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CIP MAGAZINE PROPOSAL FOR 2008 - 2009

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Since 2004, the Inter-American Committee on Ports (CIP) of the Organization of American States (OAS) has counted on *CIP Magazine* which is edited, published, and distributed by *Latin Trade Media Management (LT)*. By way of the initial agreement, for two years (2004-2006), LT produced three publications per year, and granted in compensation to the CIP, US \$ 15,000 per publication.

CIP Magazine has formed itself as the written image of the CIP, being a valuable informative instrument for the global port community on the development of the port industry of the Americas, its policies, projects, and authorities, in addition to its own CIP and OAS activities. It has covered important national, regional, and hemispheric port issues regarding reforms, concessions, security, new technologies, the environment, commerce, among others, and has covered both the public and private sector. We can assert that *CIP Magazine* is identified throughout the continent, with its authorities and with the Inter-American Committee on Ports of the OAS.

In the middle of 2006, LT proposed that at the beginning of 2007, after culminating the initial period of the agreement, it could only continue with the editing, publication, and distribution of *CIP Magazine* with a compensation of US \$ 5,000 per publication, that is to say with a 66.6% reduction.

The Executive Board of the CIP (Puerto La Cruz, October, 2006) decided to temporarily accept the offer from LT for the first publication in 2007. In addition, it appointed the Subcommittee on Policy and Coordination (SPC) to study the case and propose a solution to the Executive Board to continue the magazine during 2007 and also for the 2008-2009 biennium. The proposal of the Executive Board will subsequently be viewed for the final decision of the Committee (Brazil, September, 2007).

The SPC met in Panama City, Panama, April 2007, to discuss the issue and agreed to the following:

- Continue with the services of LT during 2007 (two additional publications) and its compensation to the CIP for US \$ 5,000 per publication; and
- Request that before May 31, 2007, LT present to the Secretariat an alternative proposal for its 2008-2009 contribution, with a base of US \$ 5,000 plus a percentage increment depending on an increase in the number of advertising pages of the magazine. Subsequently, that the Secretariat present this proposal for consideration of the Executive Board and that it also consider the alternative of opening a public concession to elect a new company in charge of editing, producing, and distributing the magazine for the 2008-2009 biennium.

As such, the Secretariat presents to the Executive Board the following alternatives:

(1) Proposal of LT, presented May 31, 2007:

- i. Grant the CIP a minimum rate of US \$ 5,000 per publication that includes up to 10 paid advertising pages. “Barter” pages are excluded.
- ii. Between 11 and 15 paid advertising pages, the CIP will be granted an additional rate of US \$ 250 per page, up to a maximum of US \$ 1,250.
- iii. Between 16 and 20 paid advertising pages, the CIP will be granted an additional rate of US \$ 500 per page, up to a maximum of US \$ 2,500.
- iv. Between 21 and 25 paid advertising pages, the CIP will be granted an additional rate of US \$ 750 per page, up to a maximum of US \$ 3,750.

This proposal will give a potential of an additional US \$ 7,500 to the CIP for a possible total of US \$ 12,500.

(2) Propose to open as soon as possible a public concession for the editing, publication, and distribution of *CIP Magazine* for the 2008-2009 biennium.