg relocated to London in 2017 to cover Europe. He regularly speaks to industry groups and chairs the JOC's annual TPM Asia Conference.

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Essential Content



Bill Mongelluzzo

Senior Editor, West Coast

A 30-year veteran covering the shipping industry, Bill is the pre-eminent journalist of the trans-Pacific trade, intermodal rail and ports. A frequent speaker at industry events, Bill also is instrumental in developing the programs for the TPM and JOC Port Performance North America conferences.

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Turloch Mooney

Senior Editor, Global Ports

Turloch was co-founder and managing director of the Supply Chain Asia publication based in Shanghai. He holds a master's degree in international studies from the University of Limerick, Ireland, focusing on international law and international trade. His area of specialization is global ports, covering port congestion, competition, mega-ship impact, productivity, hinterland access, and relevant supply chain issues.

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Hugh R. Morley

Senior Editor, Northeast & Mexico

Hugh covers the ports of the US Northeast and Mexico, including the terminals, unions, port authorities, and shipping associations. A journalist for 25 years, he has written on business for 15 years, reporting on a range of topics from government oversight to corporate legal battles and the fierce inter-state competition for jobs and investment. Hugh has an MBA in global business.

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Janet Nodar

Senior Editor, Breakbulk & Heavy Lift

Janet covers breakbulk, project and heavy-lift transport. Based on the US Gulf Coast, she was a reporter and editor for the The Journal of Commerce's Gulf Shipper and Breakbulk publications from 2006-2013. From 2013-2018, Janet was content director for Breakbulk Events & Media. She rejoined the JOC in July 2018 and is based in Mobile, Alabama. She holds a master's in English/creative writing and a bachelor's in finance from the University of South Alabama.

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Ari Ashe

Associate Editor

Ari has more than a decade of journalism experience working in the busy newsrooms of Washington, DC. He earned two bachelor's degrees at George Washington University and a master's in broadcast journalism from Syracuse University. In 2006, he began his career with WTOP-FM in Washington D.C., a 24/7 all-news radio outlet. Beginning as a producer, he was the commuter transportation beat reporter from 2012 through 2015, during which time he won an Edward R. Murrow Award for investigative journalism. In 2016, Ari moved to the American Trucking Association's Transport Topics. He joined the JOC in 2018 and reports on the Southeast US ports, intermodal, and trucking. **twitter:** @arijashe **email:** ari.ashe@ihsmarkit.com



Joseph Lazzaro

Web Editor

Joseph Lazzaro joined JOC.com as Web Editor in 2017. A hybrid editor role, Joe is responsible for all editorial content on JOC.com, edits newsletters and is involved in the site's SEO operation. A veteran business news editor and US public policy pro, he served as US editor/front page editor for IBT/Newsweek Media Group in New York, and after that, as a news editor for American Lawyer Media. Joe has taught political science courses at the college level for many years. He holds a master's in US Government from the University of Connecticut. Prior to graduate work, he was a copy editor for The Hartford Courant in Connecticut. **twitter:** @JosephLazzaro **email:** joseph.lazzaro@ihsmarkit.com



Alessandra G. Barrett

Senior Content Editor, Special Projects

Alessandra has managed special projects for the JOC since 2007. She works closely with advertisers to produce sponsored content such as lead-generation program including videos, webcasts, podcasts, and white papers, as well as special sections, supplements, and custom publications. She previously worked in marketing and public relations across a broad range of industries including broadcast and recording, wellness and sustainability, architectural design, and the performing arts.

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Influential 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

JOC.com has nearly **67,342** registered users

The Journal of Commerce circulation: **15,282**



Source: JOC databases – The Journal of Commerce circulation, JOC Members, JOC.com subscribers and registered visitors, newsletters subscribers, JOC Events attendees.

Online Audience By Region



Source: Google Analytics

The industry's most comprehensive and global audience

Global Reach

Annual Page Views
6.1 MILLION



Registered Users
67,342

Countries and Territories
216



Average Page Views
1.77 PAGES



Average Time
1 MIN. 42 SEC.

Annual Visitors
3.4 MILLION



Annual Unique Visitors
2.1 MILLION

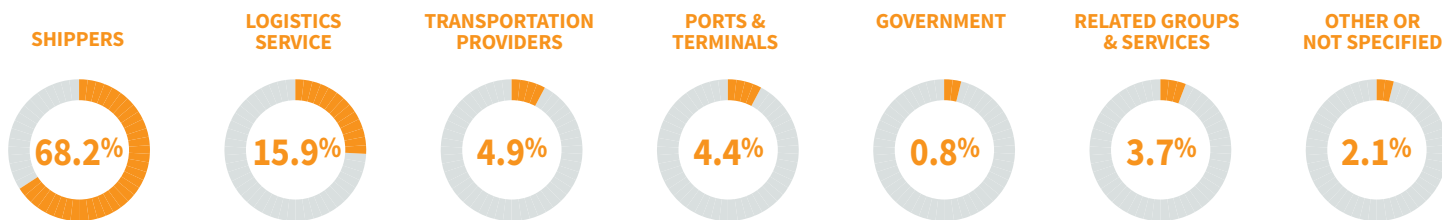


Returning Site Users
86.3%

Source: Google Analytics

The JOC Community

Target Audience



Source: JOC Publisher's Statement.

JOC users have REAL AUTHORITY

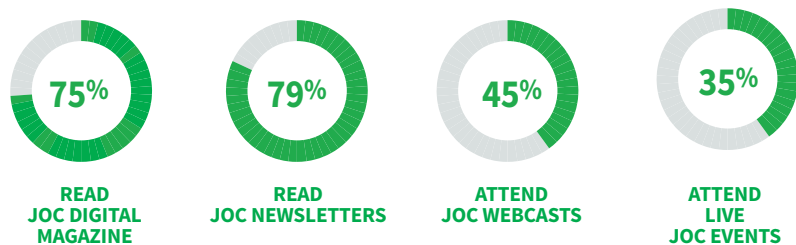
Purchasing authority on transportation products and services.



Source: JOC Publisher's Statement.

JOC users have INFLUENCE

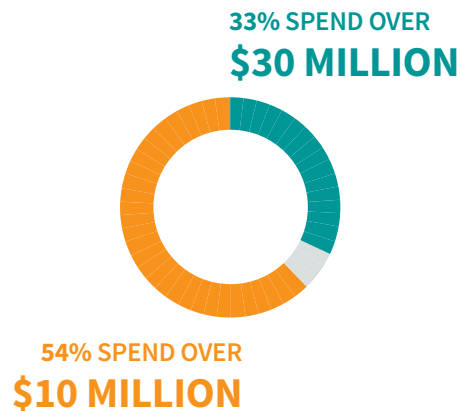
Get in front of the decision makers where they get their news and information.



Source: JOC Publisher's Statement.

JOC users have BUYING POWER

Annual transportation services budget



Source: JOC Publisher's Statement.

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. 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 an audience of more than 15,000, The Journal of Commerce’s target audience is composed of more than 50% shippers and more than 30% logistics service and transportation providers. Align your marketing campaigns with our related content for optimal results.

Pricing: See [Page 15](#) for more details and rates.

Digital Magazine

The Journal of Commerce Digital Edition is a bi-weekly 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, encompassing over 15,000 subscribers. The open rates for The Journal of Commerce Digital Edition are just under 30%, with an average click rate over 5%.

USE YOUR ADVERTISEMENT IN THE DIGITAL EDITION TO:

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

[Click here for a JOC Digital Edition sample.](#)

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, key regions, 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 magazine; editorial coverage among leaders in a region or service category; and partnered content (print and online) that can be used independently in your marketing. Select programs may include video or podcast components.

[Click here for a Special Focus Advertorial sample.](#)

CUSTOM ADVERTORIALS

Print and Online Publications

A Custom Advertorial allows you to be the sole advertiser in a print or interactive digital supplement/special section. Employ the resources of the JOC marketing services team to create a unique publication, or product that promotes your latest launch, success, or company anniversary.

Our editorial team will provide guidance on content and vision of the advertorial itself, as well as manage the production process from A to Z. We will work with you to craft, design, and produce content from text to specialized video. Once completed, we will distribute the advertorial to our select, qualified audience of logistics professionals. Reprints and digital editions will provide your business with compelling cross-branded marketing collateral.

[Click here for a Custom Advertorial sample.](#)

Pricing: [Contact](#) your Sales Representative.

Directory of Transportation

Published bi-annually 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 US. The directory is also available in digital format online. Each issue has a six-month shelf life.

[Click here for a DOT sample.](#)

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.
- E-mail or press release campaigns.
- Direct mail or corporate brochure enclosures.
- E-Print (PDF) on a website to enhance credibility.

Pricing: [Contact](#) Alex Remstein.



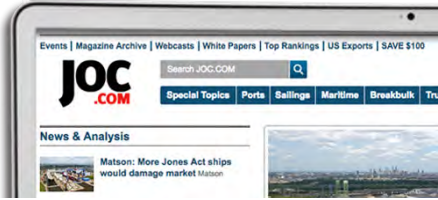
Event Sponsorship

JOC Events sponsorship presents your company as a thought leader. By supporting 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 powerful and unique ways (webcasts, roundtables, session sponsorships, for example), sponsorship dollars help pay for special events that are included throughout the conference.

JOC Events include conferences — TPM, TPM Asia, JOC Inland Distribution, JOC Port Performance North America, JOC Container Trade Europe, JOC Logistics Technology Conference, JOC Gulf Shipping, JOC Canada Trade, JOC Mexico Trade Forum — Shipper Roundtables and more. Please visit joc.com/events for updates.

Pricing: See [Page 18](#) for Event Details.

Marketing Services



JOC.com Website 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 200,000 highly engaged visitors each month, ensuring your campaign will be a huge success.

NATIVE ADVERTISING

Native Advertising is an exclusive opportunity to share your non-commercial content alongside our trusted, online editorial. Your sponsored content will be presented in a highly visible area on JOC Daily Newswire and linked to sponsored page on JOC.com.

Pricing: [Contact](#) your Sales Representative.



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 products 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 MAY INCLUDE THE FOLLOWING TYPES OF MEDIA

- Videos
- White Papers
- Podcasts
- Webcasts

Pricing: See [Page 11](#) for more details and rates.



JOC.com E-mail Newsletters

JOC.com targeted e-mail newsletters keep all readers up to date on the latest news and analysis within the industry. The JOC Daily Newswire informs our readers about 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. The bi-weekly JOC Breakbulk and Project Cargo Newsletter highlights coverage of the breakbulk industry. The weekly Container Trade Europe Newsletter provides the latest news and analysis of key issues affecting trade operations in Europe, from rates to capacity, inland transport, and public policy. The bi-weekly Technology Supplement covers technology's impact on global logistics and trade.

See [Page 17](#) for more details and rates.

Custom Newsletters

Effective and consistent communication is key to maintaining a healthy relationship with your audience.

A robust and strategic 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, our 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.

[Click here for a Custom Newsletter sample.](#)

Pricing: [Contact](#) your Sales Representative.



Sponsored E-mail Blasts

With an audience of more than 200,000 people, the JOC offers you access to the most comprehensive audience of logistics executives and decisions makers in the industry. Our marketing services team will send out an e-mail message on your behalf to a select target audience.

Pricing: [Contact](#) your Sales Representative.



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, or provide a hyperlink to put on your website or use in your marketing efforts and campaigns.

You provide the questions/topics that best complement your marketing efforts, we 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.

Breakbulk & Project Cargo

Economic and market developments affecting breakbulk and project shipping are increasing the demand for accurate, informed data, and analysis. As the market leader in providing such information across the maritime and international trade sectors, IHS Markit provides high-level editorial reporting on the industry, its trade lanes, and key commodities via multiple media and event channels.

The Breakbulk & Project Cargo publication reaches key decision makers every day — in person, in print, online through mobile devices and newsfeeds — with unique content. Every element draws on the data resources of PIERS and IHS Markit sister companies to provide authoritative and vital forecasts. Led

by longtime industry journalist Janet Nodar, Breakbulk & Project Cargo content provides in-depth analysis of challenges and opportunities facing the industry. It is complemented by daily online coverage at JOC.com, webcasts, and networking events throughout the year.



Marketing Opportunities

- Display advertising in print/digital Breakbulk & Project Cargo supplement.
- Advertorial specials including interview and bonus content opportunities.
- Online advertising around breaking, daily news at www.joc.com/breakbulk.
- Event sponsorship: JOC Gulf Shipping Conference and quarterly webcasts.
- Sponsored Podcasts.
- White papers and thought-leadership products.
- Bi-weekly Breakbulk & Project Cargo Newsletter.
- Custom information services aimed at shippers moving breakbulk, heavy lift, and project cargo commodities worldwide.

Event Sponsorship



JOC Events
JOC Webcasts

Full Audience Reach

Magazine circulation:* **15,282**  JOC.com Registered Users: **67,342**

Annual Visitors **3.4 million**



Annual Unique Visitors **2.1 million**

Video Visibility

Simplify your services, products, or news announcements in an engaging and compelling format with video. Use an animated ad to ensure your message leaps off the pages of The Journal of Commerce Digital Edition or on JOC.com. Longer-form sponsored video messages perform well on the video section of JOC.com.



Video Advertising

Transform your print ad placement in The Journal of Commerce into a video embedded in the pages of the bi-weekly Digital Edition or any of our supplement digital editions, such as the Directory of Transportation or Breakbulk & Project Cargo. Existing video ads hosted on YouTube, Vimeo, Vidyard, and Wistia — as well as audio files on Soundcloud — can be easily inserted into the magazine. Advertising video length is limited to 30 seconds.

Sponsored Content

Use virtual word-of-mouth marketing to your advantage with a 2-4 minute product demonstration that conveys your news in a way people want to pass on. We can produce something with images or footage you provide, or post your creative.



Event Interviews

As part of JOC Event sponsorships, we offer professional video interviews of your key executives on-site. Our Senior Content Editor will work with you to craft a compelling message. We will edit and produce the video, providing a final review before deployment, to be posted on JOC.com as well as your marketing outlets.

[View an Event Video sample on JOC.com.](#)

Special Topics Videos

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

Custom Messaging

For a larger campaign, consider having our Senior Content Editor and production crew visit your location or offices to film a series of executive interviews and/or customer testimonials, as well as footage of your operations. We can combine this with graphics, such as images, logos, and screenshots, to create a highly individualized piece of content marketing for your business. Videos can also be utilized in a hybrid print/online advertorial campaign featuring an interactive digital edition.

[Click here for a Custom Messaging Sample](#)

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.

LEAD GENERATION VIDEOS

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

CUSTOM VIDEOS

Align your message with the power of the JOC's 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 website.

[Click here for a Video sample.](#)

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 Senior Content Editor will work with you to pick a topic and create scripts for short 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 the podcast(s) 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 can 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 Senior Content Editor based on information discussed in 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 are hosted on JOC.com and can be used independently on your website as well.

[Click here for a Podcast sample.](#)

Pricing: [Contact](#) your Sales Representative.

White Papers

Elevate your brand's position as a thought leader through 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, e-mail address, company, title, and address sent to the sponsor on a weekly basis.

[Click here for a White Paper sample.](#)

Pricing: \$5,000 for company-supplied white paper for three months, with 100 guaranteed leads

Additional leads above 100 — \$40 per lead

[Contact](#) your Sales Representative for pricing on a JOC-written white paper.



Webcasts

Through year-round webcasts, the JOC 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.

[Click here for link to Webcasts.](#)

The JOC offers two types of webcasts:

EDITORIAL WEBCASTS

Our award-winning editorial team organizes webcasts [throughout the year](#), 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 event. Each webcast will have a maximum of three co-sponsors.

EXCLUSIVE SPONSORSHIP — \$15,000 per webcast, with 250 guaranteed leads

CO-SPONSORED (3 maximum) — \$4,000 per sponsor, with 250 guaranteed leads (total)

CUSTOM WEBCASTS

Accelerate your sales cycle and educate your customers with a custom webcast that positions your company as a thought leader in the sector. As the sole sponsor, you will have the opportunity to drive the content and speaker choice while taking full advantage of our powerful audience development capabilities. We provide complete marketing, production, and project management services as well as a JOC editor to moderate and manage the live Q&A. Members of the JOC team will work with you, consulting on the topic and best approach to reach your target audience.

Pricing: \$15,000 per webcast, with 400 guaranteed leads

JOC Group Subscriptions

Empower Your Employees

A JOC Group Subscription will empower your employees to make smart, informed decisions in the containerized supply chain industry. Your organization will gain invaluable insights on industry trends and learn how to avoid unnecessary disruptions due to market volatility, carrier alliances, and consolidation.

NEW IP Authentication

Make JOC.com the go-to source for industry news and analysis for your organization with our New IP Authentication.

- Provide unlimited access to your entire organization across multiple locations
- Offer the JOC's award-winning content as a resource on your organization's intranet.
- Easily scale your current group subscription based on the number of users.



**Ask about special
subscription rates for
advertisers!**

Choose the options that work best for you:

JOC.com Access

JOC.com is the must-subscribe-to information portal for the international container shipping and logistics industry. With a JOC.com group subscription, your team will gain unlimited access to the largest source of market information in one easy-to-use portal.

Users will be able to access real-time industry news and expert analysis from trusted reporters — with more than 235 years of combined experience — that will allow them to stay on top of industry trends and make better business decisions.

JOC.com + The Journal of Commerce

Add a digital or print magazine subscription for your team and get the best of both worlds from the JOC's trusted team of industry experts.

Unlimited access to breaking industry news in real time on JOC.com, plus comprehensive reporting and analysis from The Journal of Commerce magazine, delivered bi-weekly to your door.

► For more information, contact Rose Ferrara at +1 732 730 2566 or rose.ferrara@ihsmarkit.com.

2019 Editorial Calendar

ISSUE DATE	AD CLOSE	MATERIALS DUE	FEATURES	WEBCAST	BONUS DISTRIBUTION
1/7/19	11/27/18	12/5/18	Annual Review & Outlook		SMC3 Jump Start
1/21/19	12/3/18	1/4/19	<i>Georgia Ports Authority Directory</i>		Georgia Foreign Trade Conference
1/21/19	12/26/19	1/3/19	<i>Breakbulk & Project Cargo Supplement</i>	2019 Breakbulk and Heavy-Lift Outlook, Jan. 24	
1/21/19	12/27/18	1/4/19	Asia Trade Outlook Cargo Security Georgia Ports Authority (Special Advertising Section)		Georgia Foreign Trade Conference
2/4/19	1/10/19	1/18/19	JOC Guide to 3PLs Intermodal Market Report East Coast Ports Port Improvement (Special Advertising Section)		
2/18/19	1/24/19	2/1/19	Gulf Trade: 2019 Outlook 2019 Trucking Forecast Freight Payment Marine Terminal Innovation	2019 Container Shipping Outlook, Feb. 14	
3/4/19	2/7/19	2/14/19	Trans-Pacific Maritime Cool Cargoes Market Report Air Cargo: First Quarter Report 2019 Shipper Ad Impact Study		TPM 2019
3/18/19	2/21/19	3/1/19	Top 25 Truckload and LTL Carriers South America Trade and Logistics Port Productivity: 2018 Rankings and Analysis Canada Trade 2019 Outlook (Special Advertising Section)	TPM 2019: What We Learned, March 14	
4/1/19	3/6/19	3/14/19	<i>Breakbulk & Project Cargo Supplement</i>		
4/1/19	3/7/19	3/15/19	JOC Guide to Warehousing and Industrial Real Estate West Coast Ports Trans-Atlantic Maritime Supply Chain Visibility	Global Logistics 2019: What's Ahead for 3PLs, March 28	
4/15/19	3/21/19	3/29/19	Top 40 Global Logistics Companies Top 50 Trucking Companies Container Shipping Quarterly Asia Ports (Special Advertising Section) Gulf Trade: Top Carriers and Ports	Analyzing the Trucking Market: First Quarter Review and Outlook, April 18	JOC Gulf Shipping Conference
4/29/19	4/4/19	4/12/19	Ro-Ro and Auto Shipping 3PL Report: Improving Supply Chain Visibility Jacksonville Trade (Special Advertising Section)	US-Canada Trade: Analyzing the Outlook, May 2	
5/13/19	4/18/19	4/26/19	Top 25 North American Ports Truck & Warehouse Technology Top Chemical Importers & Exporters European Ports (Special Advertising Section)	US-Mexico Trade: A New Era Takes Shape for Importers and Exporters, May 16	
5/27/19	5/2/19	5/10/19	Top 100 Importers and Exporters Port of Philadelphia (Special Advertising Section)		AAEI, TMSA, SMC3, AgTC, 3PL Summit
6/10/19	5/16/19	5/23/19	3PL Midyear Review and Outlook Container shipping innovation Canada Shipping and Trade Florida Trade (Special Advertising Section)	The JOC Top 100 Importers: Analyzing the Rankings, June 13	JOC Canada Trade Conference
6/24/19	5/29/19	6/6/19	<i>Directory of Transportation</i>		
6/24/19	5/30/19	6/7/19	Midyear Shipper Outlook Asia Trade: Mid-year Review and Outlook Port Productivity: 2018 Rankings and Best Practices Freight Payment (Special Advertising Section)	The JOC Top 100 Exporters: Analyzing the Rankings, June 20	

2019 Editorial Calendar

ISSUE DATE	AD CLOSE	MATERIALS DUE	FEATURES	WEBCAST	BONUS DISTRIBUTION
7/8/19	6/13/19	6/21/19	Top Trans-Pacific Carriers and Ports Latin America Trade and Logistics Cool Cargoes Market Report		
7/22/19	6/26/19	7/3/19	<i>Breakbulk & Project Cargo Supplement</i>		
7/22/19	6/27/19	7/3/19	Peak-Season Forecast: Ocean and Intermodal Trucking: Midyear Review and Outlook Latin America Trade & Logistics	Midyear Container Shipping Outlook: Analyzing the Peak Season, July 18	
8/5/19	7/11/19	7/19/19	Pacific Northwest Gateway Top Trans-Atlantic Carriers and Ports Mexico Trade and Logistics Port of Baltimore (Special Advertising Section) Site Selection (Special Advertising Section)		JOC Mexico Trade Forum Logistics Development Forum
8/19/19	7/25/19	8/2/19	JOC Guide to Trucking JOC Top 50 Global Container Ports Inland Ports and Distribution Technology Advertorial (Special Advertising Section)	Midyear Breakbulk and Heavy-Lift Outlook, Aug. 22	
9/2/19	8/8/19	8/16/19	Roll-on, Roll-off Shipping: North American Outlook European Shipping: Midyear Review and Outlook Port Productivity: Drayage and chassis report Foreign Trade Zones (Special Advertising Section) South Carolina Trade (Special Advertising Section)		
9/16/19	8/19/19	8/28/19	<i>Breakbulk & Project Cargo Supplement</i>		
9/16/19	8/21/19	8/29/19	Global Logistics Focus Container Shipping Quarterly: Top 40 Rankings and Analysis Intermodal Market Report Agricultural Export Peak Season	Cool Cargoes: Where Is the Market Heading, Sept. 10	CSCMP IANA
9/30/19	9/4/19	9/11/19	Texas Ports & Logistics Directory		
9/30/19	9/5/19	9/13/19	Asia Shipping: Third Quarter Review and Outlook Cool Cargoes Market Report Top 25 Trans-Pacific NVOCCs Global Supply Chain Technology Focus California Gateway (Special Advertising Section) Houston Trade (Special Advertising Section)	Fourth Quarter Trucking Outlook: Analyzing the Peak Season, Oct. 3	TPM Asia
10/14/19	9/19/19	9/27/19	Inland Distribution Logistics Technology Air Cargo: Third Quarter Review and Peak-Season Outlook Ports of the Americas Memphis Trade (Special Advertising Section)	Logistics Technology: How New Solutions Are Reshaping Supply Chains, Oct. 10	JOC Logistics Technology Conference
10/28/19	10/3/19	10/11/19	Port Productivity: First Half 2019 Rankings North American Export Outlook Top 50 Global Logistics Providers		JOC Inland Distribution Conference
11/11/19	10/16/19	10/24/19	<i>Breakbulk & Project Cargo Supplement</i>		
11/11/19	10/17/19	10/25/19	Asia-Europe Carriers and Ports Fast Freight: Managing Time-Critical Shipments Container Shipping Quarterly Northeast Logistics (Special Advertising Section)	European Shipping Outlook: Analyzing the Year Ahead, Nov. 7	
11/25/19	10/31/19	11/8/19	US Gulf Report 3PL Report: Managing Shipper Relationships Freight Payment Ports & Terminal (Special Advertising Section)	Port Productivity: Searching for Efficiency, Nov. 14	
11/25/19	10/30/19	11/7/19	<i>Directory of Transportation</i>		
12/9/19	11/14/19	11/22/19	Global Maritime Focus, Including Top 40 Container Carriers 2019 Trucking Outlook Caribbean and Central America Logistics Connie Awards (Special Advertising Section)	Global Shipping Outlook: What Will 2020 Hold? Dec. 5	JOC Port Performance North America

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



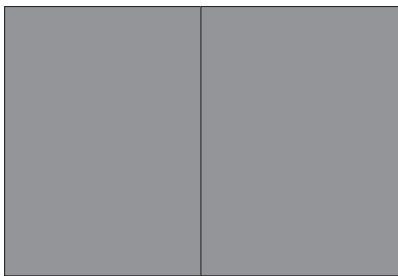
COLOR (add to B/W rate)	PAGE	SPREAD
2-COLOR	\$725	\$1,265
MATCHED OR SPECIAL COLOR	\$1,195	\$1,195
4-COLOR	\$1,785	\$2,925

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

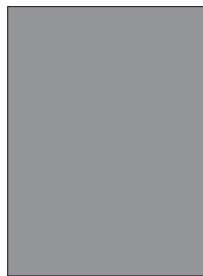


Print Ad Sizes

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 is the must-subscribe-to information portal for the container shipping and international supply chain industry. Real-time breaking industry news, expert analysis, and a great range of actionable data allow subscribers to stay on top of industry trends and make better business decisions.



JOC.com Banner Ad

AD SIZE (in pixels)	MONTHLY RATE
POP-UP 300 x 250	\$6,000
EXPANDABLE LEADERBOARD 975 x 90 and 975 x 270	\$3,750
LEADERBOARD 975 x 90	\$2,750
SPONSOR SPOTLIGHT 300 x 250	\$2,750
MOBILE ADS 300 x 50	Included

**The Leaderboard and Sponsor Spotlight impressions will be divided between 6 rotating positions, with a maximum purchase of 3 ad slots per page per month.*

Maritime Channel

AD SIZE (in pixels)	MONTHLY RATE
POP-UP 300 x 250	\$6,000
EXPANDABLE LEADERBOARD 975 x 90 and 975 x 270	\$3,750
LEADERBOARD 975 x 90	\$2,750
SPONSOR SPOTLIGHT 300 x 250	\$2,750
MOBILE ADS 300 x 50	Included

**The Leaderboard and Sponsor Spotlight impressions will be divided between 6 rotating positions, with a maximum purchase of 3 ad slots per page per month.*

JOC Sailings

AD SIZE (in pixels)	MONTHLY RATE (Per Section)
POP-UP 300 x 250	\$5,000
EXPANDABLE LEADERBOARD 975 x 90 and 975 x 270	\$3,000
LEADERBOARD 975 x 90	\$2,250
SPONSOR SPOTLIGHT 300 x 250	\$2,250
MOBILE ADS 300 x 50	Included

**The Leaderboard and Sponsor Spotlight impressions will be divided between 4 rotating positions, with a maximum purchase of 2 ad slots per month.*

Other Channels

**BREAKBULK & PROJECT CARGO | PORTS
RAIL & INTERMODAL | TRUCKING
TECHNOLOGY | LOGISTICS | ECONOMY
REGULATION & POLICY**

AD SIZE (in pixels)	MONTHLY RATE (Per Section)
POP-UP 300 x 250	\$5,000
EXPANDABLE LEADERBOARD 975 x 90 and 975 x 270	\$3,000
LEADERBOARD 975 x 90	\$2,250
SPONSOR SPOTLIGHT 300 x 250	\$2,250
MOBILE ADS 300 x 50	Included

**The Leaderboard and Sponsor Spotlight impressions will be divided between 4 rotating positions with a maximum purchase of 2 ad slots per month per channel.*

Online Ad Sizes

Please see the [SPECIFICATIONS page](#) for more information.



LEADERBOARD
975 PX x 90 PX

SPONSOR SPOTLIGHT
300 PX x 250 PX

E-mail Newswire Weekly Rates



JOC DAILY

LEADERBOARD 728 x 90	\$1,800
SPONSOR SPOTLIGHT 300 x 250	\$1,500

TECHNOLOGY

LEADERBOARD 728 x 90	\$650
SPONSOR SPOTLIGHT 300 x 250	\$650

JOC ASIA

LEADERBOARD 728 x 90	\$500
SPONSOR SPOTLIGHT 300 x 250	\$500

BREAKBULK & PROJECT CARGO

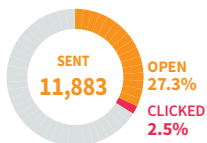
LEADERBOARD 468 x 60	\$650
SPONSOR SPOTLIGHT 300 x 250	\$650

US TRANSPORT

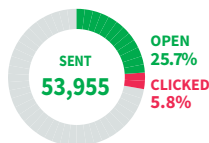
LEADERBOARD 728 x 90	\$650
SPONSOR SPOTLIGHT 300 x 250	\$650

Email Newsletter Weekly Averages

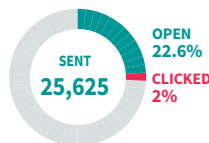
JOC US Transport Newsletter



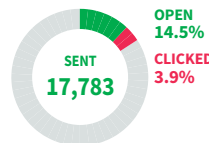
JOC Daily Newswire



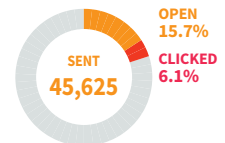
JOC Asia Newswire



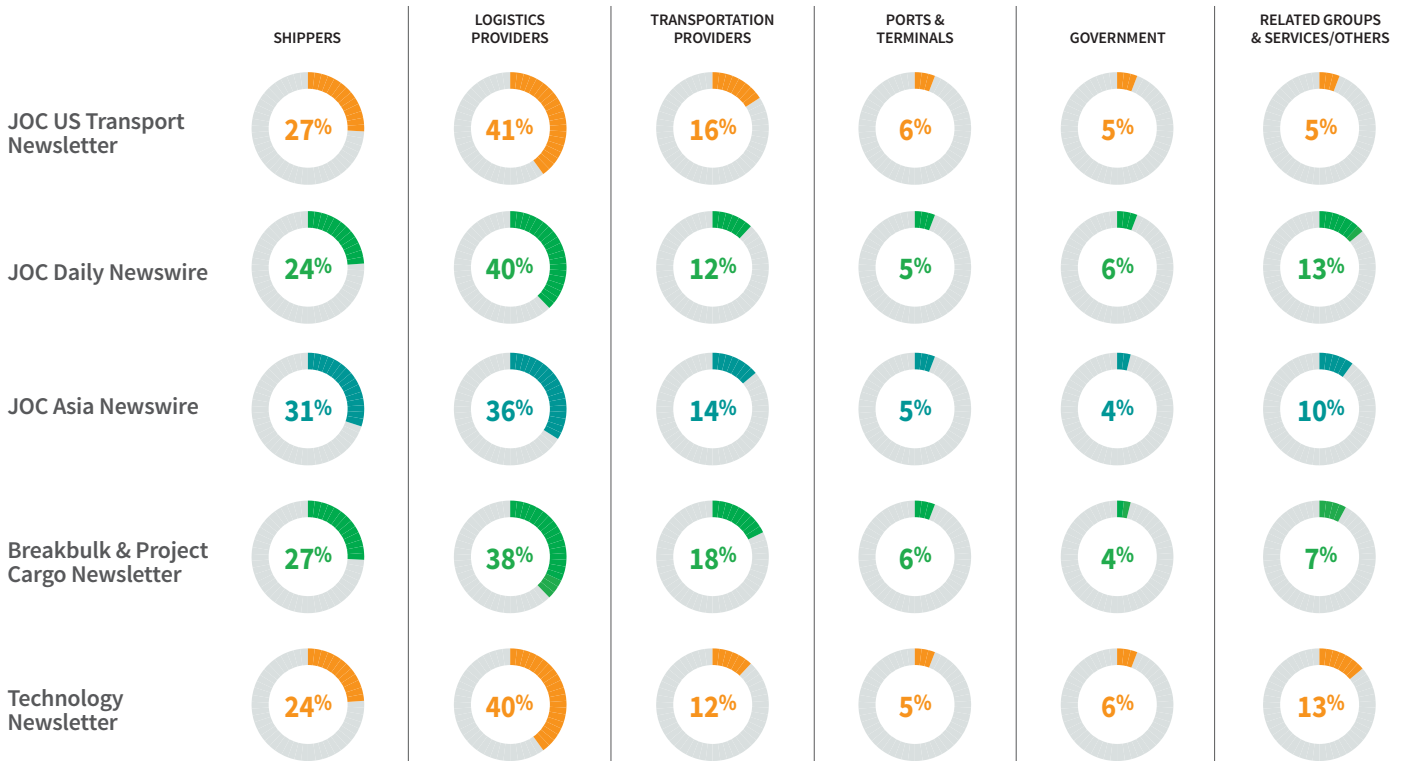
Breakbulk & Project Cargo Newsletter



Technology Newsletter



Email Newsletters Audience by Industry



JOC Events

www.events.joc.com

JOC Events are the must-attend conferences for container shipping and international logistics professionals in North America, Europe, and Asia.

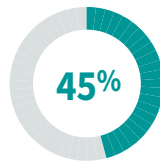
Who Attends?

- Shippers: Importers, Exporters, Retailers, Manufacturers
- Ports: Inland and Ocean
- Ocean Carriers
- Railroads
- Trucking Companies
- Distribution Centers/Warehouses
- Government Officials
- 3PLs/Freight Forwarders
- Technology Providers

Influential Audience

EXECUTIVES

VP/Director, Logistics, Import/Export, Traffic, etc.

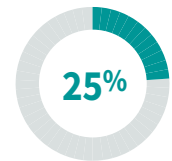


OFFICERS

President/Owner, CEO/COO/CFO/CIO/CTO



UPPER MANAGEMENT



“On the whole it was a good networking event and very informative.”

“Still the premier container event in Asia ...”

“Overall it is a good experience and professionally run.”

Why Attend?

1

BECOME INFORMED

Get the latest market analysis, rates, and intelligence.

2

STAY ON TOP OF THE MARKET

Get the inside track and solutions for the current state of the market.

3

IMPROVE YOUR COMPETITIVE EDGE

Learn best practices and how to get cost savings from industry experts.

4

NETWORK

Make new business contacts at various networking functions that are a part of every JOC event.

5

LET YOUR VOICE BE HEARD

Participate in Q&A, surveys, and roundtable events.

Why Sponsor?

Sponsorship of JOC EVENTS places your company in a position of authority and enables you to build and strengthen your relationships, visibility and reputation with major industry players.



EXPOSURE

Alignment of your brand with the JOC, the leading media, events, and websites in the transportation and logistics industry. Gain exposure to major decision makers.



ENGAGEMENT

Generate new business leads and build on existing ones with direct access to established industry leaders and emerging personnel.



PROFILE

Benefit from the extensive range of marketing and public relations carried out before, during, and after the event, all incorporating your brand.



LEADERSHIP

Underline your expertise and leadership in container shipping and logistics.

JOC Events

www.events.joc.com

CONTAINER TRADE EUROPE

events.joc.com/joc-container-trade-europe-2018

NEW! BREAKBULK / HEAVY-LIFT EVENT

events.joc.com

CANADA TRADE

events.joc.com/canada-trade-2019

LOGISTICS TECHNOLOGY

events.joc.com/joc-logistics-technology

GULF SHIPPING

events.joc.com/gulf-shipping-conference-2019

INLAND DISTRIBUTION

events.joc.com/inland-2018

MEXICO TRADE COMERCIO DE MÉXICO

events.joc.com/joc-mexico-trade-forum-2019

PORT PERFORMANCE NORTH AMERICA

events.joc.com/2018-port-performance

TPM19

events.joc.com/tpm-2019

TPM ASIA 泛太平洋海运亚洲

events.joc.com/tpm-asia-2018

SHIPPER ROUNDTABLES

events.joc.com/shipper-round-tables

JOC Events | TPM19

Headed into its 19th year, **TPM** continues to be the must-attend event for the trans-Pacific and global container shipping and logistics community. In addition to significant networking opportunities, the TPM Conference provides an in-depth look at the industry’s current situation through panel discussions, roundtables and speeches by key industry players.

Who Attends?

Over **2,400** professionals attended the 2018 TPM Conference, representing **970** companies, including over **650** BCOs/Shippers.



Committed Audience



98% of post-event survey respondents agreed the 2018 event was a valuable networking opportunity.



Over **96%** of post-event survey respondents said they were likely to attend the event in the future.



“The conference is a high quality one in general, from hotel venue to conference agenda, from speakers to networking arrangements ...”

“Best conference of its kind for this trade lane.”

“The annual TPM Conference is the single most important venue for our firm to become informed, to connect, and to remain visible within the global maritime community.”

www.events.joc.com/tpm-2019/

JOC Events

SHIPPER ROUNDTABLES

The JOC is organizing a series of **SHIPPER ROUNDTABLE** events to be held throughout 2019.

These invitation-only events will include a small group of beneficial cargo owners and transportation providers.

The aim is to provide a forum for discussion of important developments happening in 2019, led by JOC editors, in a confidential environment.

Past Locations

Atlanta	Hong Kong	New York
California	Iselin, NJ	Seattle
Canada	Kansas City, MO	Virginia
Chicago	Memphis	Washington, DC
Florida	Newark, NJ	

Exclusive Sponsor Deliverables

- Two sponsor company representatives may participate in Shipper Roundtable discussions.
- Work with JOC moderator to give input into the topics to be discussed at the Shipper Roundtable.
- Full list of attendee with contact information after event.
- Official “Thank You” delivered by a JOC representative prior to the start of the Shipper Roundtable discussions.
- One (1) e-mail blast to shipper list from JOC.com database (opt-in only records).
- Logo representation and recognition on Shipper Roundtable materials — e-mail confirmation, agenda, printed materials, etc.
- Inclusion of company materials in information pack given to shipper attendees.
- One (1) Shipper Roundtable promotional giveaway.

Why Sponsor?



Exclusivity

Sponsorship of these events is being offered to a limited number of companies. This means that you will be the only transportation provider in your category present in the room.



Access

As a sponsor of a Shipper Roundtable event, you will have unprecedented access to a select group of transportation professionals at shipper companies.



Thought Leadership

You will have the opportunity to share information and best practices and hear the views of your peers on key transportation and logistics challenges.

www.events.joc.com/shipper-round-tables

Print Specifications

DIGITAL REQUIREMENTS

Please send a high-resolution PDF of ad following the size guidelines on Page 15. This PDF should have all fonts and graphics embedded. All photos and graphics should have a minimum 300x300 ppi resolution. It is no longer necessary to include the native files if these directions are followed correctly.

ISSUANCE AND DEADLINES

The Journal of Commerce is published bi-weekly. 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** • Tracey.Fiuza@ihsmarkit.com • **303-736-3225**
The Journal of Commerce • 450 West 33rd St, 5th Fl, New York, NY 10001

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 1.5% 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 JOC 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

SUBMISSION: Ads for website, e-mail, and newsletters must be submitted via e-mail to Production Team. Please e-mail: **Tracey Fiuza** and **Carmen Verenna** (Tracey.Fiuza@ihsmarkit.com, Carm.Verenna@ihsmarkit.com).

WEBSITE DIGITAL ADVERTISING REQUIREMENTS

FILE TYPES: Acceptable formats are limited to .gif for animated creatives; .jpg or .gif for static creatives.

FILE SIZE: All creatives must be under 95K to be served. Files over the limit cannot be served.

ANIMATION LIMITS: File size 95K, 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.

VIDEO: 30 sec. maximum. Provide link.

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.

NATIVE DIGITAL ADVERTISING REQUIREMENTS

Submit 1,000 words of text, or less, and 1-2 photos (450K max), as well as company/advertiser hyperlink for joc.com redirect. Include a 5-7 word headline and a logo (.jpg, gif or png format preferred, no larger 150x100 pixels). Contact Production Team for additional details/limitations.

E-MAIL AND NEWSLETTER DIGITAL ADVERTISING

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

FILE SIZE: All creatives must be under 95K to be served. Files over the limit cannot 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:

Ad materials from Advertiser or Agency, if applicable.

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 95k).

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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ND, OH, OK, OR, SD, UT, WA, WI, WY

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