

MV COHO

Magazine

2019 MEDIA KIT

MV COHO is the only carrier to provide year-round service between Port Angeles and Victoria, carrying **450,000 passengers** every year! *MV COHO Magazine* is the only publication you need to reach tourists and visitors to the Olympic Peninsula.

- Total economic impact of \$45M on the Olympic Peninsula in 2017.
- Average traveling party size is 2.8 persons.
- Average 1.35 nights on the Peninsula.
- 60% report household incomes greater than \$75,000.
- 80% of traffic is traveling for leisure.
- Primary traffic is from Washington, Oregon and California with 20–30% from BC.
- 128,000 vehicles transported each year.
- *MV COHO Magazine* is handed to each driver loading onto the ferry departing both Victoria and Port Angeles terminals.
- Additional magazines are distributed at local retailers in both port destinations.



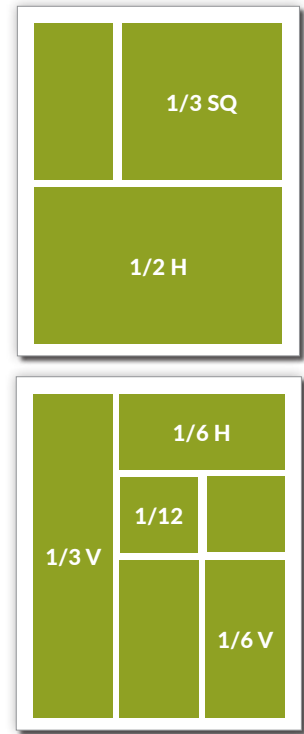
 **Black Ball**
M.V. COHO FERRY LINE

Philips Publishing Group

Black Ball Ferry Line is the registered owner of *MV COHO Magazine*, published by Philips Publishing Group.
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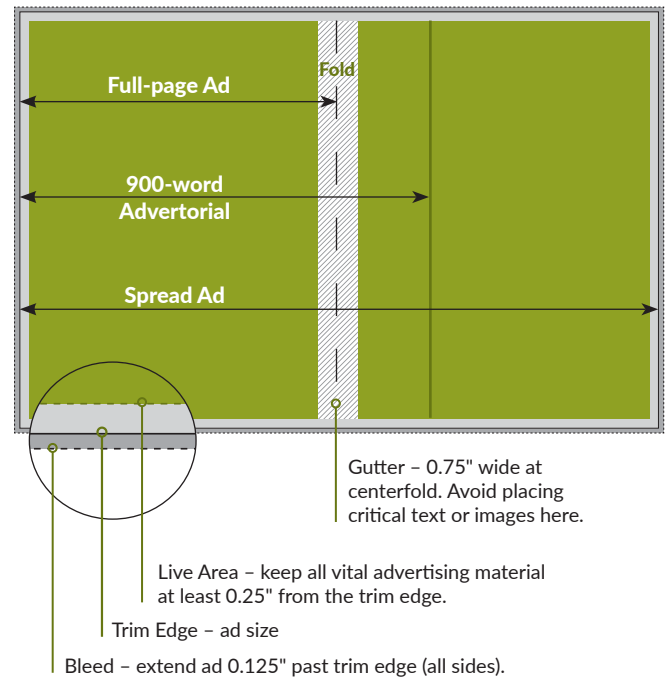
2019 AD RATES & SPECIFICATIONS

	SIZE (W x H)	RATE
PREMIUM SPREAD*	16.75" x 10.875" (trim) (vertical fold - 8.375")	\$14,500
SPREAD*	16.75" x 10.875" (trim) (vertical fold - 8.375")	12,000
BACK COVER*	8.375" x 10.875" (trim)	8,470
INSIDE FRONT COVER*	8.375" x 10.875" (trim)	8,140
INSIDE BACK COVER*	8.375" x 10.875" (trim)	7,810
FULL PAGE*	8.375" x 10.875" (trim)	6,795
2/3 PAGE MAP-ADJACENT	4.75" x 9.625"	5,945
2/3 PAGE	4.75" x 9.625"	5,170
1/2 PAGE	7.25" x 4.81"	4,080
1/3 PAGE	SQ: 4.75" x 4.81" • V: 2.25" x 9.625"	2,925
1/6 PAGE	H: 4.75" x 2.25" • V: 2.25" x 4.81"	1,695
1/12 PAGE	2.25" x 2.25"	895
100-WORD ADVERTORIAL		646
900-WORD ADVERTORIAL*	11" x 10.875" (trim) (vertical fold - 8.375")	7,150
Design & Production (Up to three proofs. Additional charges apply thereafter)		\$100



- **Early Payment Discount:** Receive 10% discount if paid in full prior to **February 8, 2019**. 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, colors converted to CMYK and all fonts embedded. **Please email ads to design@philipspublishing.com.**
- We do not accept publisher files.

*Additional specifications for full-page, spread and 900-word advertorial bleed ads: please extend 0.125" bleed past trim edges. Keep text 0.25" inside of trim edges.



Reserve ad by **March 1, 2019** Ad materials due **March 8, 2019**

For more information or to reserve your ad space

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