

FOGHORN

2020 MEDIA KIT



www.foghornmagazine.com
www.passengervessel.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.

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 and 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



"...over the years FOGHORN has been a valuable asset that has time and again helped me to do my job with greater expertise and professionalism!"



TIM AGUIRRE, GENERAL MANAGER,
HMS FERRIES ALABAMA



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



As the official Publication of the Passenger Vessel Association FOGHORN is the 'go-to' source for regulatory, legislative and safety issues affecting our industry. I've been a monthly reader of FOGHORN for over

15 years and in my current position as General Manager at Boston Duck Tours and as the 2019 President of PVA, I continue to find value for myself and my co-workers in each issue.

BOB LAWLER, PRESIDENT,
PASSENGER VESSEL ASSOCIATION

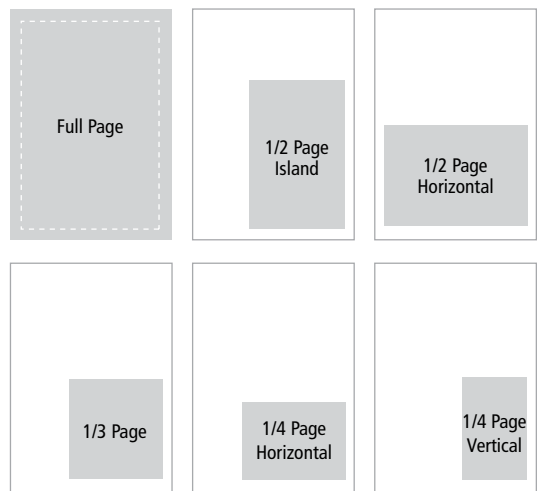
***Not a member?** Download a membership application online at www.passengervessel.com or call 1-800-807-8360 to speak to someone directly.

**For advertising information
contact Bill Forslund —
bill@philipspublishing.com
or 206-284-8285**

2020 FOGHORN DISPLAY AD RATES

	1X	6X	11X
4-COLOR			
Full page	\$1,610	\$1,540	\$1,445
1/2 page	1,280	1,245	1,185
1/3 page	1,100	1,070	1,030
1/4 page	980	965	920
2-COLOR			
Full page	1,310	1,240	1,145
1/2 page	980	945	885
1/3 page	800	770	730
1/4 page	680	660	620
BLACK & WHITE			
Full page	1,010	940	845
1/2 page	680	645	580
1/3 page	500	470	425
1/4 page	380	360	320
COVERS (price includes 4-color)			
Back Cover	1,895	1,880	1,685
Inside Covers	1,790	1,715	1,550
AD DESIGN AND PRODUCTION			
Includes 3 revisions	\$100		

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"

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 images and 600 dpi for line art. Only use CMYK colors – convert spot colors to process. Embed all fonts.

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. 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.



SEND ALL MATERIALS TO:

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2020 EDITORIAL AND ADVERTISING CALENDAR

<p>January/February Sales & Marketing Ad Close: January 3, 2020 Materials Due: January 10 Supplemental Distribution: MariTrends 2020</p>		<p>March Convention Review Ad Close: February 14 Materials Due: February 21</p>		<p>April Shipbuilding Ad Close: March 20 Materials Due: March 27</p>			
<p>May Human Resources Ad Close: April 17 Materials Due: April 24</p>		<p>June Operations Ad Close: May 15 Materials Due: May 22</p>		<p>July Environmental Issues Ad Close: June 19 Materials Due: June 26</p>		<p>August Safety Ad Close: July 17 Materials Due: July 24</p>	
<p>September Technology Ad Close: August 21 Materials Due: August 28</p>		<p>October Marine Propulsion Ad Close: September 18 Materials Due: September 25</p>		<p>November Customer Service Ad Close: October 16 Materials Due: October 23</p>		<p>December Security/Vessel Review Ad Close: November 27 Materials Due: December 4</p>	



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The Official Publication of the Passenger Vessel Association
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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 LA/Long Beach.

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



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