

# FOGHORN

## 2018 MEDIA KIT

[www.foghornmagazine.com](http://www.foghornmagazine.com)



**From fast ferries to small tourboats, dinner boats to water taxis...the multi-million dollar passenger vessel market is the fastest growing segment of the U.S. commercial maritime industry. Only FOGHORN can bring it to you efficiently and effectively.**

The official publication of the Passenger Vessel Association, *FOGHORN* is the only publication specifically designed to address the issues which directly affect owners and operators of commercial passenger vessels.

Each issue contains reports by expert PVA staff members on regulatory, legislative and safety matters as they affect the passenger vessel community.

In addition, each issue of *FOGHORN* offers readers articles on and about member companies, "how-to" articles on making their operations more efficient, safer - and more profitable, and news briefs about passenger vessel operations around the country.

**IN EVERY ISSUE:**

- Regulatory Report
- Safety & Security Matters
- Newswire
- President's Letter Message
- Legislative Update
- Member News
- PVA Calendar
- Executive Director's Message
- And, themed articles on the issue's Featured Focus

*PVA is a "family" of owners, operators and suppliers to the industry. PVA members are extremely loyal, and prefer to do business with the manufacturers and service-providers that make up the Associate membership.*



*As a member of the PVA family, you have earned the right to advertise in FOGHORN.\**

*I encourage you to take full advantage of your membership in PVA by making use of this unique and effective marketing tool.*

*John Groundwater, Executive Director  
Passenger Vessel Association*



*Membership in PVA has many benefits. FOGHORN magazine is, without doubt, a very big benefit. This monthly publication brings members timely and important articles on all phases of our industry and its challenges. Monthly editorial themes provide us with information on all facets of the passenger vessel industry. Safety, legislative issues and regulation, along with articles on customer service and innovative technology - just to state a few. Members can browse the hard copy in their easy chair or access it online at their computer. FOGHORN makes it easy to stay informed.*

*Jeffery M. Whitaker, President  
Passenger Vessel Association*

**For advertising information contact  
Bill Forslund – [bill@philipspublishing.com](mailto:bill@philipspublishing.com)  
or 206-284-8285**

**\*Not a member?** Download a membership application online at [www.passengervessel.com](http://www.passengervessel.com) or call 1-800-807-8360 to speak to someone directly.

## FOGHORN 2018 DISPLAY AD RATES

	1x	6x	11x
<b>4-Color</b>			
Full page	\$1,490	\$1,425	\$1,336
1/2 page	1,185	1,154	1,096
1/3 page	1,020	991	952
1/4 page	907	891	851
<b>2-Color</b>			
Full page	1,212	1,147	1,058
1/2 page	906	875	818
1/3 page	742	713	674
1/4 page	630	613	573
<b>Black &amp; White</b>			
Full page	934	869	780
1/2 page	628	597	540
1/3 page	464	435	396
1/4 page	351	335	295
<b>COVERS</b> (price includes 4-color)			
Back Cover	1,751	1,738	1,560
Inside Covers	1,654	1,586	1,432
<b>AD DESIGN AND PRODUCTION</b>			
Includes 3 revisions	\$100		

## PRINT SPECIFICATIONS

**MAGAZINE TRIM SIZE: 8.375" x 10.875**

### PRINTING SPECIFICATIONS

FOGHORN is printed on an offset press using a computer- to-plate production method. Paper is 70# gloss book using 200 line screen.

### DIGITAL REQUIREMENTS

**High Resolution PDF, JPG.** All ads should be built at 100% of the reproduction size and should be no less than 300 dpi for scanned images and 600 dpi for line art. We cannot accept digital ads created in Microsoft Publisher, Microsoft PowerPoint or Microsoft Word.

### IMAGE/RESOLUTION REQUIREMENTS

All color images must be converted to CMYK. Scanned images should be 300 dpi at actual size of reproduction. Photos downloaded from web pages that have been saved at a low resolution (72-100 dpi) will not print clearly.

### OTHER CHARGES

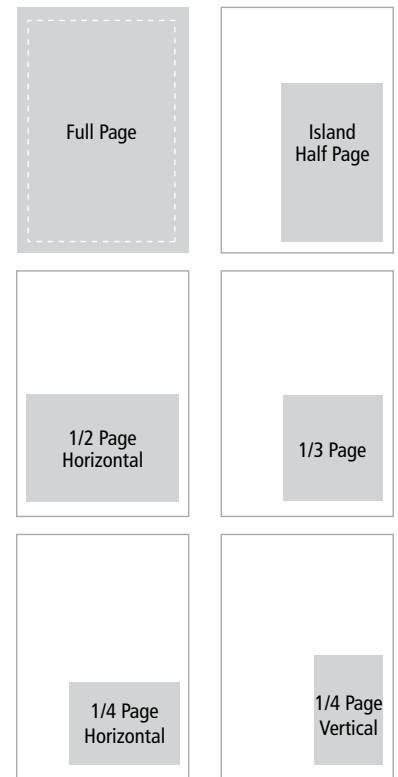
**Special Position:** Earned rate plus 15%.

**Ad Design & Production:** \$100 - includes three revisions. Additional charges will apply thereafter at \$155 per hour.

### PAYMENTS AND COMMISSIONS

In accordance with AAAA Standards. Net 30-15% discount on digital-ready art, when paid within 30 days of invoice. Payment due on receipt of invoice. A 1.5 percent late payment charge will be assessed on all accounts after 30 days. Accounts turned over for collection will be charged the full cost of collection. No discounts on past due accounts.

## AD SIZES



Ad Size	Width x Height
Magazine Trim Size	8.375" x 10.875"
Full Page (bleed)	8.625" x 11.125"
Full Page (no bleed)	7" x 10"
Island 1/2 Page	4.625" x 7"
1/2 Page Horizontal	7" x 4.875"
1/3 Page	4.625" x 4.875"
1/4 Page Vertical	3.375" x 4.875"
1/4 Page Horizontal	4.625" x 3.5"



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# 2018 EDITORIAL CALENDAR

<p><b>January/February</b> Sales &amp; Marketing Ad Close: December 29, 2017 Materials Due: January 5 Supplemental Distribution: MariTrends 2018</p>		<p><b>March</b> Convention Review Ad Close: February 16 Materials Due: February 23</p>	
<p><b>May</b> Human Resources Ad Close: April 13 Materials Due: April 20</p>		<p><b>June</b> Operations Ad Close: May 18 Materials Due: May 25</p>	
<p><b>September</b> Technology Ad Close: August 17 Materials Due: August 24</p>		<p><b>October</b> Marine Propulsion Ad Close: September 14 Materials Due: September 21</p>	
<p><b>July</b> Environmental Issues Ad Close: June 15 Materials Due: June 22</p>		<p><b>August</b> Safety Ad Close: July 13 Materials Due: July 20</p>	
<p><b>November</b> Customer Service Ad Close: October 19 Materials Due: October 26</p>		<p><b>December</b> Security/Vessel Review Ad Close: November 16 Materials Due: November 23</p>	



## PASSENGER VESSEL ASSOCIATION www.passengervessel.com

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### PHILIPS PUBLISHING GROUP: TWO GENERATIONS OF EXPERTISE

Philips Publishing Group produces magazines for the commercial maritime and commercial fishing markets. Titles include *Pacific Maritime Magazine*, aimed at West Coast commercial vessel and terminal operators, *Fishermen's News*, the oldest commercial fishing publication on the Pacific Coast and FOGHORN for the Passenger Vessel Association.

Philips Publishing Group also produces directories and in-house publications for companies and associations in the transportation, maritime, hospitality, tourism and transit markets.

Association clients include the Passenger Vessel Association, the Tacoma and Seattle Transportation Clubs and the Society of Port Engineers of Los Angeles.

Corporate clients include: American Seafoods, Black Ball Ferry Lines, Catalina Express, Clipper Navigation, Coastal Transportation, TOTE and Washington State Ferries.



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