



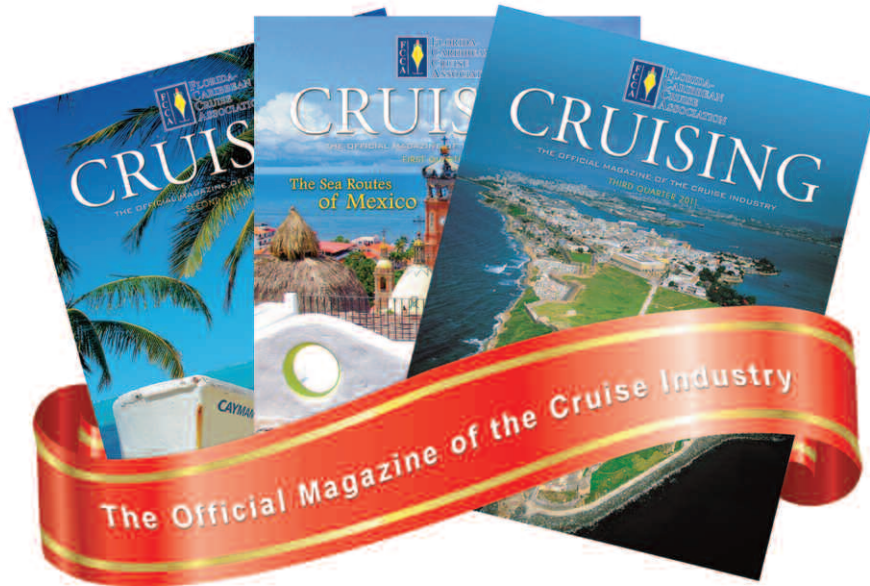
Florida-Caribbean Cruise Association 2012 Media Kit



Contact:

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adam@f-cca.com

A Message from the FCCA



Esteemed partners,

At this time, it is important to get the most for your money. We at the Florida-Caribbean Cruise Association realize that many budgets have been cut, and this surely applies to your marketing funds. This is why we remind you that only the FCCA can maximize your advertising money and prepare your business for the future.

By advertising with the FCCA, you receive much more than just advertising; you are our partner and have access to the extensive network we have developed over the years. Your advertising/marketing has the audience of cruise executives throughout our Member Lines, as well as FCCA Platinum and Associate Members and over 13,000 travel agents.

The FCCA should be your one-stop shop for all you need to accomplish for marketing, and we ask for you to take advantage of our opportunities in our media kit. We look forward to your partnership with the FCCA Member Lines.

And remember the FCCA's *Cruising Magazine* is the only official magazine of the cruise industry and the only magazine distributed at the FCCA Conference and Trade Show.

Respectfully yours,

Michele M. Paige
President, FCCA

Kevin Sheehan
FCCA Chairman;
CEO, Norwegian Cruise Line

Printed Publications

Did You Know?

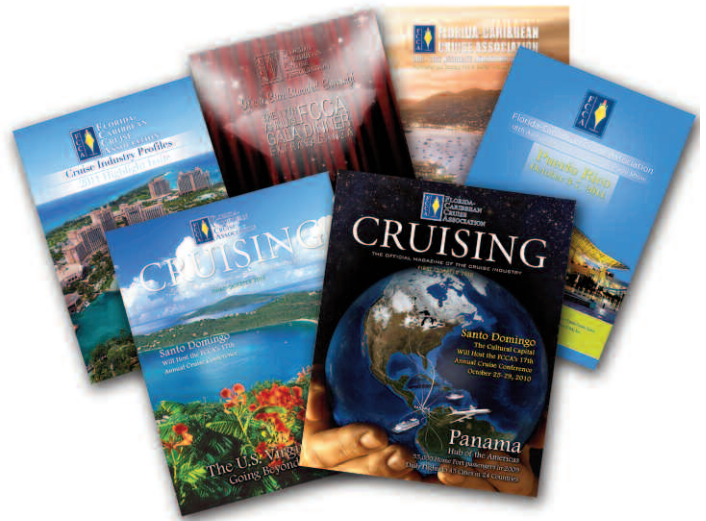
- Over 300 cruise executives read and write articles for our publications.
- Over 5,000 industry partners representing all sectors of the cruise industry receive the FCCA publications.
- Over 13,000 travel agents receive the FCCA publications.
- You can target specific events with our publications, such as Cruise Shipping Miami and the FCCA Conference & Trade Show.

Publications	Ads Due	Distribution Date
1st Qtr. Magazine (Seatrade Cruise Shipping Miami)	February 17th	March 12th
Gala Program (Foundation Gala)	February 17th	March 14th
Membership Directory (Annual Publication/Limited AD space)	May 2nd	May 30th
2nd Qtr. Magazine (Re-caps Seatrade Miami/Gala)	May 30th	June 14th
3rd Qtr. Magazine (FCCA Conference)	August 17th	September 14th
FCCA Conference Program (FCCA Conference)	September 3rd	October 1st
Cruise Industry Highlight Issue (Biggest Publication)	September 3rd	October 1st
4th Qtr. Magazine (Re-caps the year)	November 16th	December 14th

Distribution

The FCCA publications are distributed to over 18,000 industry partners reaching retailers; attractions; port agents; port authorities; suppliers; hoteliers; tour operators; ship operators; ship owners; shipbuilders; marine and hotel operations; fleet operations; port planning; food and beverage operations; purchasing; supply chain management; marketing and PR representatives; finance and administration departments; entertainment personnel; shore excursions; travel agents; tourism agencies and international press and media correspondents.

FCCA publications reach your direct market and offer you the best value for your dollar of any industry publication. Each publication is released at specific times, so you get the best coverage during the year...please confirm your advertising for 2012 now.



FCCA Magazines and Publications:

- Cruising Magazine – Published quarterly, *Cruising* is the official magazine of the FCCA and cruise industry and serves to educate and bring about an understanding of the cruise industry's inner workings.
- The "Highlight Issue" features a who's who in the cruise industry and contains cruise executive profiles and information on all FCCA Member Lines. It is a useful tool when dealing directly with the cruise industry.
- Membership Directory – The FCCA directory contains a complete listing of all FCCA Member Lines, Associate and Platinum Members, as well as all the Ministers of Tourism within partner destinations.
- Conference and Gala Program – Delegates who attends these functions receive comprehensive programs packed with useful FCCA schedules, information and accomplishments.

For more information or to reserve advertising space, please e-mail Adam Ceserano at adam@f-cca.com

Publication Specs

Cost All rates are net (Non-commissionable)

<div style="background-color: black; color: white; padding: 5px; display: inline-block; margin-right: 10px;">Full Page</div> <div style="background-color: black; color: white; padding: 5px; display: inline-block; margin-right: 10px;">Half Page</div>	___ Full Page: \$4,500	___ Full package: (all 8 publications full pages) - \$25,000
	___ Half Page: \$3,500	___ Half package: (all 8 publications half pages) - \$20,000
	___ Ad-Editorial: Call for details	___ Membership Directory: \$5,000 (full page only)

Specifications for publications (Dimensions are in inches)

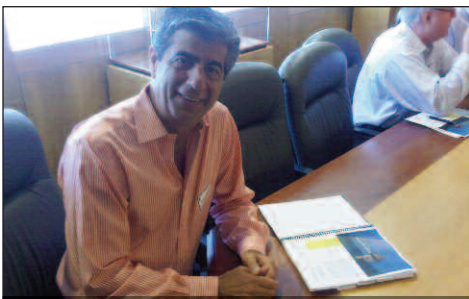
	Full Page	Half Page
Quarterly Magazines	8.37" x 10.87"	8.37" x 5.37"
Gala Seatrade Miami	6.50" x 9.50"	6.50" x 4.75"
Membership Directory	6.50" x 9.50"	6.50" x 4.75"
Conference Program	6.50" x 9.50"	6.50" x 4.75"
Highlight Issue	6.50" x 9.50"	6.50" x 4.75"

All ad rates are based on final, complete materials. Ad design or additional services are available at an additional charge.

Our preferred format for ads are high resolution Pdf's, Jpeg and Tiff files. Please submit to graphics@f-cca.com. Specs listed above are the final trim size. Make sure to add up to a quarter inch bleed (past trim margins if needed).

FCCA distribution consists of direct mail, e-mail, website, courier and hand-to-hand delivery of publications.

The FCCA Operation's and Executive Committee workbooks are the perfect way to get your direct message to the top level executives of the FCCA. These workbooks are distributed to vice presidents, presidents, and CEO's of the Member lines of the FCCA.



Richard Sasso, President & CEO, MSC Cruises (USA) Inc.



Michael Ronan, Vice President, Government Relations and Adam Goldstein, President & CEO, Royal Caribbean International

Website and e-mail signature advertising are also available. (Contact us for details)



For more information or to reserve advertising space, please e-mail Adam Ceserano at adam@f-cca.com

Special Publication

Cruise Destinations

Cruise Destinations is a resource available to display your destination product to key decision makers throughout the cruise industry. This publication will allow your destination to present the latest information on port developments, infrastructure improvements or plans, new tour and attraction offerings, risk and safety programs and financial incentives.

Target Audience:

Tourism executives; travel agents; tourism agencies; press and media correspondents; retailers; attractions; port agents; port authorities; suppliers; hoteliers; tour operators; ship operators; ship owners; shipbuilders; marine and hotel operations; fleet operations; port planning; food and beverage operations; purchasing; supply chain management; marketing and public relations; finance and administration; entertainment; shore excursions.



Distribution:

This is a special publication dedicated to events hosted by the FCCA and our Member lines. The publication will be at each event, including, but not limited to:

- Cruise Shipping Miami Convention & FCCA receptions
- FCCA Caribbean Cruise Conference and Trade Show
- FCCA Mexico Cruise Conference
- FCCA Platinum Events
- FCCA Gala
- This publication will also be distributed in the head offices of the FCCA Member Cruise Lines, and sent directly to the cruise line executives

Each featured destination will receive one cover page to their section, 3 pages of copy (1500-1800 words), and one full page advertisement. Please include up to 15 high resolution images.

Publications Specs (Dimensions are in Inches)	Content/Ads Due	Distribution Date
11" x 11"	February 8th	March 12th

All ads are full color and full page.

Our preferred format for ads are high resolution Pdf's, Jpeg, Tiff format files.

Specs listed above are the final trim size. Be sure to add up to a quarter inch bleed (past trim margins if needed).

Artwork can be sent directly to graphics@f-cca.com or FTP.

[ftp.f-cca.com](ftp:f-cca.com)

username: fccfiles

Password: uploads1

For more information or to reserve advertising space, please e-mail Adam Ceserano at adam@f-cca.com

Events & Sponsorships

The FCCA's sponsorship and advertising choices provide you with the opportunity to tailor your marketing message to target your audience.

Title Sponsorships are available for the following events:

- FCCA Cruise Conference & Trade Show
- FCCA Golf Classic
- FCCA Annual Gala



Title sponsors receive recognition on:

FCCA's event program, signage, promotional bags, banners, podiums & backdrops, meeting tent cards & workshop tent cards.



Events & Sponsorships

The following are a few ways you can use to reach your audience.

FCCA Cruise Conference & Trade Show

- Badge holder sponsorships
- Cocktail party sponsor
- Workshop sponsor

FCCA Golf Classic

- Golf pairing party sponsor
- Lunch sponsor
- Breakfast sponsor
- Golf cart sponsor
- Duffle bag sponsor
- Golf shirt sponsor
- Golf visor/hat sponsor
- Golf towel sponsor
- Golf ball sponsor
- Tee or green sign sponsor

FCCA Gala Extravaganza

- Event sponsor
- Cocktail reception sponsor

Cruise Shipping Miami

- Booth panel sponsor
- Cocktail reception sponsor

Other promotional opportunities

- Direct mailing (18,000 contacts)
- Mailing inserts
- Website advertising
- Email signature advertising



Badge sponsorship



Workshop sponsorship



Cocktail party sponsorship

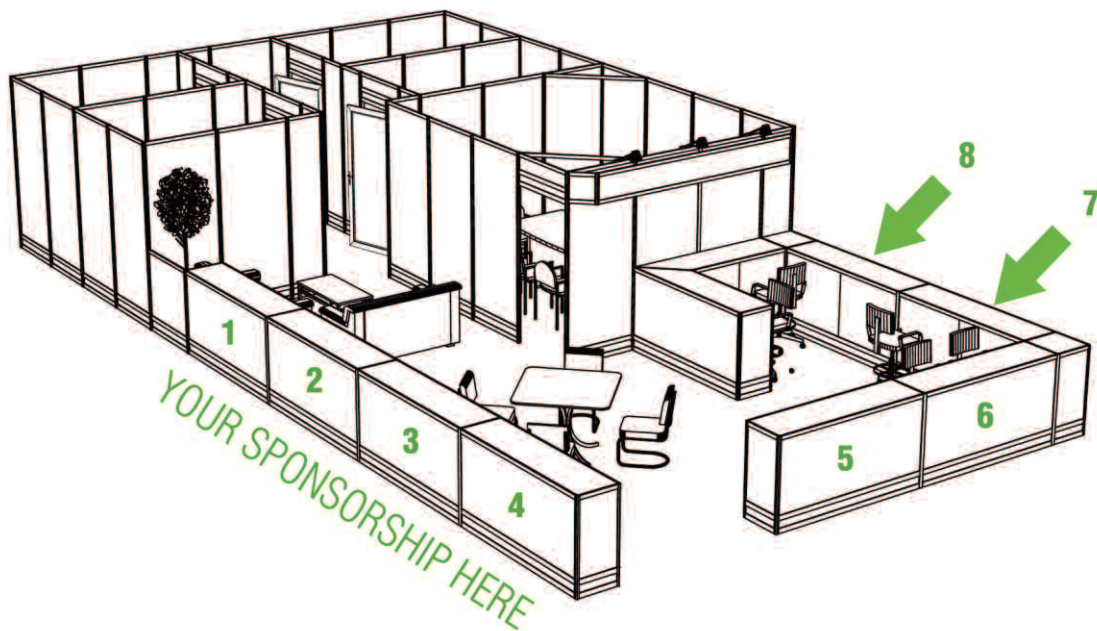


Golf classic sponsorship

Cruise Shipping Miami

Cruise Shipping Miami, March 12 -15, 2012
Miami Beach Convention Center - Miami Beach, Florida USA

Booth panel sponsorship available. Only 8 spots are open. Contact Adam Ceserano (adam@f-cca.com) for full details.
Panel dimensions are 77" x 33" each.



Booth size or layout subject to change without notice.

About the FCCA

Cruise Industry Overview:

In 2011, the growth of the cruise industry continues as we enter an era distinguished by fourteen additional innovative, feature-rich ships; international ports of call; and convenient departures from proximal embarkation cities. The current cruise ship order book extending through 2014 includes 26 new builds (19 ocean-going vessels and seven European cruise riverboats), with 51,000 berths at a value of nearly \$12 billion.

The selling environment in 2011 is likely to improve over the challenging economic period 2008-2010. Recent signs of recovery are welcome and should improve the overall sales climate. Cautious optimism is the forecast for 2011, following a year whereby the cruise industry performed admirably despite difficult market conditions. Based on known ship additions and deletions in 2011, the industry forecasts 16 million guests in 2011, a 6.6% increase over 2010.

About the FCCA:

The Florida-Caribbean Cruise Association (FCCA) is a not-for-profit trade organization composed of 14 member cruise lines operating more than 100 vessels in Floridian, Caribbean and Latin American waters. Created in 1972, the FCCA's mandate is to provide a forum for discussion on tourism development, ports, tour operations, safety, security and other cruise industry issues. By fostering an understanding of the cruise industry and its operating practices, the FCCA seeks to build cooperative relationships with its partner destinations and to develop productive bilateral partnerships with every sector. The FCCA works with governments, ports and all private/public sector representatives to maximize cruise passenger, cruise line and cruise line employee spending, as while enhancing the destination experience and the amount of cruise passengers returning as stay-over visitors.

Remember your advertising partners you with our Member Lines



F C C A A D V E R T I S I N G A G R E E M E N T

ADVERTISER:	ACCOUNT OF:
ADDRESS:	BILLING INFORMATION:
CONTACT:	
TEL.: FAX: EMAIL:	TEL.: FAX:

SPACE / MATERIAL INFORMATION

ISSUE / PUBLICATION DATE(S): Quarterly Magazines - March 12 th , June 14 th , Sept. 14 th , Dec. 14 th Gala (Cruise Shipping Miami) - March 14 th Membership Directory - May 30 th Conference Program - October 1 st Cruise Industry Highlight Issue - October 1 st	PAID POSITION / SECTION:
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PACKAGE(S): <input type="checkbox"/> Full Page: \$4,500 <input type="checkbox"/> Full package: (all 8 publications full pages) - \$25,000 <input type="checkbox"/> Half Page: \$3,500 <input type="checkbox"/> Half package: (all 8 publications half pages) - \$20,000 <input type="checkbox"/> Ad-Editorial: Call for details <input type="checkbox"/> Membership Directory: \$5,000 (full page only) <input type="checkbox"/> Other
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SPECIAL COMMENTS/MARKETING PACKAGE:

SPECIAL PRICING:	
<u>Publisher:</u> I hereby acknowledge the details of this agreement and accept the terms and conditions contained herewith:	<u>Advertiser:</u> I hereby acknowledge the details of this agreement and accept the terms and conditions contained herewith: X
_____ Authorized And Signed By	_____ Authorized And Signed By
_____ Name Date	_____ Name Date

TERMS AND CONDITIONS

1. All of the information contained in this agreement between the Publisher (Florida-Caribbean Cruise Association and the Advertiser are subject to the terms and conditions contained herewith and cannot be altered in any way without the express written consent of both parties.
2. The Publisher requires the Advertiser to provide credit references. If such credit references do not meet the Publisher's criteria, the Publisher reserves the right to alter the payment terms or cancel the Agreement in full. The Advertiser will be notified immediately of these changes in writing.
3. Space Rates are strictly net US Dollar amounts with 50% payment due upon signing of this agreement and 50% due upon publication unless alternate payment schedules have been arranged and agreed upon between the Advertiser and the Publisher.
4. Accounts not settled within thirty (30) days of the date of invoice shall be subject to an interest charge of two percent (2.00%) compounded monthly. Any costs incurred by the Publisher to collect a delinquent account, including reasonable attorney's fees, shall be the responsibility of the Advertiser.
5. This agreement is non-cancelable and is not dependent upon receipt of copy by the Publisher unless the Publisher authorizes cancellation in writing to the Advertiser.
6. The Advertiser agrees to pay the total contract amount on any remaining agreements in the event a contract is canceled prior to contract fulfillment.
7. All space rates are based on print-ready materials to publication specifications supplied by the Advertiser. Provided copy and materials are received by copy due date, the Publisher will provide a proof if requested in writing at graphics@fcca.com by the Advertiser. The Publisher cannot be held responsible for errors in printed advertisements if changes or modifications to an advertisement requested in writing by the Advertiser are not provided within 72 hours from the date proof was supplied to the Advertiser.
8. If copy materials are supplied in a non-standard form (i.e., wrong size, etc.), the Advertiser will bear the additional costs of preparing materials. The Publisher reserves the right to obtain the necessary materials to produce an advertisement that will not be subject to the Advertiser's prior approval. Critical control of color is at the discretion of the Publisher for all materials submitted without an appropriate color proof.
9. All advertising published is at the discretion of the Publisher. The Publisher reserves the right to reject any ad material and/or place the word "advertisement" at the top or bottom of any ad that may be construed as editorial. Advertisements with coupons or clip-outs are not acceptable.
10. The Advertiser will indemnify the Publisher against any damage and/or expense which the Publisher may incur as direct or indirect consequence of the Advertiser's announcement including any claims and costs arising out of any illegal or libelous matter and/or any infringement of copyright, patent or designs printed for the Advertiser.
11. The Publisher will return Advertiser-furnished copy and artwork upon request in writing to the Head Office of the Publisher providing full payment has been received. The Publisher reserves the right to dispose of any advertising material six (3) months from the date of publication unless written instructions to the contrary have been received from the Advertiser.
12. Advertising packages will be billed as packages, not individual ads per publication. Sponsorship/advertising/marketing packages can be billed in 1, 2 or 4 payments only.