



Florida-Caribbean Cruise Association 2010 Media Kit



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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 of 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

Respectfully yours,



Michele M. Paige
President, FCCA



Micky Arison
FCCA Chairman;
Chairman & CEO, Carnival Corporation

FCCA 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 19th	March 15th
Gala Program (Foundation Gala)	February 19th	March 17th
Membership Directory (Annual Publication/Limited AD space)	April 23rd	May 19th
2nd Qtr. Magazine (Re-caps Seatrade Miami/Gala)	May 21st	June 15th
3rd Qtr. Magazine (FCCA Conference)	August 20th	September 15th
FCCA Conference Program (FCCA Conference)	September 17th	October 25th
Cruise Industry Highlight Issue (Biggest Publication)	September 17th	October 25th
4th Qtr. Magazine (Re-caps the year)	November 19th	December 15th

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; finance and administration; entertainment; 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 2010 now.



FCCA Magazines and Publications:

- Cruising Magazine – Published quarterly, “Cruising” is the official magazine of the FCCA and cruise industry that 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)

<input type="checkbox"/> Full Page <input type="checkbox"/> Half Page	___ Full Page: \$2,500 - \$4,000	___ Full package: (all 8 publications full pages) - \$15,000
	___ Half Page: \$2,000	___ Half package: (all 8 publications half pages) - \$12,000
	___ Ad-Editorial: Call for details	___ Membership Directory: \$3,500 - \$6,000 (double page)

Specifications for publications	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.

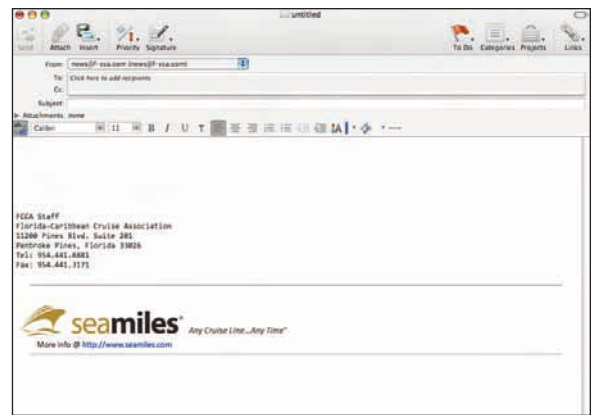
Our Preferred format for ads are high resolution Pdf's, Jpeg, Tiff files.

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.

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

Website advertising, and e-mail signature advertising are also available.



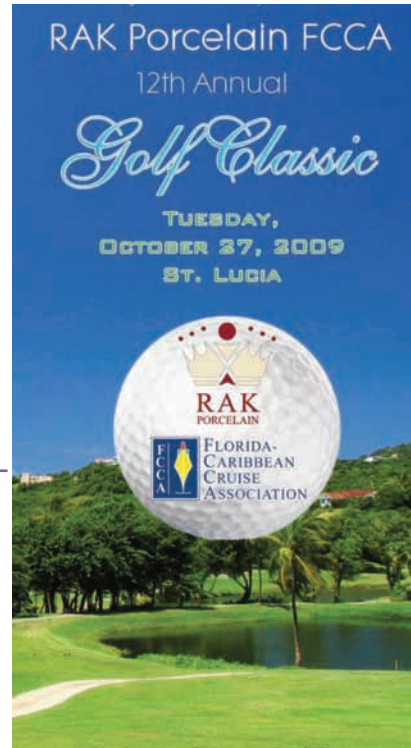
Events & Sponsorships

The FCCA's sponsorship and advertising choices provides 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

Event Title Sponsor



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 get 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

Seatrade Cruise Shipping Convention 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.



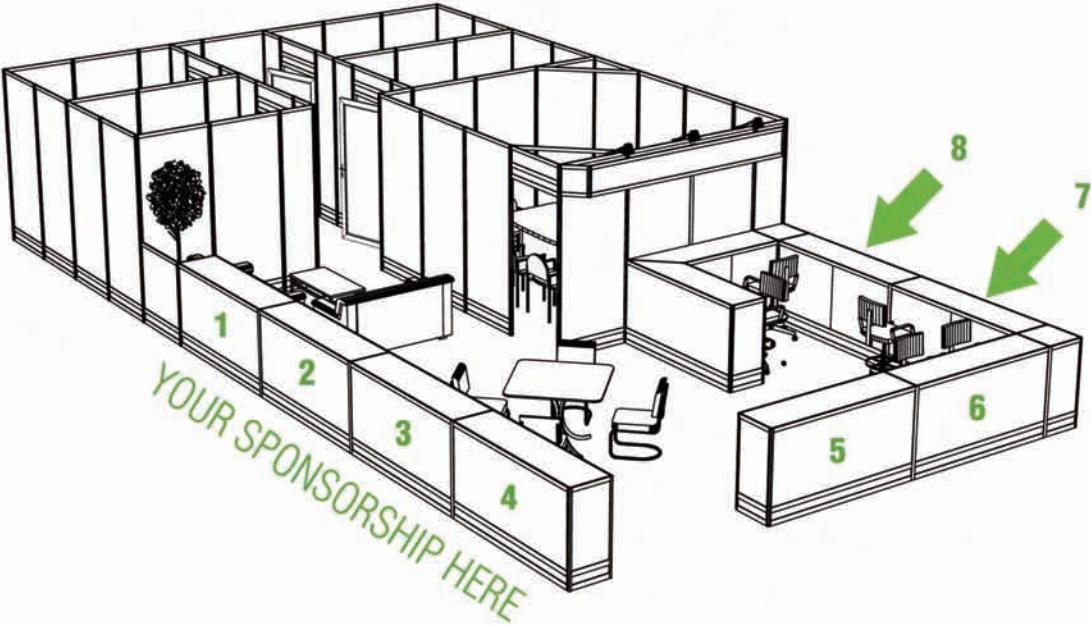
Cocktail party sponsorship.



Golf classic sponsorship.

Cruise Shipping Miami

Booth panel sponsorship available. Only 8 spots are available this year. Contact Adam Ceserano adam@f-cca.com for full details. Panel Dimensions are 77" x 33" each.



About the FCCA

Cruise Industry Overview:

In 2009, 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 extends from 2009 through 2012 and now includes 35 new builds, with 69,200 berths at a value of nearly \$20 billion.

The selling environment in 2009 is likely to be a challenge for all providers of goods and services, including travel, due to the global economic environment. Cautious optimism is the forecast for 2009 following a successful year for the cruise industry in 2008. Based on known ship additions and deletions in 2009, the industry forecasts 13.5 million guests in 2009, a 2.3% increase over 2008.

About the FCCA:

The Florida-Caribbean Cruise Association (FCCA) is a not-for-profit trade organization composed of 15 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 legislation, 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 well as enhancing the destination experience and the amount of cruise passengers returning as stay-over visitors.

FCCA Member Lines

