



# 2012 Bundled Membership Value Breakdown

Gold Member	Bundled Rates <sup>1</sup>	Non-Bundled Rates	Silver Member	Bundled Rates <sup>1</sup>	Non-Bundled Rates	Bronze Member	Bundled Rates <sup>1</sup>	Non-Bundled Rates
PVA Membership Dues	\$1,132.00	\$1,258.00	PVA Membership Dues	\$1,132.00	\$1,258.00	PVA Membership Dues	\$1,132.00	\$1,258.00
MariTrends Exhibit Booth Space	\$1,255.00	\$1,395.00	MariTrends Exhibit Booth Space	\$1,255.00	\$1,395.00	MariTrends Exhibit Booth Space	\$1,255.00	\$1,395.00
11 b/w full page FOGHORN ads	\$6,191.00 <sup>2</sup>	\$8,085.00	11 b/w 1/2 page FOGHORN ads	\$4,285.00 <sup>2</sup>	\$5,602.00	11 b/w 1/4 page FOGHORN ads	\$2,345.00 <sup>2</sup>	\$3,061.00
PVA Membership Directory Ad - Full Page	\$687.00	\$898.00	PVA Membership Directory Ad - Full Page	\$687.00	\$898.00	PVA Membership Directory Ad - 1/2 Page	\$442.00	\$579.00
<b>Total Annual Cost</b>	<b>\$9,265.00</b>	<b>\$11,636.00</b>	<b>Total Annual Cost</b>	<b>\$7,359.00</b>	<b>\$9,153.00</b>	<b>Total Annual Cost</b>	<b>\$5,174.00</b>	<b>\$6,293.00</b>
Cost if Purchased Separately	\$11,636.00		Cost if Purchased Separately	\$9,153.00		Cost if Purchased Separately	\$6,293.00	
<b>Bundled Savings</b>	<b>\$2,371.00</b>		<b>Bundled Savings</b>	<b>\$1,794.00</b>		<b>Bundled Savings</b>	<b>\$1,119.00</b>	
<b>Additional Bundled Member Savings</b>		<sup>3</sup>	<b>Additional Bundled Member Savings</b>		<sup>3</sup>	<b>Additional Bundled Member Savings</b>		<sup>3</sup>
Second Color	<b>FREE</b>		Second Color	<b>FREE</b>		Second Color	<b>FREE</b>	
<b>BUNDLED UPGRADE OPTIONS AVAILABLE AT ADDITIONAL INCREMENTAL COST <sup>2</sup></b>								
<b>4 Color Upgrade</b>						<b>1/4 to 1/3 Page Upgrade</b>		
Monthly	\$201.00		<b>1/2 to Full Page Upgrade</b>			Monthly	\$72.00	
Annually	\$2,211.00		Monthly /Annually	Upgrade to Gold		Annually	\$792.00	
<b>Inside Covers (Includes 4 Color Upgrade)</b>								
Monthly	\$322.00		<b>4 Color Upgrade</b>			<b>1/4 to 1/2 Page Upgrade</b>		
Annually	\$3,542.00		Monthly	\$201.00		Monthly/Annually	Upgrade to Silver	
<b>Outside Cover (Includes 4 Color Upgrade)</b>			Annually	\$2,211.00				
Monthly	\$415.00					<b>4 Color Upgrade</b>		
Annually	\$4,565.00					Monthly	\$201.00	
						Annually	\$2,211.00	

<sup>1</sup> Rates include 10% bundled discount plus 15% discount for digital-ready art

<sup>2</sup> Rates include 10% bundled discount plus 15% discount for digital-ready art

<sup>3</sup> All bundled members receive a second color FREE

**NOTE:** To increase ad size from 1/4, or 1/2 to full page, purchase the next highest bundled member level



**Bill Forslund**  
**Advertising Manager, FOGHORN Magazine**  
 Philips Publishing Group  
 2201 West Commodore Way • Seattle, WA 98199  
 tel: 206-284-8285 ext. 32 • fax: 206-284-8285  
 bill@PhilipsPublishing.com



**Leslie Kagarise**  
**Director of Finance**  
 103 Oronoco Street, Suite 200 • Alexandria, VA 22314  
 tel: 800-807-8360 ext. 25 • fax: 703-518-5151  
 lkagarise@passengervessel.com