



MARITIME INDUSTRY SOLUTION PROVIDERS STAY AHEAD OF THE CURVE!

Use one of the many AAPA Virtual Forums to share your Advice, Solutions and Services with our Membership

AAPA offers unparalleled opportunities for interacting with port executives and senior staff through our world-class education and training programs and Annual Conventions, but did you know AAPA provides multiple platforms to reach potential clients at their ports, in their offices and right at home? AAPA has established itself as a leader for providing timely and relevant industry content through a variety of communication channels. AAPA and its publishing partner, Naylor Association Solutions, are now opening those channels to port industry solution providers to publish their sponsored content.

OPTION 1:

Sponsored Webinars – Reach Your Audience No Matter Where They are Located!

AAPA has a successful track record of attracting members to participate in 60 to 90 minute interactive webinars on a variety of topics. With sponsored webinars, you work with AAPA staff to determine a timely topic. You and your staff develop your own content, delivering information that is educational in nature, geared to solving a common problem or need within the port industry.

AAPA will market the webinar and generate attendance, as well as provide an industry moderator to handle introductions and Q&A.

	SPONSORSHIP RATE*
Members	\$2,000
Non-Members	\$4,000
*Packages Available	

All webinar sponsors will receive a detailed attendee contact list, as well as a summary about the participation of attendees during the event. In addition, AAPA will provide a high level of visibility for webinar sponsors, including highlighting your company in marketing promotional emails, on social media, during the webinar and in a post-webinar article in the Advisory newsletter.

Contact: Ed O’Connell, Director of Membership Services, AAPA – eoconnell@aapa-ports.org

OPTION 2:

Advertorials in Seaports magazine

Seaports magazine is AAPA's premiere industry quarterly print magazine, which is also published online. Almost 60 percent of Seaports readers spent 15-45 minutes reading the magazine, and almost 80 percent of Seaports readers rate the quality of the content as "very high" or "high."

Include your instructional piece in AAPA Seaports Magazine and educate our members, draw attention to a recent study, highlight your white paper or publish an infographic. Draw upon your years of experience in the industry and provide knowledgeable and informed content to our members.

SPONSORSHIP OPPORTUNITIES	SPONSORSHIP RATE
TWO PAGE SPREAD Includes one full page of editorial and one full-page ad	\$5,689.50
ONE PAGE Includes one full page of editorial	\$3,409.50

Below are the guiding principles for your thought leadership piece.

- Content should be educational in nature and solution-based, geared to solving a common problem or need within the port industry. The educational content should not promote the company's product or service but rather communicate best practices that would allow readers to be more effective and efficient in their roles.
- Content should include practical, useful information in which readers would find value, and should be independent of the particular editorial advertiser. The overall message and tone should not be promotional in nature.
- Separately from the educational content, editorial advertisers are encouraged to also include information about their company, testimonials and other helpful resources, but these mentions should be separate from the main messaging.
- AAPA reserves the right to edit or alter content or deny the ad as it deems necessary to meet the above requirements and provide maximum value for its members.
- Content must identify the sponsoring company and state that it's an advertisement.

Contact: Anthony Land, Publication Director, Naylor Association Solutions - aland@naylor.com

OPTION 3:

Sponsored content in the Advisory newsletter

Each week, AAPA's Advisory newsletter highlights key news items from ports of the Western Hemisphere, including port personnel moves, announcements of port development projects and key port throughput milestones. The Advisory is sent to more than 4,300 industry leaders on a weekly basis.

AAPA provides space for up to two pieces of sponsored content in each newsletter, based on position.

SPONSORSHIP OPPORTUNITIES	SPONSORSHIP RATE
1st Sponsored Content 12 Months	\$6,825
2nd Sponsored Content 12 Months	\$5,775
Sponsored Content 6 Months	\$3,450
Sponsored Content 3 Months	\$3,000
Interested in contributing sponsored content on both the Advisory and Seaports Magazine website?	1 month complimentary Seaports Magazine website sponsored content with the Advisory Newsletter

Use this space to highlight a recent success story, announce an exciting piece of work or pen the equivalent of a short op-ed about key issues facing the industry. Similar to the guidelines for advertorials in Seaports magazine, sponsored content should not promote the company's product or service but rather highlight news related to innovation or best practices that would allow readers to be more effective and efficient in their roles.

Contact: Anthony Land, Publication Director, Naylor Association Solutions - aland@naylor.com

INTERESTED IN MORE THAN ONE SPONSORSHIP OPPORTUNITY?

SPONSORSHIP OPPORTUNITIES ON MULTIPLE PLATFORMS	SPONSORSHIP RATE
One Page Advertorial in Seaports Magazine 1st row sponsored content on the newsletter 2 month rectangle banner on the website (to run 1 month before the webinar you are sponsoring and the month of the webinar) 1 month sponsored content position on the Seaports Magazine website Featured Company Listing on the online Industry Services Directory Complimentary Category Sponsor Premier listing on the online Industry Services Directory	\$10,000
2nd row sponsored content on the newsletter 1 month sponsored content position on the Seaports Magazine website Featured Company Listing on the online Industry Services Directory Complimentary Category Sponsor Premier listing on the online Industry Services Directory	\$6,500