

# FOGHORN

# 2011 Media Kit

[www.foghornmagazine.com](http://www.foghornmagazine.com)



# FOGHORN

The Official Publication of the  
Passenger Vessel Association



# FOGHORN



**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*



*For more than 40 years the Passenger Vessel Association has been dedicated to creating a better business environment for its member companies.*

*As the PVA's publication of record, FOGHORN provides PVA member companies exclusive news about the work PVA does on behalf of the passenger vessel community. Also, FOGHORN provides a unique editorial environment for Associate members looking to reach PVA members.*

*PVA member companies recognize the Associate members who support us through advertising in FOGHORN. We thank you for this demonstrated commitment to our industry.*

*Kevin Stier  
River Cruises  
Scales Mound, IL  
PVA President*

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.

Each issue 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.

## **Monthly Departments include:**

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

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

\* If you are not already a member, visit [www.passengervessel.com](http://www.passengervessel.com) to download a membership application, or call 1-800-807-8360, to speak to someone directly.

# Advertising Rates and Digital Specifications 2011



## COVERS

(Price includes 4-color)	1X	6X	11X
Outside Back Cover	\$1,570	\$1,560	\$1,400
Inside Front Cover	\$1,485	\$1,425	\$1,285
Inside Back Cover	\$1,485	\$1,425	\$1,285

## INSIDE DISPLAY ADS

(4-color add \$500)	1X	6X	11X
Full Page	\$839	\$780	\$700
1/2 Page	\$565	\$535	\$485
1/3 Page	\$415	\$390	\$355
1/4 Page	\$315	\$300	\$265

## AD SIZES

Finished size 8.375" x 10.875" (Bleed: 8.625 x 11.125)

PAGE UNIT	WIDTH	DEPTH
Full Page	7 inches	10 inches
Island 1/2 Page	4.625 inches	7 inches
1/2 Page	7 inches	4.875 inches
1/3 Page	4.625 inches	4.875 inches
1/4 Page Vertical	3.375 inches	4.875 inches
1/4 Page Horizontal	4.625 inches	3.5 inches

## COLOR CHARGES

Process color: \$500      Spot color: \$250

## OTHER CHARGES

\*Special Position: Earned rate plus 15%.

\*Design/layout: \$100.00 per hour.

## ISSUE AND CLOSING DATES

Published the first week of each month. Space reservations and copy due the 1st of the month preceding publication. Cancellations not accepted after closing date. When no acceptable copy is furnished by the closing date for space scheduled, publisher reserves the right to repeat the latest advertisement, or to charge for space reserved.

## 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.

## SHIPPING INSTRUCTIONS

All orders, correspondence or printing material should be addressed to:

FOGHORN

2201 West Commodore Way

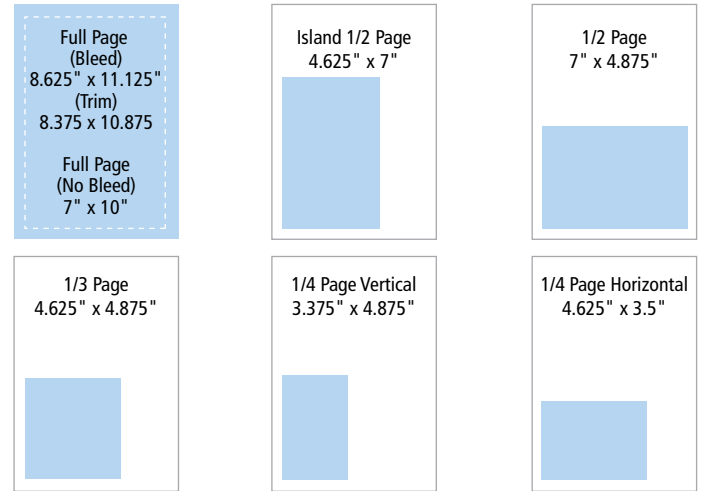
Seattle, WA 98199 USA

Telephone: 206-284-8285

Fax: 206-284-0391

Sales e-mail: Bill Forslund: bill@PhilipsPublishing.com

## ADVERTISING LAYOUT OPTIONS



**PRINTING SPECIFICATIONS:** Printed on an offset press on 70# and 60# coated stock, 133-line or finer screen with 266 dpi resolution.

**TRIM SIZE:** 8.375 x 10.875

**BLEED:** 8.625" x 11.125"

## DIGITAL REQUIREMENTS

Digital ads are required when supplying advertising material. FOGHORN is composed in Adobe In-Design CS4. We can accept PC files as long as they are cross-platform compatible. All ads should be built at 100% of the reproduction size and should be no less than 266 dpi for scanned images and 600 dpi for line art. Please submit a (color) laser proof with your ad.

FOGHORN offers complimentary in-house design services of your advertisement for your convenience.

## IMAGE/RESOLUTION

All color images must be converted to CMYK. Scanned images should be 266 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.

## GRAPHIC FORMATS ACCEPTED

HIGH RESOLUTION PDF, PSD, EPS, TIFF

## SOFTWARE PROGRAMS ACCEPTED

ADOBE IN-DESIGN • ADOBE PHOTOSHOP • ADOBE ILLUSTRATOR

Any other programs must be exported to an EPS or TIFF format, and all text/fonts converted to paths/outlines. Please include all fonts (outlining where applicable) and linked images.

## SOFTWARE PROGRAMS NOT ACCEPTED

We cannot accept digital ads created in Microsoft Publisher, Microsoft PowerPoint, or Microsoft Word.

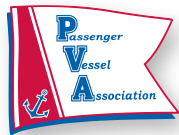
## E-MAILING FILES

Stuffed files of 10MB and smaller can be e-mailed to: production@RHPPublishing.com. For files larger than 10MB please call for FTP site information.

**Production questions call Kathy Samuelson at 206-284-8285 or e-mail: production@PhilipsPublishing.com**

# Editorial Calendar 2011

MONTH	FEATURE TOPIC	AD CLOSE	SUPPLEMENTAL DISTRIBUTION
January/February	Sales & Marketing	January 19	MariTrends 2011
March	Convention Review	February 23	
April	Human Resources	March 23	
May	Food Service	April 20	
June	Operations	May 25	
July	Environmental Issues	June 22	
August	Safety	July 20	
September	Technology	July 20	InterFerry
October	Security	September 21	
November	Customer Service	October 26	Workboat Show/Pacific Marine Expo
December	Vessel Review/ Vessel Design	November 23	



## PASSENGER VESSEL ASSOCIATION

### Staff

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### FOGHORN Editorial Offices

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### FOGHORN ADVERTISING AND BUSINESS OFFICES

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#### Advertising Sales

Bill Forslund  
bill@PhilipsPublishing.com

### CREATIVE SERVICES DIVISION

- Brochures
- Logos
- Letterhead, business cards and envelopes
- Newsletters
- Exhibits
- Special supplements, programs and invitations
- Event planning and management



Contact Peter for a free consultation at peter@PhilipsPublishing.com or call 206-284-8285.

## Philips Publishing Group

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