

2017 MEDIA KIT



MV COHO is the only carrier to provide year round service between Port Angeles and Victoria carrying 400,000 passengers every year! *MV COHO Magazine* is the only publication you need to reach tourists and visitors to Victoria and the Olympic Peninsula.



Black Ball Ferry Line is the registered owner of M.V. Coho Magazine published by Philips Publishing Group.

Philips Publishing Group

www.philipspublishing.com

FOR MORE INFORMATION OR TO RESERVE YOUR AD SPACE CONTACT:
Simone Grady, Account Director
Email simone.grady@philipspublishing.com
Phone (250) 360-6737
Fax (250) 590-3519



MV COHO Magazine is the best advertising vehicle for reaching Vancouver Island

- The average COHO Rubber Tire expenditure in April-June 2010 was \$448; overall weighted average for all visitors was \$348.
- MV Coho visitors generated \$123.7M in local economic impact, with \$61M in direct spending on the island
- Average stay on Vancouver Island was 1.8 nights
- *MV COHO Magazine* is handed to each driver loading onto the COHO ferry departing from both Victoria and Port Angeles terminals—averaging 280,000 readers. Additionally the magazine is distributed at local retailers in both port destination.



Your partner in promoting Vancouver Island

Black Ball Ferry Line invests significant resources in both the Seattle and Portland media markets to help drive traffic to Vancouver Island.

"SHARE VANCOUVER ISLAND" CAMPAIGN

Black Ball worked collaboratively with local destination marketing organizations to create the "Share Vancouver Island" ad campaign (www.sharevancouverisland.com)

In addition to extensive print and online messaging, TV ads were run in Portland and Seattle markets, generating more than 10,000 contest entries and 13 million impressions.

Black Ball also took a lead role in the promotion of Victoria in the Seattle and Portland markets via TV and radio advertising which resulted in over 5,000 additions to our contest and mailing lists.

Auto traffic to Vancouver Island is up by more than 10% in 2015 so far!

For more information or to reserve your ad space contact:

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Send high resolution PDF ads to:

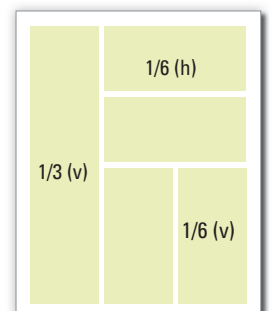
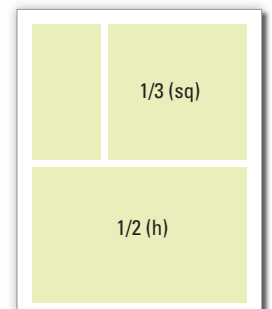
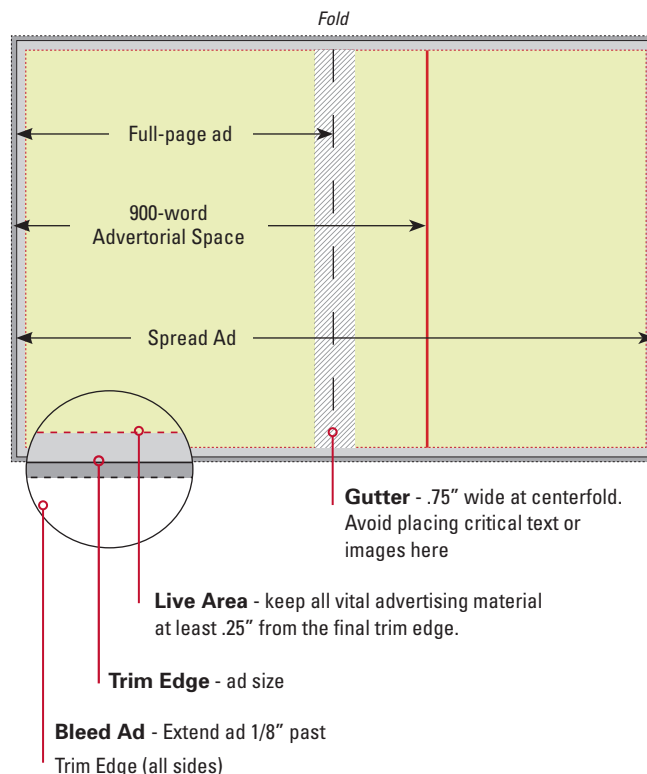
Marilyn Esguerra
marilyn@philipspublishing.com
(206) 284-8285

2017 AD RATES & SPECIFICATIONS FOR *MV COHO MAGAZINE*

	Size (w x h)	Gross Rate
Back Cover	8.375" x 10.875" *	\$8,470
Inside Front Cover	8.375" x 10.875" *	8,140
Inside Back Cover	8.375" x 10.875" *	7,810
Premium Spread	16.75" x 10.875" * (vertical fold - 8.375"; gutter - .75")	14,500
Spread	16.75" x 10.875" * (vertical fold - 8.375"; gutter - .75")	12,000
Full page	8.375" x 10.875" *	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" 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"	895
100-word Advertorial		646
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, 10, 2017. 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 clippervacations@philipspublishing.com
- Philips Publishing offers design and production services. Please call for an estimate.

* Additional specifications for full page, spread and 900-word advertorial ads: please extend 1/8" past trim edge for bleed ads.



Reserve ad by
March 17, 2017

Ad materials due
March 31, 2017