

ADDED VALUE

DIRECT SALES

Presented as part of all port sales initiatives and in response to inquiries for information including international trade missions.

DIRECT MAIL

Direct mail throughout the southeastern United States and Mexico to:

- Shipping and Vessel Operations
- Customs House Brokers, Ocean Freight Forwarders
- Steamship Agents, NVOCCs
- Consolidators, Stevedores, Interstate Truckers
- Railroads
- Other maritime related businesses listed in the Business Directory

TRADE SHOW

Distributed at Maritime Industry Trade Shows subject to authorized travel due to COVID-19 established protocols.

RIO GRANDE VALLEY DISTRIBUTION

Copies of the directory are delivered free of cost to chambers of commerce and economic development agencies in the Valley subject to authorized travel due to COVID-19 established protocols.

ONLINE

The entire directory will have global access via the port's website. Advertisements can be hyperlinked to the company's website via the directory's online edition.

YOUR KEY CUSTOMERS

Advertisers can send copies of the directory to their key customers and/or prospects. Extra copies are available; please see COMPLIMENTARY COPIES section.

TERMS AND CONDITIONS

COPY ACCEPTANCE

Publisher reserves the right to refuse any advertising considered objectionable as to wording or appearance or deemed inappropriate for the character and/or objectives of the publication. All advertising that resembles editorial will be labeled: ADVERTISEMENT.

PAYMENT TERMS

A 50 percent deposit is required upon signing of the space reservation order. The balance is due upon publication. Advertiser shall be liable for all legal fees and other costs incurred by publisher in the collection of any money due. These terms are strictly enforced with no exceptions.

CANCELLATIONS

The deadline is five days prior to closing date. Cover position contracts cannot be cancelled. Ad change deadline is same as closing date.

RESERVE YOUR AD TODAY!

Contact Jorge I. Montero
956-838-7006

jmontero@portofbrownsville.com



portofbrownsville.com

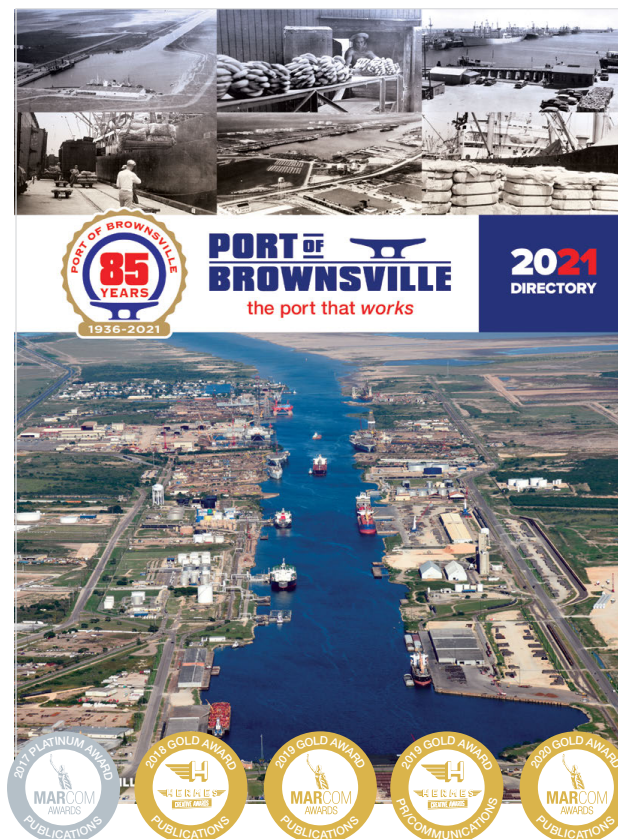
1000 Foust Rd • Brownsville, TX 78521
(956) 831-4592 1-800-378-5395



2022

DIRECTORY

RATE CARD



ADVERTISING RATES

Space rates for full color display advertising

PREMIUM POSITIONS

Double page	\$4,835
Back cover	3,250
Inside front cover.....	3,000
Page 1 (first right hand page)	3,250
Inside back cover.....	3,150
Facing Table of Contents.....	3,150

STANDARD POSITIONS

Full page	2,900
Half page island	1,950
Half page horizontal.....	1,650
Third page.....	1,150
Quarter page.....	895

GUARANTEED POSITIONS

(if available) add 10% to gross rate

COMPLIMENTARY COPIES

Advertisers are provided complimentary copies in relation to the size of the advertisement.*

Premium Positions	100 copies
Full page	75 copies
Half page	50 copies
Third page.....	30 copies
Quarter page.....	20 copies

* Additional copies are subject to availability.

AD ARTWORK SERVICES

Advertisers may purchase ad layout services for an amount equal to 15 percent of the display advertising cost. Copy, photographs, artwork and logos must be furnished.

DEADLINES

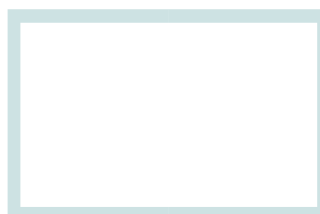
Ad Space Closing.....	March 25, 2022
Receipt of Ad Artwork	April 1, 2022
Publication.....	June 2022

PRODUCTION GUIDELINES

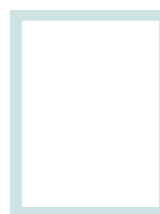
PAGE TRIM SIZE: 8 1/2" wide X 11" deep
Please keep all live matter on full page bleed ads at least 3/8" from trim edges and gutter

- AD SIZE SPECIFICATIONS -

	Non-Bleed Width/Depth	Bleed Width/Depth
Double page	15.75" X 9.75"	17.25" X 11.25"
Full page	7.25" X 9.75"	8.75" X 11.25"
Half page horizontal	7.25" X 4.625"	—
Half page island	4.7" X 7.25"	—
Third page horizontal	7.25" X 3.125"	—
Third page square	4.7" X 4.625"	—
Quarter page square	4.7" X 3.388"	—
Quarter page vertical	3.388" X 4.7"	—



Double page



Full page



Half page horizontal



Half page island



Third page horizontal



Third page square



Quarter page square



Quarter page vertical

TO PLACE AN ADVERTISING ORDER

Send an e-mail to Jorge I. Montero at:
jmontero@portofbrownsville.com

Please indicate:

- Ad Size
- Premium Position Request (if applicable)
- Any Special Requests

All orders must be received by
Ad Space Closing date: MARCH 25, 2022

- FREE LISTING -

All advertisers receive a free Business Directory listing in the Green Pages section of the book. Please include the following information with your advertising order:

- Company Name
- Address
- Telephone
- Fax
- Email
- Website

DIGITAL ARTWORK PRE-PRESS CHECKLIST

ADVERTISING ARTWORK REQUIREMENTS:

- ☐ Conform to ad size specifications
- ☐ Use CMYK colors
- ☐ Export the ad in a pdf file format
 - ☐ Hi-Resolution (300 pixels per inch)
 - ☐ Fonts and Images Embedded

- ☐ EMAIL Digital Artwork Attachment or TRANSFER Large Files Via Dropbox or OneDrive To:
jmontero@portofbrownsville.com

PORT OF BROWNSVILLE
the port that works