

ADVERTISER BENEFITS

- One-of-a-kind Annual 60th Anniversary Publication
- Historical and reference oriented WSF information
- 22 million+ passengers annually.
- 500,000 copies distributed
- High propensity for increased message retention through a Captive Audience
- Average dwell time per rider 39 Minutes
- Reach commuters, shoppers, recreational enthusiasts and tourists.
- Approximately 44% of the Seattle DMA* utilizes the services of WSF during the course of a year.
- WSF is the #1 Tourist Attraction in the State
- Largest Ferry Service in the USA and Third Largest in the World

DISTRIBUTION

- To all WSF passenger terminals.
- Onboard all active WSF Vessels
- To Major Downtown Hotels
- Destination Chambers of Commerce
- Various Tourism Associations

DEMOGRAPHICS

- Average Household Income Systemwide: \$88,000 (147 index to Seattle DMA*)
- College Educated: 73% (146 index to Seattle DMA*)
- Median Age: 49 (Age: 18-34 29%; 35-54: 40%, 55+: 28%)

* Designated Marketing Area

MEDIA KIT

Washington State Ferries 60th Anniversary Publication

Save 30%*
with your early
reservation



Compass
A guide to Puget Sound living

Washington State Ferries
DESTINATIONS

DAYTRIPPING:
Historic Tours
Spa Adventures and
Scenic Hikes

**FARMER'S
MARKET GUIDE**
From artisan cheeses,
fresh oysters, organic wines
and locally-grown produce

**WHAT'S HAPPENING
WHEN AND WHERE**
Entertainment, activities
and attractions

2012 ISSUE

Official publication of



* CHARTER ADVERTISER DISCOUNT

To reward advertisers who demonstrate a commitment to the inaugural *Compass Magazine*, the publishers are offering a **Charter Member Discount of 30% for all advertising space this year.** Rate protection at the earned rate will be held for the 2013 edition of *Compass Magazine*.

Washington State Ferries is the registered owner of *Compass* magazine published by Philips Publishing Group.

Philips Publishing Group

www.philipspublishing.com

Philips Publishing Group specializes in the publication of newspapers and magazines for the marine, commercial fishing and maritime industrial markets.

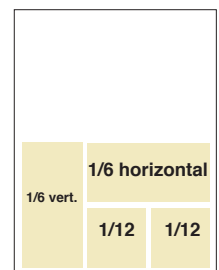
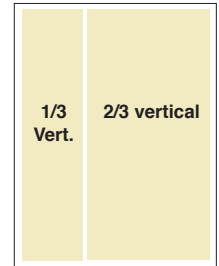
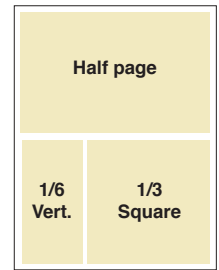
ADVERTISING RATES (US)

	GROSS RATE	30% Charter Discount*
Outside Back Cover	\$14,835	10,385
Inside Front Cover	14,227	9,959
Inside Back Cover	13,650	9,555
Premium Spread	25,000	17,500
Spread	22,000	15,400
Full page	10,585	7,410
2/3 page	8,658	6,061
1/2 page	7,426	5,198
1/3 page	4,704	3,239
1/6 page	3,500	2,450
900-word advertorial	12,370	8,659

* Additional 5% discount for ads paid in full upon signing.

AD SIZES (IN INCHES)

PAGE UNIT	WIDTH	HEIGHT
Spread *(Trim size. See below)	16.75"	10.875"
Full page *(Trim size. See below)	8.325"	10.875"
2/3 vertical	4.75"	9.625"
1/2	7.25"	4.81"
1/3 vertical	2.25"	9.625"
1/3 square	4.75"	4.81"
1/6 vertical	2.25"	4.81"
1/6 horizontal	4.75"	2.25"
1/12	2.25"	2.25"
900-word advertorial	11.125"	10.875"



MECHANICAL REQUIREMENTS

PRINTING SPECIFICATIONS

Compass magazine is printed on an offset press using a computer-to-plate production method. Paper is 70# and 60# coated stock using 200 line screen.

DIGITAL REQUIREMENTS

Digital ads are required when supplying advertising material. Compass magazine is composed in Adobe In-Design CS4. 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. Philips Publishing Group offers in-house design services for your advertisement. Call for a price quote.

IMAGE/RESOLUTION REQUIREMENTS

All color images must be converted to CMYK. Scanned images should be 266-300 dpi at actual size of reproduction. Photos downloaded from web pages are low resolution images (72-100 dpi) and should not be used.

AD FORMATS ACCEPTED

High Resolution PDF.

E-MAIL FILES TO

Marilyn@PhilipsPublishing.com

PDF files no larger than 12mb.

For larger files call for our FTP information

PRODUCTION QUESTIONS

Please contact: Marilyn Esguerra

at 206-284-8285 or email:

Marilyn@PhilipsPublishing.com

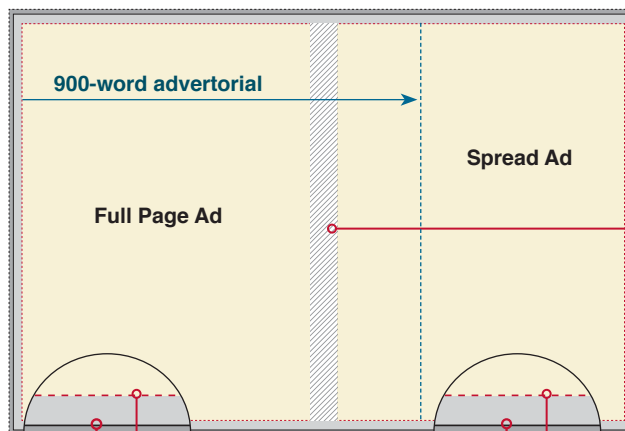
MAILING ADDRESS

Compass magazine c/o Philips Publishing Group

2201 West Commodore Way, Seattle, WA 98199

206-284-8285 • www.philipspublishing.com

* MECHANICAL REQUIREMENTS FOR FULL PAGE AND SPREAD ADS



Gutter - Center of the spread. Avoid placing critical text or images here

Full Page Ads

Live Area - area safe from being trimmed, 1/4" from trim edge. Avoid placing critical text or images outside: 7.825" x 10.375"

Trim Size-Ad Size
8.325" x 10.875"

Bleed Ad Size

Please add 1/8" to Trim Size
Final size with bleed:
8.575" x 11.125"

Spread Ads

Live Area - area safe from being trimmed, 1/4" from trim edge. Avoid placing critical text or images outside: 16.25" x 10.375"

Trim Size-Ad Size
16.75" x 10.875"

Bleed Ad Size

Please add 1/8" to Trim Size
Final size: 17" x 11.125"

Publishes mid-spring 2012.