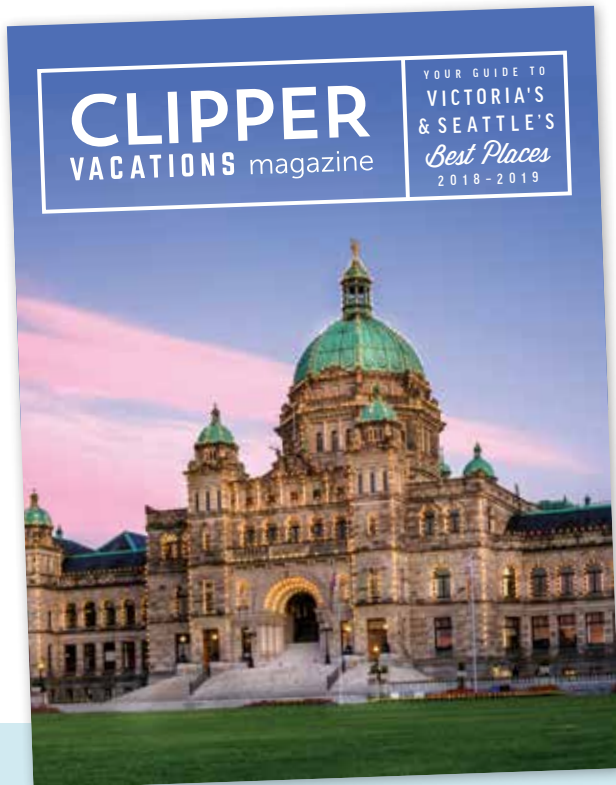




2019 MEDIA KIT



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



Why advertise in

CLIPPER VACATIONS MAGAZINE

Clipper Navigation delivers **300,000 passengers** to Victoria per year

Each seatback is replenished with a new *Clipper Vacations Magazine* before each trip—northbound and southbound

A **captive audience**—each traveler spends at least 2.5 hours with our magazine during each visit

Tourist-centric editorial entices readers into your business

Passengers **take the magazine with them** as they leave the boat

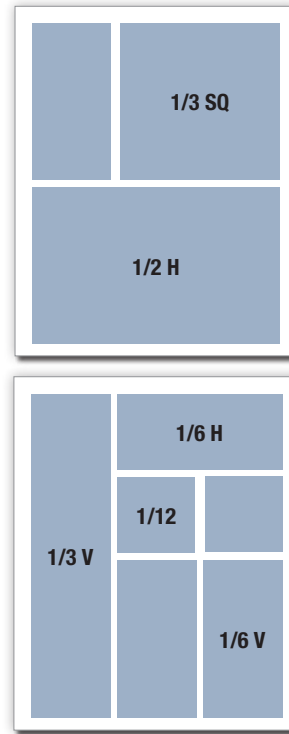
One ad in *Clipper Vacations Magazine* gives you **year-long exposure**

Most passengers spend at least **one night in a Victoria hotel**



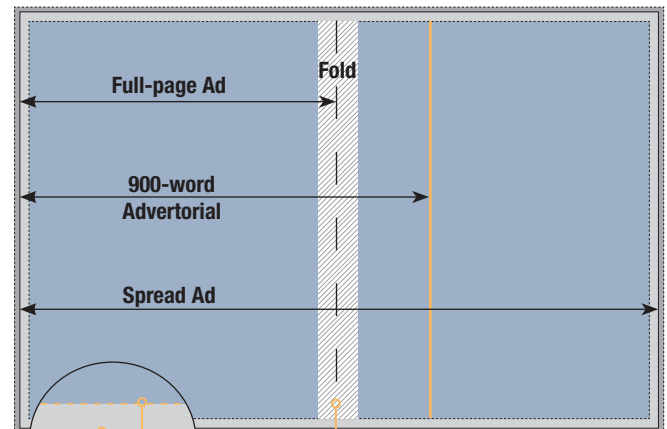
AD RATES & SPECIFICATIONS

	SIZE (W x H)	RATE
PREMIUM SPREAD*	16.75" x 10.875" (trim) (vertical fold – 8.375")	\$15,290
SPREAD*	16.75" x 10.875" (trim) (vertical fold – 8.375")	12,980
BACK COVER*	8.375" x 10.875" (trim)	8,470
INSIDE FRONT COVER*	8.375" x 10.875" (trim)	7,400
INSIDE BACK COVER*	8.375" x 10.875" (trim)	7,100
FULL PAGE*	8.375" x 10.875" (trim)	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" • 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"	897
100-WORD ADVERTORIAL		710
900-WORD ADVERTORIAL*	11" x 10.875" (trim) (vertical fold – 8.375")	7,150
Design & Production (Up to three proofs. Additional charges will 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.



Gutter – 0.75" wide at centerfold. Avoid placing critical text or images here.

Live Area – keep all vital advertising material at least 0.25" from the trim edge.

Trim Edge – ad size

Bleed – extend ad 0.125" past trim edge (all sides).

Reserve ad by April 3, 2019 Ad materials due April 11, 2019

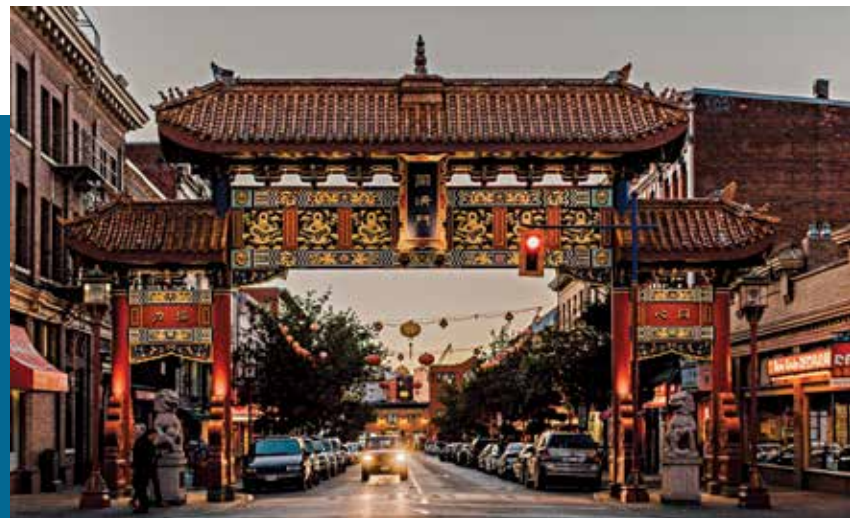
For more information or to reserve your ad space

CONTACT:

Todd Ferris
Todd@philipspublishing.com
 250-508-5797

“Budget Rent-a-Car of Victoria has advertised in *Clipper Vacations Magazine* for more than 20 years. We continue to see an increase in our onboard reservations and believe that this is attributable to the high-quality publication that the magazine is.”

BUDGET RENT-A-CAR OF VICTORIA



ADDITIONAL ADVERTISING OPPORTUNITIES

BROCHURE RACKING Brochure slots located in the Victoria ticketing and arrival areas, Seattle ticketing and departure areas, and the Clipper vessels		\$600 / Six months	\$770 / Year
POSTER SPACE RENTAL* 30"W x 40"H poster frames located in the ticketing and arrival areas of the Victoria terminal. Each poster frame also features two brochure racking slots.		\$600 / Six months	\$770 / Year For each successive poster, add \$545
BROCHURE RACKING & POSTER SPACE RENTAL		\$1,100 / Six months	\$1,320 / Year
TERMINAL VIDEO DISPLAY ADS* <i>Terminal Video Monitors:</i> Six 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. <i>Ad Mechanics:</i> Dimensions: 1920 x 1080 pixels Resolution: 72dpi File Format: JPG	\$1,500 / Three months (JULY–SEPTEMBER)	\$2,000 / Six months	\$2,500 / Year
	\$1,000 / Three months (APRIL–JUNE OR OCTOBER–DECEMBER)		
	\$750 / Three months (JANUARY–MARCH)		
BUNDLED PACKAGE 1 <ul style="list-style-type: none"> • 1/3-page print ad or larger; and • Poster OR video display ad* 	<ul style="list-style-type: none"> • Receive 20% discount on poster OR video display rates 		
BUNDLED PACKAGE 2 <ul style="list-style-type: none"> • 1/3-page print ad or larger; • Brochure racking; and • Poster OR video display ad* 	<ul style="list-style-type: none"> • Receive 30% discount on poster OR video display rates 		
GROUP BUYS 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:

Todd Ferris
todd@philippublishing.com
250-508-5797

Send high-resolution PDF ads to:

Charlotte Harris
design@philippublishing.com
206-284-8285

Philips Publishing Group

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