



Photo: American Cruise Lines Modern Riverboat Pacific Northwest

## ADVERTISING RATE CARD THROUGH 12/31/2022

**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

Great News! **No Increase in 2022 advertising rates.** Plus, when purchased as a bundled package, there is no additional charge for color! Purchase a bundled package to save up to 35% by going to [foghornmagazine.com](http://foghornmagazine.com).

## 2021/2022 FOGHORN ADVERTISING RATES AND SPECIFICATIONS

<b>4-COLOR</b>	<b>1x</b>	<b>6x</b>	<b>11x</b>
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
<b>2-COLOR</b>			
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
<b>BLACK &amp; WHITE</b>			
Full page	\$1,010	\$940	\$845
1/2 page	\$680	\$645	\$580
1/3 page	\$500	\$470	\$425
1/4 page	\$380	\$360	\$320
<b>COVERS</b>		<b>(PRICE INCLUDES 4-COLOR)</b>	
Back Cover	\$1,895	\$1,880	\$1,685
Inside Covers	\$1,790	\$1,715	\$1,550



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## 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.

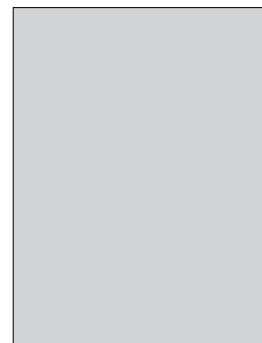
### OTHER CHARGES

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

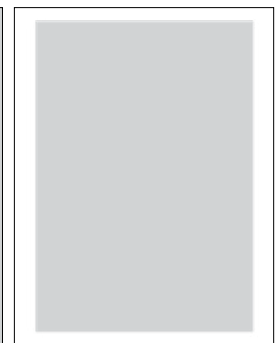
**SPECIAL POSITION:** Rate plus 15%.

### AD SIZE (WIDTH BY HEIGHT)

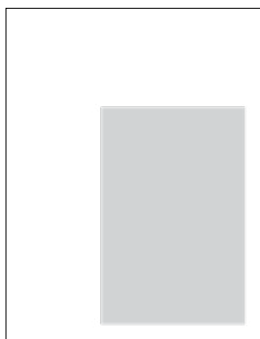
Magazine Trim Size	8.375" x 10.875"
Full Page (bleed)	8.625" x 11.125"
Full Page (non-bleed)	7" x 10"
1/2-page Island	4.625" x 7"
1/2-page Horizontal	7" x 4.875"
1/3-page	4.625" x 4.875"
1/4-page Vertical	3.375" x 4.875"
1/4-page Horizontal	4.625" x 3.5"



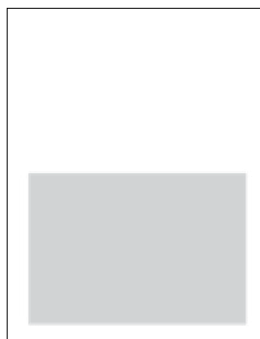
FULL PAGE (BLEED)



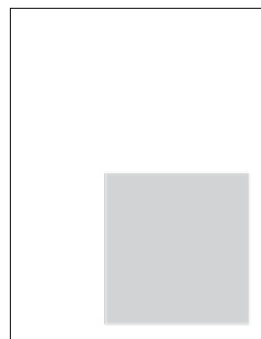
FULL PAGE (BLEED)



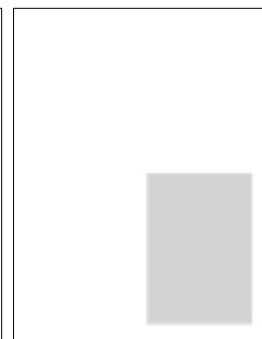
1/2-PAGE ISLAND



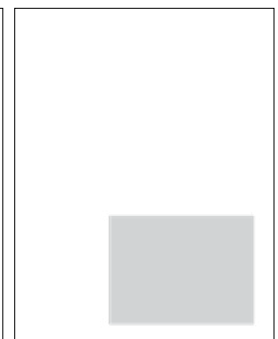
1/2-PAGE HORIZONTAL



1/3-PAGE



1/4-PAGE VERTICAL



1/4-PAGE HORIZONTAL



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## 2022 EDITORIAL CALENDAR

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

Editorial Copy Due: January 4  
Ad Close: January 14  
Ad Materials Due: January 21

### **MARCH | CONVENTION REVIEW**

Editorial Copy Due: February 4  
Ad Close: February 11  
Ad Materials Due: February 18

### **APRIL | ENVIRONMENTAL ISSUES**

Editorial Copy Due: March 8  
Ad Close: March 18  
Ad Materials Due: March 25

### **MAY | MARINE PROPULSION**

Editorial Copy Due: April 5  
Ad Close: April 15  
Ad Materials Due: April 22

### **JUNE | OPERATIONS**

Editorial Copy Due: May 3  
Ad Close: May 13  
Ad Materials Due: May 20

### **JULY | SHIPBUILDING**

Editorial Copy Due: June 7  
Ad Close: June 17  
Ad Materials Due: June 24

### **AUGUST | SAFETY**

Editorial Copy Due: July 5  
Ad Close: July 15  
Ad Materials Due: July 22

### **SEPTEMBER | TECHNOLOGY**

Editorial Copy Due: August 9  
Ad Close: August 19  
Ad Materials Due: August 26

### **OCTOBER | HUMAN RESOURCES**

Editorial Copy Due: September 6  
Ad Close: September 16  
Ad Materials Due: September 23

### **NOVEMBER | CUSTOMER SERVICE**

Editorial Copy Due: October 4  
Ad close: October 14  
Ad Materials Due: October 21

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

Editorial Copy Due: November 8  
Ad close: November 11  
Ad Materials Due: November 18

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## CONTACT

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