

# FOGHORN

## 2012 Media Kit

WWW.FOGHORNMAGAZINE.COM



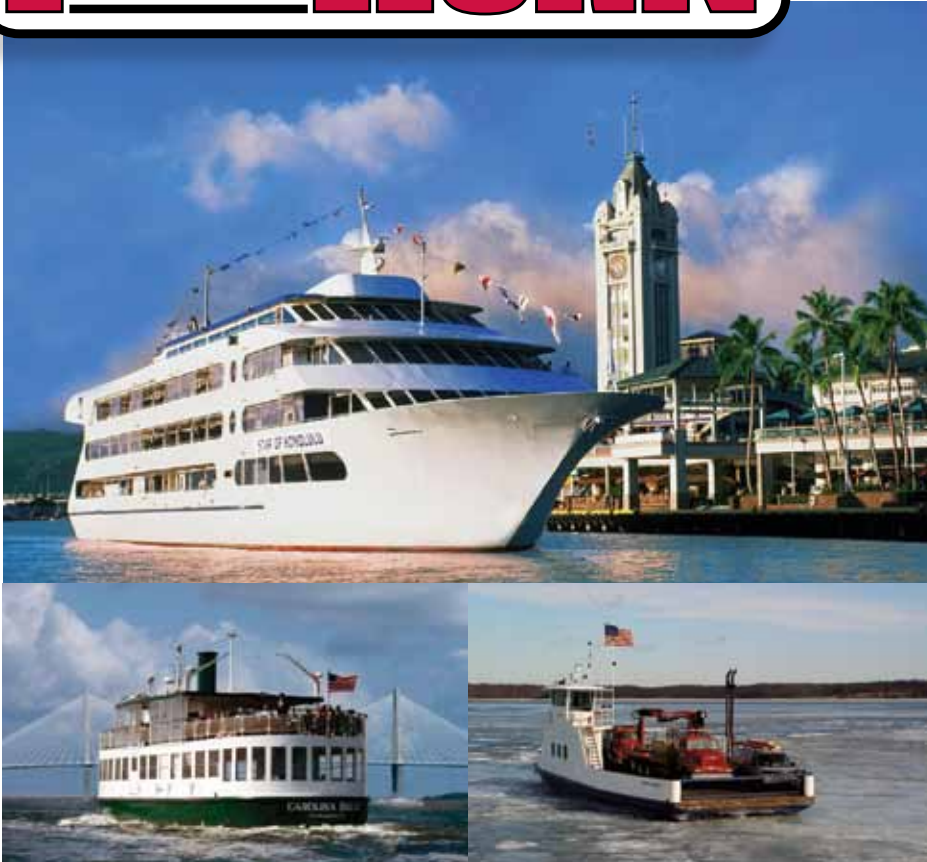
From fast ferries to small tourboats, dinner boats to water taxis... the multi-million dollar passenger vessel market is the fastest growing segment of the U.S. commercial maritime industry.

Only FOGHORN can bring it to you efficiently and effectively.



The Official Publication of the  
Passenger Vessel Association

# FOGHORN



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



For more than 40 years, PVA has effectively advocated for a better business climate for our member companies, developing partnerships with regulatory agencies that strengthen the passenger industry as a whole.

As the official publication of the Passenger Vessel Association, FOGHORN magazine is read every month by the industry leaders PVA Associate Members joined to reach.

FOGHORN Magazine also provides a unique editorial environment for members looking to reach out the Association. Be sure to take advantage of the many opportunities the PVA has provided for reaching out to your fellow members and thanks for your support!

Jay Spence  
President  
Massachusetts Bay Lines

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.

## MONTHLY DEPARTMENTS INCLUDE:

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

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

\* If you are not already a member, visit [www.passengervessel.com](http://www.passengervessel.com) to download a membership application, or call 1-800-807-8360, to speak to someone directly.

# Advertising Rates and Digital Specifications 2012



## COVERS

(Price includes 4-color)	1x	6x	12x
Back Cover	\$1,649	\$1,638	\$1,470
Inside Covers	\$1,559	\$1,496	\$1,349

## DISPLAY ADS

Full Page	\$881	\$819	\$735
1/2 Page	\$593	\$562	\$509
1/3 Page	\$436	\$410	\$373
1/4 Page	\$331	\$315	\$278

## AD SIZES

Finished size 8.375" x 10.875" (Bleed: 8.625 x 11.125)

PAGE UNIT	WIDTH	DEPTH
Full Page	7 inches	10 inches
Island 1/2 Page	4.625 inches	7 inches
1/2 Page	7 inches	4.875 inches
1/3 Page	4.625 inches	4.875 inches
1/4 Page Vertical	3.375 inches	4.875 inches
1/4 Page Horizontal	4.625 inches	3.5 inches

## COLOR CHARGES

Process color: \$525      Spot color: \$263

## OTHER CHARGES

\*Special Position: Earned rate plus 15%.

\*Design/layout: \$100.00 per hour.

## ISSUE AND CLOSING DATES

Published the first week of each month. Space reservations and copy due the 1st of the month preceding publication. Cancellations not accepted after closing date. When no acceptable copy is furnished by the closing date for space scheduled, publisher reserves the right to repeat the latest advertisement, or to charge for space reserved.

## 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.

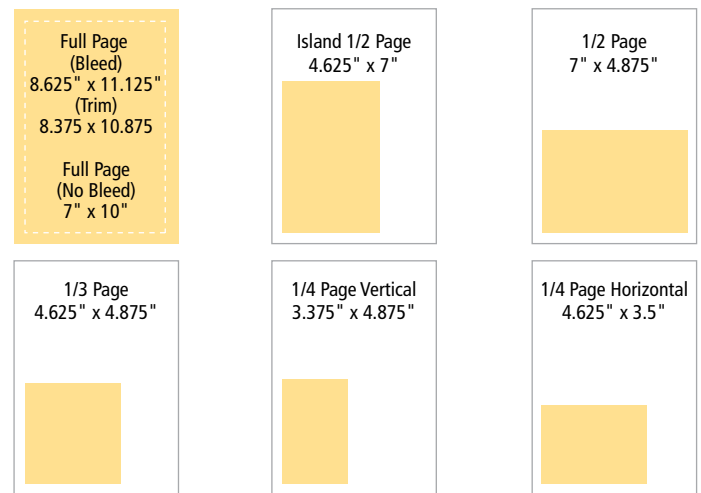
A 1.5 percent late payment charge will be assessed on all accounts after 30 days. Accounts turned over for collection will be charged the full cost of collection. No discounts on past due accounts.

## SHIPPING INSTRUCTIONS

All orders, correspondence or printing material should be addressed to:

FOGHORN  
 2201 West Commodore Way  
 Seattle, WA 98199 USA  
 Telephone: 206-284-8285  
 Fax: 206-284-0391  
 Sales e-mail: Bill Forslund: bill@PhilipsPublishing.com

## ADVERTISING LAYOUT OPTIONS



**PRINTING SPECIFICATIONS:** Printed on an offset press on 70# and 60# coated stock, 133-line or finer screen with 266 dpi resolution.

**TRIM SIZE:** 8.375 x 10.875

**BLEED:** 8.625" x 11.125"

## DIGITAL REQUIREMENTS

Digital ads are required when supplying advertising material. FOGHORN is composed in Adobe In-Design CS4. We can accept PC files as long as they are cross-platform compatible. All ads should be built at 100% of the reproduction size and should be no less than 266 dpi for scanned images and 600 dpi for line art. Please submit a (color) laser proof with your ad.

FOGHORN offers complimentary in-house design services of your advertisement for your convenience.

## IMAGE/RESOLUTION

All color images must be converted to CMYK. Scanned images should be 266 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.

## GRAPHIC FORMATS ACCEPTED

HIGH RESOLUTION PDF, PSD, EPS, TIFF

## SOFTWARE PROGRAMS ACCEPTED

ADOBE IN-DESIGN • ADOBE PHOTOSHOP • ADOBE ILLUSTRATOR

Any other programs must be exported to a PDF, EPS or TIFF format, and all text/fonts converted to paths/outlines. Please include all fonts (outlining where applicable) and linked images.

## SOFTWARE PROGRAMS NOT ACCEPTED

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

## E-MAILING FILES

Stuffed files of 10MB and smaller can be e-mailed to: production@PhilipsPublishing.com. For files larger than 10MB please call for FTP site information.

Production questions call Kathy Samuelson at 206-284-8285 or e-mail: production@PhilipsPublishing.com

# Editorial Calendar 2012

MONTH	FEATURE TOPIC	AD CLOSE	MATERIALS DUE	SUPPLEMENTAL DISTRIBUTION
January/February	Sales & Marketing	December 28, 2011	January 3, 2012	MariTrends 2012
March	Convention Review	February 22	February 27	
April	Human Resources	March 28	April 2	
May	Food Service	April 25	April 30	
June	Operations	May 23	May 28	
July	Environmental Issues	June 27	July 2	
August	Safety	July 25	July 30	2012 Ferries Conference
September	Technology	August 29	September 4	InterFerry
October	Security	September 26	October 1	
November	Customer Service	October 31	November 5	Workboat Show/Pacific Marine Expo
December	Vessel Review/ Vessel Design	November 28	December 3	



## PASSENGER VESSEL ASSOCIATION

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

### Staff

103 Oronoco Street, Suite 200 • Alexandria, VA 22314  
800-807-8360 or 703-518-5005 • Fax: 703-518-5151

#### Executive Director

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#### Director of Finance

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### FOGHORN Editorial Offices

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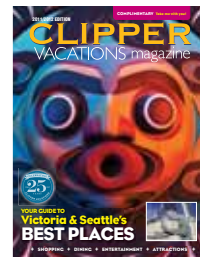
The Official Publication of the Passenger Vessel Association  
[www.foghornmagazine.com](http://www.foghornmagazine.com) • [www.passengervessel.com](http://www.passengervessel.com)

### FOGHORN ADVERTISING AND BUSINESS OFFICES

2201 West Commodore Way • Seattle, WA 98199  
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**Advertising Sales, Bill Forslund:** [bill@PhilipsPublishing.com](mailto:bill@PhilipsPublishing.com)  
**Production, Kathy Samuelson:** [production@PhilipsPublishing.com](mailto:production@PhilipsPublishing.com)

### CONTRACT PUBLISHING SERVICES



Onboard magazines are a powerful marketing and promotional tool and they are a profitable ancillary revenue source. Let us help you publish a magazine for your company.

Philips Publishing Group has expertise to conceive, develop, and design your publication, take it through the printing and production cycle, develop editorial content and handle advertising sales to generate revenue to fund the project.

Contact Peter Philips (206) 284-8285 to learn more about how we might help you promote your operation to your market.

## Philips Publishing Group

2201 West Commodore Way, Seattle, Washington 98199 USA  
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[www.PhilipsPublishing.com](http://www.PhilipsPublishing.com)