



Photo: BB Riverboat's Belle of Cincinnati

## ADVERTISING RATE CARD THROUGH 12/31/2023

**Thank you for your interest in sponsoring PVA's FOGHORN Magazine.** The magazine is distributed 11 times each year and arrives by email directly to PVA members' inboxes. FOGHORN is also provided online in digital flip-book format on the FOGHORN website at [foghornmagazine.com](http://foghornmagazine.com). Our magazine publication is specifically designed to address the news and issues which directly affect owners and operators of commercial passenger vessels.

Preferred advertising is sold as bundled packages, and can be purchased directly from our website. Visit [foghornmagazine.com](http://foghornmagazine.com) to make your purchase. Advertising packages are sold ahead of time for next year's advertising.

### WHY ADVERTISE IN FOGHORN?

From fast ferries to small tour boats, dinner boats to water taxis, the multi-million dollar passenger vessel market is the fastest growing segment of the U.S. commercial maritime industry.

### ANNUAL ADVERTISING PACKAGE RATES

Purchase a bundled package to save up to 35% by going to [foghornmagazine.com](http://foghornmagazine.com).

## 2023 FOGHORN ADVERTISING RATES AND SPECIFICATIONS

SIZE	1x	6x	11x
Full page	\$1,690	\$1,617	\$1,517
1/2 page	\$1,344	\$1,307	\$1,244
1/3 page	\$1,155	\$1,124	\$1,082
1/4 page	\$1,029	\$1,013	\$966



Photo: BB Riverboat's Belle of Cincinnati

## SPECIFICATIONS

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

### DIGITAL REQUIREMENTS

High-resolution PDF and JPG. All ads should be at 100% of the reproduction size and should be no less than 300 dpi for images and 600 dpi for line art.

Only use RGB colors—convert spot colors to RGB. Embed all fonts.

**Note:** We cannot accept digital ads created in Microsoft Publisher, Microsoft PowerPoint, or Microsoft Word.

### IMAGE/RESOLUTION REQUIREMENTS

All color images must be converted to RGB. Images should be a minimum of 300 dpi at actual size of reproduction.

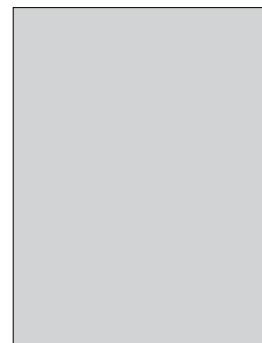
**Note:** Photos downloaded from web pages that have been saved at a low resolution (72-100 dpi) will not render clearly.

### OTHER CHARGES

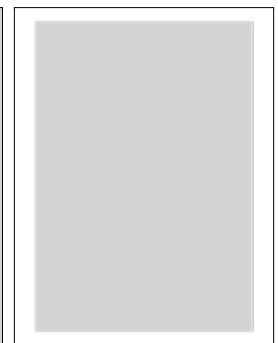
AD DESIGN & PRODUCTION: PVA can provide ad design services and can make changes to existing ads for an additional charge.

### AD SIZE (WIDTH BY HEIGHT)

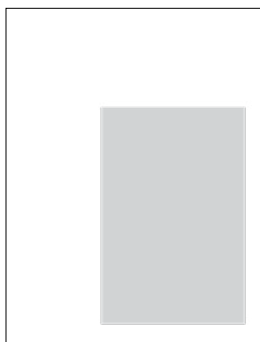
Magazine Trim Size	8.375" x 10.875"
Full Page (bleed)	8.625" x 11.125"
Full Page (non-bleed)	7" x 10"
1/2-page Island	4.625" x 7"
1/2-page Horizontal	7" x 4.875"
1/3-page	4.625" x 4.875"
1/4-page Vertical	3.375" x 4.875"
1/4-page Horizontal	4.625" x 3.5"



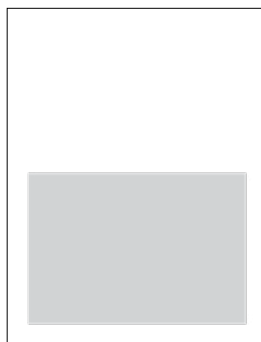
FULL PAGE (BLEED)



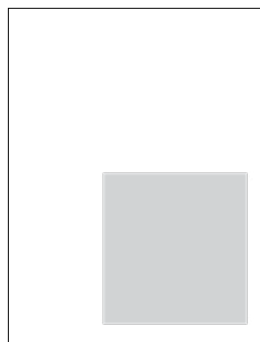
FULL PAGE (BLEED)



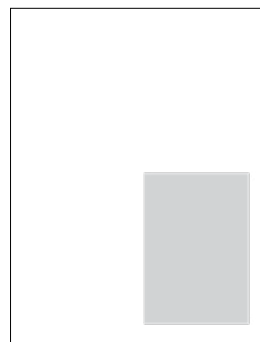
1/2-PAGE ISLAND



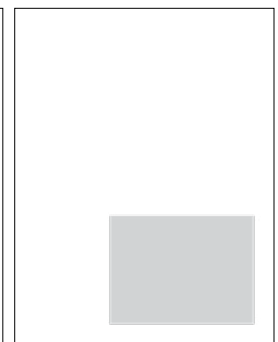
1/2-PAGE HORIZONTAL



1/3-PAGE



1/4-PAGE VERTICAL



1/4-PAGE HORIZONTAL



Photo: BB Riverboat's Belle of Cincinnati

## 2023 EDITORIAL CALENDAR

### **JANUARY/FEBRUARY | SALES & MARKETING**

Editorial Copy Due: January 3

Ad Close: January 13

Ad Materials Due: January 20

### **MARCH | CONVENTION REVIEW**

Editorial Copy Due: February 3

Ad Close: February 10

Ad Materials Due: February 17

### **APRIL | ENVIRONMENTAL ISSUES**

Editorial Copy Due: March 3

Ad Close: March 10

Ad Materials Due: March 17

### **MAY | MARINE PROPULSION**

Editorial Copy Due: April 6

Ad Close: April 14

Ad Materials Due: April 20

### **JUNE | OPERATIONS**

Editorial Copy Due: May 5

Ad Close: May 12

Ad Materials Due: May 19

### **JULY | SHIPBUILDING**

Editorial Copy Due: June 2

Ad Close: June 9

Ad Materials Due: June 16

### **AUGUST | SAFETY**

Editorial Copy Due: July 7

Ad Close: July 14

Ad Materials Due: July 21

### **SEPTEMBER | TECHNOLOGY**

Editorial Copy Due: August 4

Ad Close: August 11

Ad Materials Due: August 18

### **OCTOBER | HUMAN RESOURCES**

Editorial Copy Due: September 8

Ad Close: September 15

Ad Materials Due: September 22

### **NOVEMBER | CUSTOMER SERVICE**

Editorial Copy Due: October 6

Ad close: October 13

Ad Materials Due: October 20

### **DECEMBER | SECURITY AND VESSEL REVIEW**

Editorial Copy Due: November 3

Ad close: November 9

Ad Materials Due: November 17

---

## CONTACT

### **ADVERTISING | LESLIE KAGARISE**

Director of Finance, Passenger Vessel Association  
lkagarise@passengervessel.com

### **EDITORIAL | SARAH FERRETTI**

Managing Editor, FOGHORN  
sarah@passengervessel.com