



# 2018 Media Kit

Victoria Clipper is the only marine carrier providing year-round service between Seattle and Victoria. Our three high-speed catamarans carry more than 300,000 visitors throughout the year—a captive audience for Clipper Vacations Magazine and your advertising message.



**DELIVERING  
300,000 PASSENGERS  
EVERY YEAR TO  
SEATTLE'S  
DOWNTOWN  
WATERFRONT**



**ONE AD IN  
CLIPPER VACATIONS  
MAGAZINE GIVES  
YOU YEAR-LONG  
EXPOSURE**

**CLIPPER  
VACATIONS  
MAGAZINE  
HAS A CAPTIVE  
AUDIENCE —  
EACH TRAVELER  
SPENDS AT  
LEAST 2.5  
HOURS WITH  
OUR MAGAZINE  
DURING EACH  
TRANSIT**

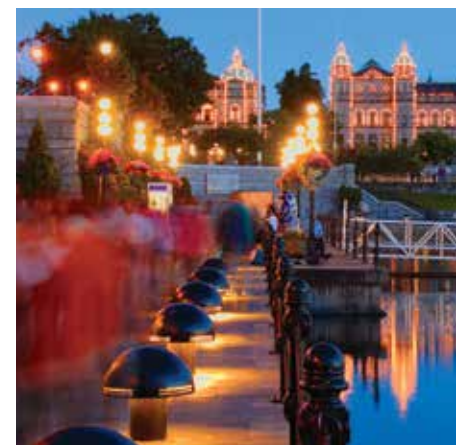


# **WHY ADVERTISE IN CLIPPER VACATIONS MAGAZINE**

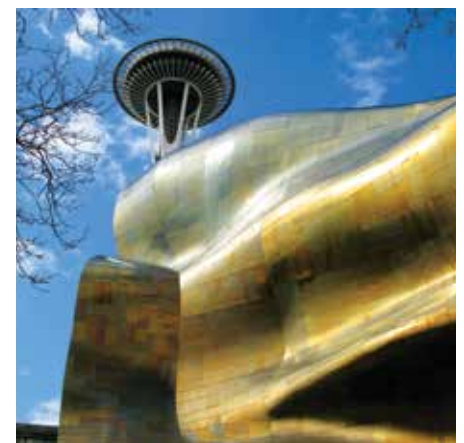


**TOURIST-  
CENTRIC  
EDITORIAL  
ENTICES  
READERS  
INTO YOUR  
BUSINESS**

**MOST PASSENGERS  
SPEND AT LEAST  
TWO NIGHTS IN A  
DOWNTOWN SEATTLE  
HOTEL**



**PASSENGERS TAKE THE  
MAGAZINE WITH THEM  
AS THEY LEAVE THE  
BOAT TO VISIT YOUR  
CITY AS THEIR GUIDE**



**EACH SEATBACK IS REPLENISHED WITH  
A NEW CLIPPER VACATIONS MAGAZINE BEFORE  
EACH TRIP—NORTHBOUND & SOUTHBOUND**





**"We use Clipper Vacations Magazine to reach our core, tourist waterfront customer. It provides relevant, high-quality editorial targeted at our demographic right as they're preparing to visit the waterfront"**

**Kirsten Waschin,  
Director of Marketing,  
Ivar's, Inc., Seattle**



RESERVE AD BY April 4, 2018  
AD MATERIALS DUE April 13, 2018

For more information or to reserve your ad space

**CONTACT:**

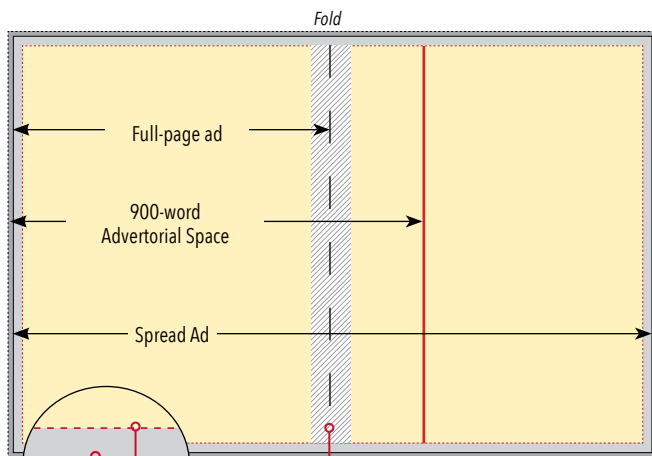
Stephanie Ducharme  
stephanie@philipspublishing.com  
Phone: 206-536-8540

## AD RATES & SPECIFICATIONS

	Size (w x h)	Gross Rate
Back Cover	8.375" x 10.875" *	\$8,470
Inside Front Cover	8.375" x 10.875" *	7,400
Inside Back Cover	8.375" x 10.875" *	7,100
Premium Spread	16.75" x 10.875" * (vertical fold - 8.375"; gutter -.75") (first spread in magazine or centerfold)	15,290
Spread	16.75" x 10.875" * (vertical fold - 8.375"; gutter -.75")	12,980
Full page	8.375" x 10.875" *	6,795
2/3-page Map Adjacent	4.75" x 9.625"	5,403
2/3-page	4.75" x 9.625"	5,168
1/2-page	7.25" x 4.81"	4,080
1/3-page	(sq) 4.75" x 4.81" or (v) 2.25" x 9.625"	2,925
1/6-page	(h) 4.75" x 2.25" or (v) 2.25" x 4.81"	1,695
1/12-page	2.25" x 2.25"	897
100-word Advertorial		710
900-word Advertorial	11" x 10.875" * (vertical fold - 8.375"; gutter -.75")	7,150

- **Early Payment Discount:** Receive 10% discount if paid in full prior to February 9, 2018. Gross rates apply thereafter. No discounts on past due account.
- **Premium Position:** Add 15% to rate (any required position).
- All advertising prices include four-color process. Ads must be supplied press-ready.
- We accept high-resolution PDFs at 300dpi resolution, colors converted to CMYK and all fonts embedded. Please email ads to design@philipspublishing.com
- Philips Publishing offers design and production services. Please call for an estimate.

\* BLEED ADS: For full page, spread and 900-word advertorial bleed ads: please add 1/8" all around trim size.

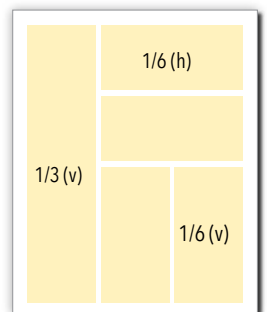
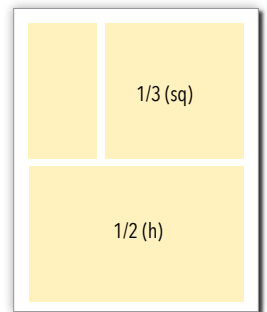


Gutter - .75" wide at centerfold. Avoid placing critical text or images here

**Live Area** - keep all vital advertising material at least .25" from the final trim edge.

**Trim Edge** - ad size

**Bleed Ad** - Extend ad 1/8" past Trim Edge (all sides)



**Reserve ad by April 4, 2018  
Ad materials due April 13, 2018**

# Additional Advertising Opportunities

<b>BROCHURE RACKING</b> 6 brochure slots – located in the Victoria ticketing and arrival areas, Seattle ticketing and departure areas and the Clipper vessels		\$600/6 mos.	\$770/year
<b>POSTER SPACE RENTAL*</b> 30"W X 40"H poster frames located in the ticketing and arrival areas of the Victoria terminal. Each poster frame also features 2 brochure racking slots.		\$600/6 mos.	\$770/year Each successive poster add \$545
<b>BROCHURE RACKING &amp; POSTER SPACE RENTAL</b>		\$1,100/6 mos.	\$1,320/year
<b>TERMINAL VIDEO DISPLAY ADS*</b> Terminal Video Monitors: 6 monitors in Seattle, 12 advertising slots, 30 second run time–alternating with no more than one other ad on the screens. Monitors are not networked for synchronization. Ad Mechanics: Dimensions: 1920 x 1080 pixels Resolution: 72dpi File Format: JPG	\$1,500/3 mos. (JUL-SEPT)	\$2,000/6 mos.	\$2,500/year
	\$1,000/3 mos. (APR-JUN or OCT-DEC)		
	\$750 /3 mos. (JAN-MAR)		
<b>BUNDLED PACKAGE 1</b> • 1/3 page Print Ad or larger and • Poster OR Video Display Ad*	Receive 20% discount on poster OR video display rates		
<b>BUNDLED PACKAGE 2</b> • 1/3 page Print Ad or larger • Brochure Racking and • Poster OR Video Display Ad*	Receive 30% discount on poster OR video display rates		
<b>GROUP BUYS</b> Non-Profit Trade Associations can qualify for a group buy of two adjacent pages for \$10,000* net. Contact your advertising representative for details.			

\* Poster Space Rental available only in Victoria. Terminal Video Display available only in Seattle.



FOR MORE INFORMATION  
OR TO RESERVE YOUR  
AD SPACE CONTACT:  
Stephanie Ducharme  
stephanie@philippublishing.com  
Phone: 206-536-8540

SEND HIGH RESOLUTION  
PDF ADS TO:  
Charlotte Scott  
design@philippublishing.com  
206-284-8285

## Philips Publishing Group

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