

# FOGHORN Magazine

## Advertising Rate Card

(through 12/31/2021)



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. The magazine is also provided online in digital flip-book format on the FOGHORN website at [www.foghornmagazine.com](http://www.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 [www.foghornmagazine.com](http://www.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 2021 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 [www.foghornmagazine.com](http://www.foghornmagazine.com).

## 2020 / 2021 FOGHORN Advertising Rates and Specifications

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

## **Specifications**

**Magazine Trim Size: 8.375" x 10.875"**

### **Printing Specifications**

FOGHORN is printed on a digital press. Paper is 70# gloss book using 200-line screen.

### **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 CMYK colors – convert spot colors to process. 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 CMYK. 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 print 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 (no bleed) 7" x 10"

1/2 Page Island 4.625" x 7"

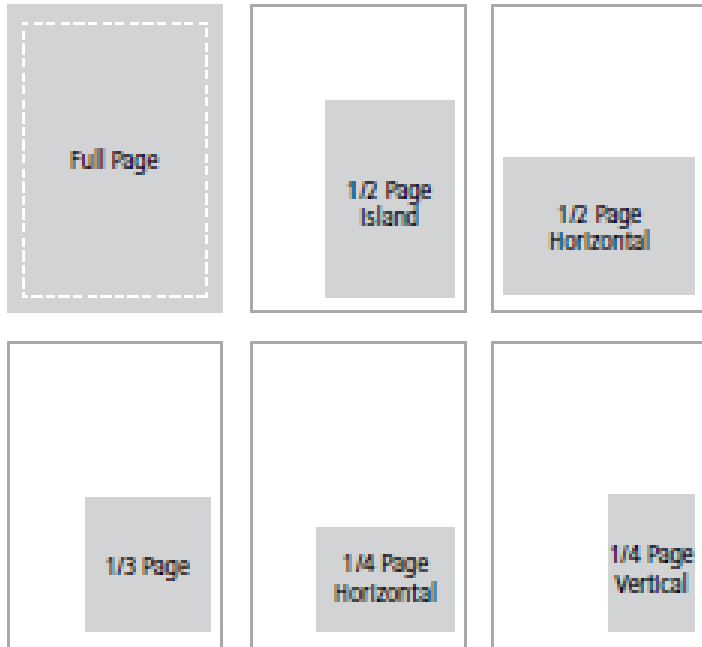
1/2 Page Horizontal 7" x 4.875"

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"

## Ad Sizes



### **January/February**

*Sales & Marketing*

Ad close: January 4

Ad Materials Due: January 11

### **March**

*Convention Review*

Ad close: February 12

Ad Materials Due: February 19

### **April**

*Shipbuilding*

Ad close: March 19

Ad Materials: March 26

### **May**

*Human Resources*

Ad close: April 16

Ad Materials Due: April 23

### **June**

*Operations*

Ad close: May 14

Ad Materials Due: May 21

### **July**

*Environmental Issues*

Ad close: June 18

Ad Materials: June 25

### **August**

*Safety*

Ad close: July 16  
Ad Materials Due: July 23

**September**

*Technology*

Ad close: August 20  
Ad Materials Due: August 23

**October**

*Marine Propulsion*

Ad close: September 17  
Ad Materials Due: September 24

**November**

*Customer Service*

Ad close: October 15  
Ad Materials Due: October 22

**December**

*Security and Vessel Review*

Ad close: November 10  
Ad Materials Due: November 17

FOGHORN is published by:

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