



Florida-Caribbean Cruise Association  
**2013 Media Kit**

*Year of Cruise Tourism*

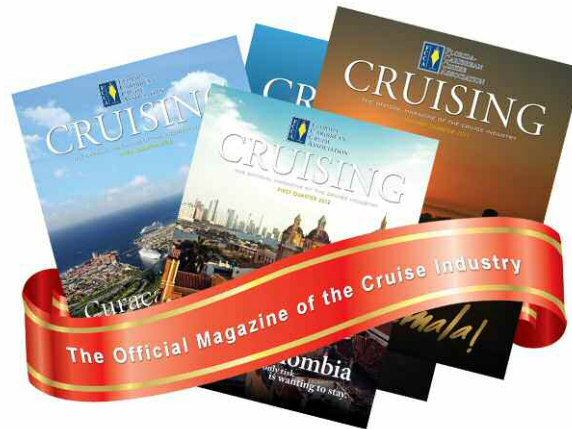


St. Maarten

**Contact:**

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# A Message from the FCCA



Esteemed Partners,

Getting the most value for your money continues to grow as one of the most important trends. Whether business or personal, we are all taking a close look at our budgets. We at the FCCA understand this and realize that many cuts have been made.

This is why it is crucial for us to offer a true return on investment for our partners. We offer this through access to our extensive network of key decision makers and power players throughout the industry.

After all, only the FCCA can grant the stage to our targeted audiences, from our mailing distribution lists in print and online publications to our executives, members and attendees at FCCA events.

A wealth of advertising and sponsorship options are available, and you can learn about them in the pages to come. All have a unique, tailored approach to our numerous resources. However, one of the most important functions and valuable returns of spending marketing dollars with the FCCA is that it makes you a partner.

And it has certainly shown to be a lucrative partnership. Since 2007, six destinations—Aruba, Colombia, Curaçao, Dominican Republic, Panama and St. Maarten—decided to become Preferred Marketing Partners. Because of the doors opened to them, they have seen a passenger arrivals increase of 33%. This has also led to \$129 million more in total direct cruise expenditures for the three destinations that participated in the 2006 and 2012 BREA economic impact studies, Aruba, Curaçao and St. Maarten.

So if you want to bring the lines to your destination; get your product onboard the ships; target the audience doing all of the above at events; advertise in numerous publications with the same audience and/or our extensive database; or work with us to find a specific opportunity for you, the FCCA is your source.

Please look at this media kit to find some of the options available, but know that I am open to you at any time to learn about your goals and work with you to fulfill them.

Respectfully yours,

A handwritten signature in black ink, reading 'Michele M. Paige', is written over a horizontal line.

Michele M. Paige  
President, FCCA

A handwritten signature in black ink, reading 'Kevin Sheehan', is written over a horizontal line.

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 6th	March 11th
Gala Program (Foundation Gala)	February 6th	March 13th
2nd Qtr. Magazine (Re-caps Cruise Shipping Miami/Gala)	April 17th	May 31st
Membership Directory (Annual Publication/Limited AD space)	May 22nd	July 10th
3rd Qtr. Magazine (FCCA Conference)	August 1st	September 13th
FCCA Conference Program (FCCA Conference)	August 21st	September 30th
Cruise Industry Highlight Issue (Biggest Publication)	August 21st	September 30th
4th Qtr. Magazine (Re-caps the year)	November 6th	December 11th

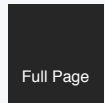
## FCCA Magazines and Publications:

- 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.



# Publication Specs

**COST** All rates are net (Non-commissionable)



- \_\_\_ Full Page: \$4,500
- \_\_\_ Half Page: \$3,500
- \_\_\_ Ad-Editorial: Call for details
- \_\_\_ Full package: (all 8 publications full pages) - \$25,000
- \_\_\_ Half package: (all 8 publications half pages) - \$20,000
- \_\_\_ 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.

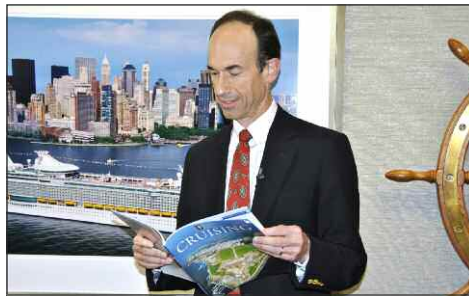
Our preferred format for ads are high resolution Pdf's, Jpeg and Tiff files. Please submit to [graphics@f-cca.com](mailto:graphics@f-cca.com). Specs listed above are the final trim size. Make sure to add up to a quarter inch bleed (past trim margins if needed).

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

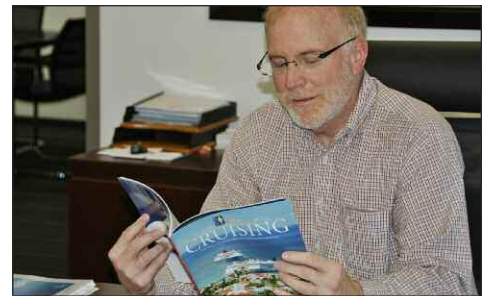
## Distribution

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 a specific time, to get the best coverage during the year. Please confirm your advertising now.



Adam Goldstein, President & CEO, Royal Caribbean International



Kevin Sheehan, CEO, Norwegian Cruise Lines



Micky Arison, Chairman & CEO, Carnival Corporation



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

For more information or to reserve advertising space, please e-mail Adam Ceserano at [adam@f-cca.com](mailto:adam@f-cca.com)

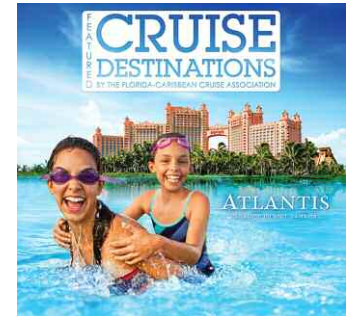
# Special Publication

## Cruise Destinations Special Edition FCCA 20th Annual Cruise Conference

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; ship-builders; 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:

- FCCA Cruise Conference and Trade Show
- FCCA Platinum Events
- FCCA Gala
- FCCA Cocktail Receptions

This publication will also be distributed in the head office of the FCCA Member Cruise Lines, as well as sent directly to the cruise line executives

**Each featured destination will receive one cover page to their section, three 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"	August 15	October 1

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](mailto:graphics@f-cca.com) or FTP.

<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](mailto: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.



For more information or to reserve advertising space, please e-mail Adam Ceserano at [adam@f-cca.com](mailto:adam@f-cca.com)

# 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



Website and e-mail signature sponsorship

# About the FCCA

## Cruise Industry Overview:

In 2012, the growth of the cruise industry continued in this era distinguished by thirteen additional innovative, feature-rich ships, international ports-of-call and convenient departures from proximal embarkation cities. The current cruise ship order book extending through 2015 includes 26 new builds (17 ocean-going vessels and 9 European & American cruise riverboats) from CLIA Member Lines, with 45,600 berths and a value of nearly \$12 billion.

The selling environment in 2013 is likely to improve despite the recent challenging economic period. Based on known ship additions and deletions in 2012, the industry forecasts 17 million guests in 2013. This is due to annual occupancy that consistently exceeds 100% and an industry where demand continues to outstrip supply, even in trying economic environments.

## 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



For more information or to reserve advertising space please e-mail Adam Ceserano at [adam@f-cca.com](mailto:adam@f-cca.com)