



# FOGHORN

2019 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.**



*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*



*Padelford Packet Boat Company provides public cruises and private events on the Mississippi River with three Subchapter K passenger vessels at Harriet Island Regional Park in downtown St. Paul, Minnesota. As one of the founding members of the Passenger Vessel Association our company has benefited greatly from our PVA membership for over four decades. FOGHORN*

*Magazine is the monthly journal of PVA's work on behalf of its members and is read cover to cover each month by the leaders of PVA. Committed to providing up to date information on issues affecting the passenger vessel industry, FOGHORN provides cost-effective advertising programs which are surely the best way for PVA Associate Member companies to reach this market.*

*Gus Gaspardo, President  
Passenger Vessel Association*

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.

*FOGHORN* 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:**

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

**\*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.

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

## 2019 FOGHORN DISPLAY AD RATES

	1x	6x	11x
<b>4-COLOR</b>			
Full Page	\$1,535	1,468	1,376
1/2 Page	1,221	1,189	1,129
1/3 Page	1,051	1,021	981
1/4 Page	934	918	877
<b>2-COLOR</b>			
Full Page	1,248	1,181	1,090
1/2 Page	933	901	843
1/3 Page	764	734	694
1/4 Page	649	631	590
<b>BLACK &amp; WHITE</b>			
Full Page	962	895	803
1/2 Page	647	615	556
1/3 Page	478	448	408
1/4 Page	362	345	304
<b>COVERS</b> (price includes 4-color)			
Back Cover	1,804	1,790	1,607
Inside Covers	1,704	1,634	1,475
<b>AD DESIGN AND PRODUCTION</b>			
Includes Three (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

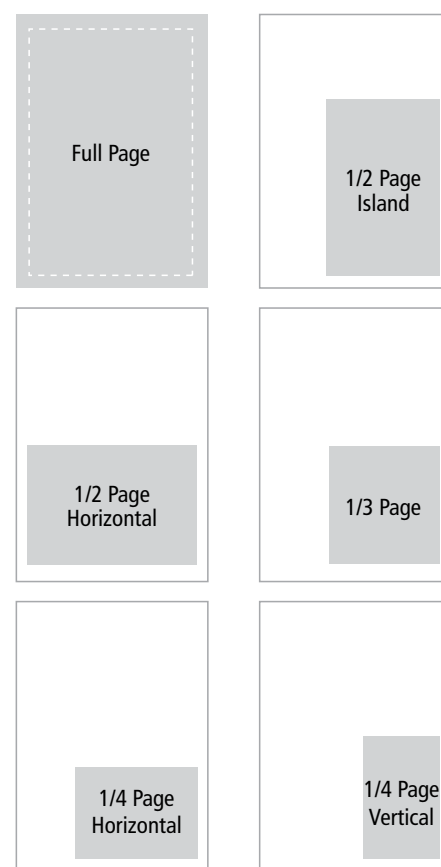
**Special Position:** Earned rate plus 15%.

**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"
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"

# FOGHORN



#### SEND ALL MATERIALS TO:

Bill Forslund  
 Telephone: 206-284-8285  
 Fax: 206-284-0391  
 bill@philipspublishing.com

#### PRODUCTION QUESTIONS:

Kathy Samuelson  
 Telephone: 206-284-8285  
 production@philipspublishing.com

# 2019 EDITORIAL CALENDAR

<p><b>January/February</b>  <b>Sales &amp; Marketing</b>                  Ad Close: December 14, 2018                  Materials Due: December 21, 2018                  Supplemental Distribution: MariTrends 2019</p>		<p><b>March</b>  <b>Convention Review</b>                  Ad Close: February 15                  Materials Due: February 22</p>		<p><b>April</b>  <b>Shipbuilding</b>                  Ad Close: March 15                  Materials Due: March 22</p>			
<p><b>May</b>  <b>Human Resources</b>                  Ad Close: April 19                  Materials Due: April 26</p>		<p><b>June</b>  <b>Operations</b>                  Ad Close: May 17                  Materials Due: May 24</p>		<p><b>July</b>  <b>Environmental Issues</b>                  Ad Close: June 14                  Materials Due: June 21</p>		<p><b>August</b>  <b>Safety</b>                  Ad Close: July 19                  Materials Due: July 26</p>	
<p><b>September</b>  <b>Technology</b>                  Ad Close: August 16                  Materials Due: August 23</p>		<p><b>October</b>  <b>Marine Propulsion</b>                  Ad Close: September 20                  Materials Due: September 27</p>		<p><b>November</b>  <b>Customer Service</b>                  Ad Close: October 18                  Materials Due: October 25</p>		<p><b>December</b>  <b>Security/Vessel Review</b>                  Ad Close: November 15                  Materials Due: November 22</p>	



**PASSENGER VESSEL ASSOCIATION**  
[www.passengervessel.com](http://www.passengervessel.com)

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



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

## PVA Staff

EXECUTIVE DIRECTOR  
**John Groundwater**  
[jgroundwater@passengervessel.com](mailto:jgroundwater@passengervessel.com)

REGULATORY AFFAIRS CONSULTANT  
**Peter Lauridsen**  
[peterlauridsen@msn.com](mailto:peterlauridsen@msn.com)

LEGISLATIVE DIRECTOR  
**Ed Welch**  
[ewelch@passengervessel.com](mailto:ewelch@passengervessel.com)

DIRECTOR OF FINANCE  
**Leslie Kagarise**  
[lkagarise@passengervessel.com](mailto:lkagarise@passengervessel.com)

DIRECTOR, PUBLIC AFFAIRS  
 AND DEVELOPMENT  
**Jennifer Wilk**  
[jwilk@passengervessel.com](mailto:jwilk@passengervessel.com)

DIRECTOR OF REGULATORY  
 AFFAIRS AND RISK MANAGEMENT  
**Eric Christensen**  
[echristensen@passengervessel.com](mailto:echristensen@passengervessel.com)

MANAGER, SPECIAL PROJECTS  
**Zackery Reed**  
[zreed@passengervessel.com](mailto:zreed@passengervessel.com)

## FOGHORN EDITORIAL OFFICES

MANAGING EDITOR  
**Karen Rainbolt**  
[pvafohorn@aol.com](mailto:pvafohorn@aol.com)  
[krainbolt@passengervessel.com](mailto:krainbolt@passengervessel.com)  
 571-388-7752  
 2771 Houston Dr.  
 Los Osos, CA 93402

## FOGHORN ADVERTISING AND BUSINESS OFFICES

Philips Publishing Group  
 4257 24th Avenue W  
 Seattle, WA 98199  
 Phone 206-284-8285 • Fax 206-284-0391  
[www.philipspublishing.com](http://www.philipspublishing.com)

Publisher: Peter Philips  
[peter@philipspublishing.com](mailto:peter@philipspublishing.com)

Advertising Sales: Bill Forslund  
[bill@philipspublishing.com](mailto:bill@philipspublishing.com)

Production: Kathy Samuelson  
[production@philipspublishing.com](mailto:production@philipspublishing.com)

## 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.



**Philips Publishing Group**

[www.philipspublishing.com](http://www.philipspublishing.com)  
 206-284-8285