



VMA Advertisement Reservation Form **FY2020**

For artwork specifications and templates, please go online to: VAmaritime.com/advertise or [directly download here](#)

For questions, please contact Laura Bird, 757-628-2667, Laura@VAmaritime.com

P.O. Box 3487, Norfolk, Virginia 23514 | Fax: 757-622-6302

Primary Contact:

VMA Member? _____ Anchor Level _____

Company:		
First Name:	Last Name:	
Address:		
City:	State:	Zip:
Direct #:	Fax #:	
Email:		

Secondary Contact:

For Artwork _____(Y/N) CC _____ (Y/N)

Company:		
First Name:	Last Name:	
Address:		
City:	State:	Zip:
Direct #:	Fax #:	
Email:		

Your Advertising Choices for FY2020

Please See Back of Form for Options

STAFF ONLY

INV #

CUSTID:

BILL PRIMARY REP

Publication Option <i>(Choices A-M)</i>	Preferred Section <i>Ports Annual Select+ Only See back for details</i>	Start Month & Year	Total Months <i>(1, 3, 6, or Annual)</i>
EXAMPLE: D (Port Annual tab back)	6. Government Services	Jan 2019	Annual

How do you want your business listed in indexes? _____

URL FOR WEB & EMAIL ADS: _____

Previous Advertising with VMA *(if applicable)*

Publication Option	Category Section	Start Date	Total Months

Artwork Approval - Please Send Artwork to Laura@VAmaritime.com

- New artwork will be provided (**proof required**)
- Use most recent artwork (**proof required**)
- Use most recent artwork (**no proof required**). Please sign your approval below

NOTES

Signature _____

Date _____



VMA Advertisement Prices Sheet **FY2020**

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VA Ports Annual Advertising	VMA Members	Non Members	Select+
A. Inside Front Cover (color)	\$4,000	\$4,325	
B. Inside Back Cover (color)	\$3,500	\$3,825	
C. Tab Front (full page color)	\$3,000	\$3,325	Select+ Included
D. Tab Back (half page color)	\$2,300	\$2,625	Select+ Included
E. Standard Full Page (color)	\$2,250	\$2,575	Select+ Additional \$250 to select section
F. Standard Full Page (black & white)	\$1,000	\$1,325	
G. Standard Half Page (color)	\$2,000	\$2,325	
H. Standard Half Page (black & white)	\$750	\$1,075	

Port Annual Sections (Select+)

Ads labeled **Select+** can choose which section they'd prefer their ad to go in. Tabs are first-come-first-serve.

1. Port Commerce
2. Port Facilities
3. Port Transportation & Storage
4. Port Services
5. Shipbuilding & Ship Repair
6. Government Services & Regulations
7. VA Economic Advantages
8. VMA Committees & Members
9. Advertisers

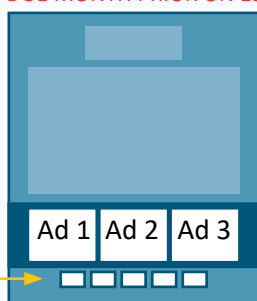
Digital Advertising (Web, Email, Bulletin)	1 Month	3+ Month	6+ Month	1 Year
I. Bulletin Ad Only	\$400	-	-	-
J. Website Ad Only	\$400	-	-	-
K. Bulletin & Website Ads – COMBO	-	\$1,500	\$2400	\$3600
L. Email & Website Ads – COMBO (member only)	-	\$700	\$1350	\$2850
M. Email – Logo Exposure (member only)	-	\$495	\$960	\$1800
N. Email Ad Only	\$400	-	-	-

★ **Ports Annual (PA) Advertisers** gain a 25% discount on Digital (Email/Web/Bulletin) ads if purchased within a year of reserving the PA ad
Anchor Ad Dollars can be applied towards Digital (Email/Web/Bulletin) advertisement opportunities.
 Payment is to be made in full prior to publishing the advertisement

ARTWORK must be submitted to laura@vamaritime.com as .ai, .pdf, .jpg, png, .eps or .gif

EMAIL ADS & LOGOS

DUE MONTH PRIOR ON 15th



Visibility on daily emails. Does not include event promotions.

Email Ads

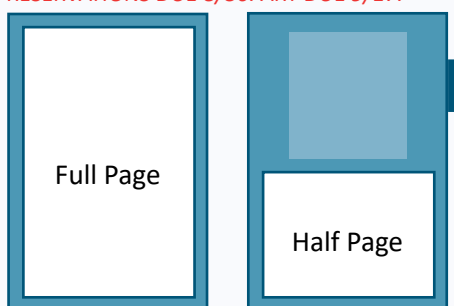
250x200px (72dpi) linkable ad, directly follows main email content.

Logo Exposure

Linkable logo following ad section in daily emails.

VA PORTS ANNUAL ADS

RESERVATIONS DUE 8/30. ART DUE 9/17.



Annual maritime reference guide for encouraging and promoting commerce through Virginia's Port.

Standard Ads

Color or Black/White
 Full: 4.625x7.8125"
 Half: 4.625x3.75"

Inside Cover Ads

6.25x8.5" Print Area
 7x9.25" With Bleed
 0.5" no-text margins

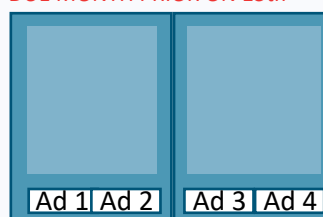
Color Tab Ads

Front: 6x9"
 Back: 6x4"
 0.25" bleed
 0.5" no-text margins

(All port annual ads must be 300dpi. PDF recommended)

MARITIME BULLETIN ADS

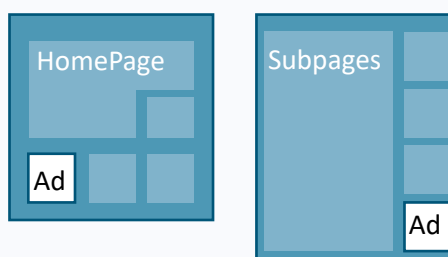
DUE MONTH PRIOR ON 15th



Bulletin Ad in monthly publication covering maritime related news and highlights of the Association's activities. 3.75"x1.5" (300dpi)

WEBSITE ADS

DUE MONTH PRIOR ON 15th



320x250 px Ad (72dpi) On homepage next to "latest news," and shown throughout website in sidebar. Part of rotating slider (random order).