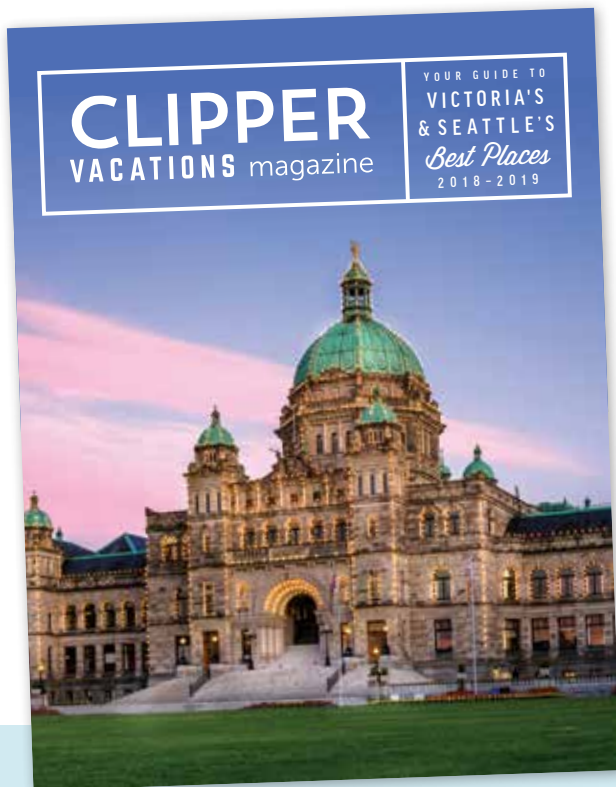




2019 MEDIA KIT



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 Seattle's downtown waterfront 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

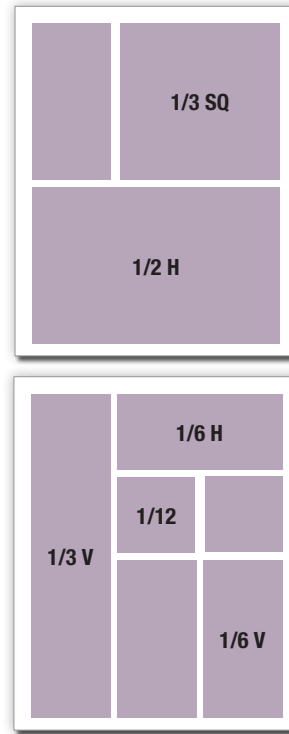
Passengers **take the magazine with them** as they leave the boat

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

Most passengers spend at least **two nights in a Seattle hotel**

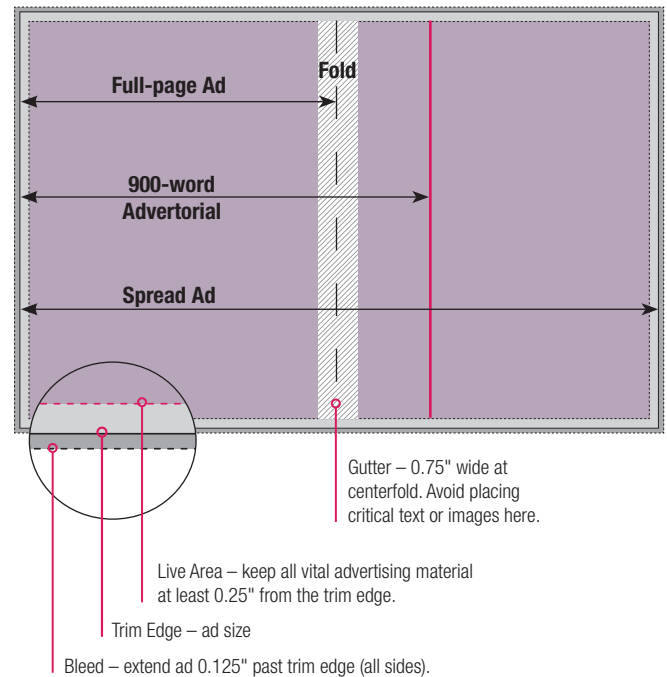
AD RATES & SPECIFICATIONS

	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"	5,400
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"	900
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 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 **April 3, 2019** Ad materials due **April 11, 2019**

For more information or to reserve your ad space

CONTACT:

Danton Hicks
danton@philipspublishing.com
 206-660-5147

"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 WLASCHIN,
 DIRECTOR OF MARKETING, IVAR'S, INC., SEATTLE



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:

Danton Hicks
danton@philippublishing.com
206-660-5147

Send high-resolution PDF ads to:

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

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