



Photo: Red and White Fleet, courtesy of All American Marine

Advertising Rate Card

THROUGH 12/31/2026

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. 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 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
 Purchase a bundled package to save up to 35 percent by going to foghornmagazine.com.

2026 FOGHORN ADVERTISING RATES AND SPECIFICATIONS

SIZE	1x	6x	11x
Full page	\$1,775	\$1,698	\$1,593
1/2 page	\$1,411	\$1,372	\$1,306
1/3 page	\$1,213	\$1,180	\$1,136
1/4 page	\$1,080	\$1,064	\$1,014



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Specifications

MAGAZINE TRIM SIZE: 8.375" X 10.875"

DIGITAL REQUIREMENTS

High-resolution PDF or 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.

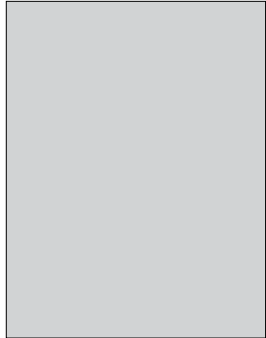
Note: Photos downloaded from web pages that have been saved at a low resolution (72-100 dpi) will not render clearly.

OTHER CHARGES

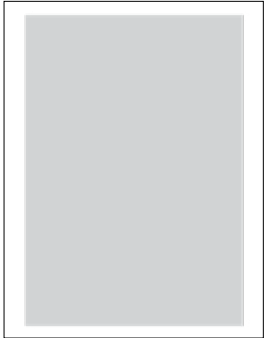
AD DESIGN & PRODUCTION: PVA can provide ad design services and can make changes to existing ads for an additional charge.

AD SIZE (WIDTH BY HEIGHT)

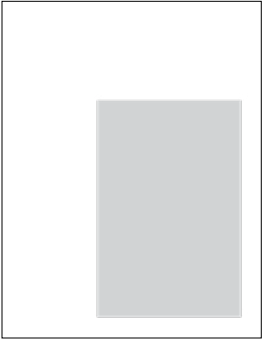
Full Page (bleed)	8.375" x 10.875"
Full Page (non-bleed)	7" x 10"
1/2-page Island	4.625" x 7"
1/2-page Horizontal	7" x 4.875"
1/3-page	4.625" x 4.875"
1/4-page Vertical	3.375" x 4.875"
1/4-page Horizontal	4.625" x 3.5"



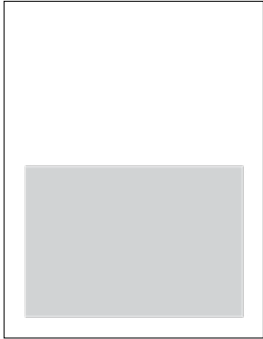
FULL PAGE (BLEED)



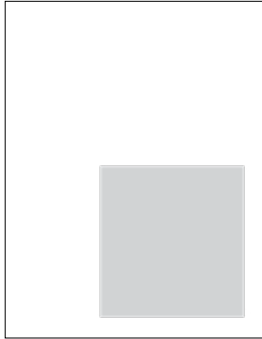
FULL PAGE (NON-BLEED)



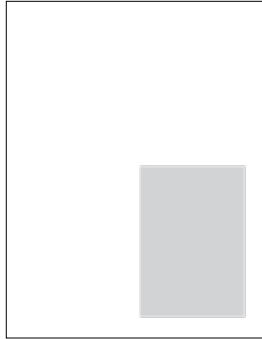
1/2-PAGE ISLAND



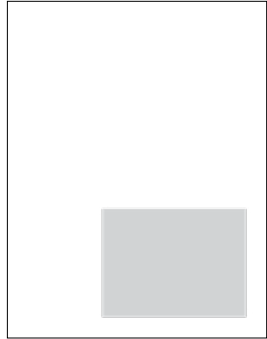
1/2-PAGE HORIZONTAL



1/3-PAGE



1/4-PAGE VERTICAL



1/4-PAGE HORIZONTAL



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2026 Editorial Calendar

JANUARY/FEBRUARY | SALES & MARKETING

Editorial Copy Due: December 19
Ad Close: December 19
Ad Materials Due: December 29

MARCH | CONVENTION REVIEW

Editorial Copy Due: February 13
Ad Close: February 13
Ad Materials Due: February 20

APRIL | ENVIRONMENTAL ISSUES

Editorial Copy Due: March 13
Ad Close: March 13
Ad Materials Due: March 20

MAY | MARINE PROPULSION

Editorial Copy Due: April 10
Ad Close: April 10
Ad Materials Due: April 17

JUNE | OPERATIONS

Editorial Copy Due: May 15
Ad Close: May 15
Ad Materials Due: May 22

JULY | SHIPBUILDING

Editorial Copy Due: June 12
Ad Close: June 12
Ad Materials Due: June 19

AUGUST | SAFETY

Editorial Copy Due: July 10
Ad Close: July 10
Ad Materials Due: July 17

SEPTEMBER | TECHNOLOGY

Editorial Copy Due: August 14
Ad Close: August 14
Ad Materials Due: August 21

OCTOBER | HUMAN RESOURCES

Editorial Copy Due: September 11
Ad Close: September 11
Ad Materials Due: September 18

NOVEMBER | CUSTOMER SERVICE

Editorial Copy Due: October 16
Ad close: October 16
Ad Materials Due: October 23

DECEMBER | SECURITY AND VESSEL REVIEW

Editorial Copy Due: November 12
Ad close: November 12
Ad Materials Due: November 19

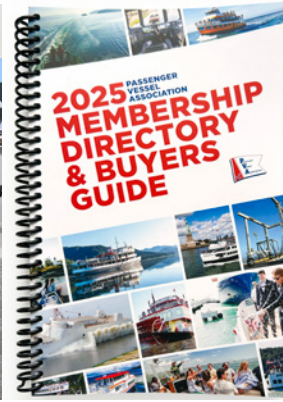
CONTACT

ADVERTISING | LESLIE KAGARISE

Director of Finance, Passenger Vessel Association
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EDITORIAL | SARAH FERRETTI

Managing Editor, *Foghorn*
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PVA Bundled Membership Program

YOUR PVA BENEFITS IN ONE PACKAGE

The PVA Bundled Membership Program gives you the best value and the most exposure, all in one step and price. With our bundled packages, you don't just join an association you unlock a powerful platform to showcase your company, connect with decision makers, and elevate your visibility across the passenger vessel industry.

BUNDLED MEMBERSHIP INCLUDES

- Membership Dues**
 Stay connected with industry leaders, resources, and advocacy that matters.
- Exhibit Booth**
 Position your brand front-and-center at the PVA Annual Convention at MariTrends, where the industry gathers to do business.
- Magazine Advertising**
 Reach readers year-round with placement in our widely read industry publication *Foghorn*.
- Membership Directory Advertising**
 Ensure your company stands out in the go-to resource that members turn to throughout the year.

WHY BUNDLE?

- Convenience**
 One payment, one package, countless opportunities
- Visibility**
 Multiple touchpoints to keep your brand top of mind
- Value**
 Bundling saves you money while multiplying your exposure
- Impact**
 From the convention floor to member inboxes, your brand is everywhere.

Bundled packages go into effect at the start of the calendar year and are available to purchase each fall through the start of the PVA Annual Convention at MariTrends. For 2026, the PVA Bundled Membership Program is available for purchase through **Feb. 20, 2026**.

If you are interested in purchasing a bundled package, please contact PVA Director of Finance Leslie Kagarise at lkagarise@passengervessel.com or (703) 518-5005 ext. 101.

	BASIC \$7,400	STANDARD \$10,447	PREMIUM \$13,026
PVA Associate Membership Dues	\$1,614	\$1,614	\$1,614
MariTrends 2026 Exhibit Booth	\$1,885	\$1,885	\$1,885
Foghorn (11 issue per year)	\$3,117 1/4-page full-color ad	\$5,650 1/2-page full-color ad	\$8,229 Full-page full-color ad
PVA Membership Directory	\$784 1/2-page four-color ad	\$1,298 Full-page four-color ad	\$1,298 Full-page four-color ad