

# 2017 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.





## WHY ADVERTISE IN CLIPPER VACATIONS MAGAZINE

- Clipper Navigation carries more than 300,000 passengers per year
- Double-digit increases in ridership in each of the last two years (2014, 2015)...and again this summer! (2017, through June)
- Each seatback is replenished with a new Clipper Vacations Magazine before each trip – northbound and southbound
- Clipper Vacations Magazine has a captive audience—each traveler spends at least 2½ hours with our magazine during each transit
- Tourist-centric editorial entices readers into your business
- Passengers take the magazine with them as they leave the boat to visit your city as their guide
- One ad in Clipper Vacations Magazine gives you year-long exposure
- Most passengers spend at least one night in Victoria, and two nights in Seattle



“Our advertising in *Clipper Vacations Magazine* has proven to be highly effective in encouraging Victoria-bound visitors to visit The Butchart Gardens. The magazine and the work we have done with the Clipper Vacations marketing team provide us with solid results during these challenging times.”

*Dave Cowen, General Manager, The Butchart Gardens*



“Budget Rent a Car of Victoria has advertised in the Clipper 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 Clipper magazine is. We would have no hesitation in recommending the magazine.”

*Budget Rent-a-Car of Victoria*

RESERVE AD BY April 14, 2017  
AD MATERIALS DUE April 28, 2017

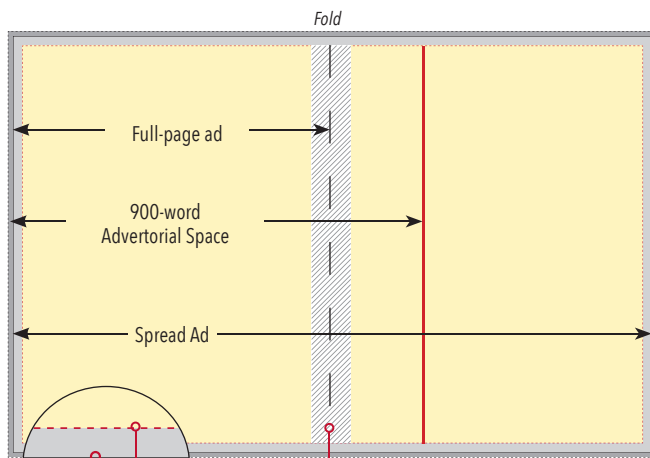
For more information or to reserve your ad space contact:  
Simone Grady  
Account Director, Canada  
simone.grady@philipspublishing.com  
Phone: (250) 360-6737  
Fax: (250) 590-3519

## 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, 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](mailto:clippervacations@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.

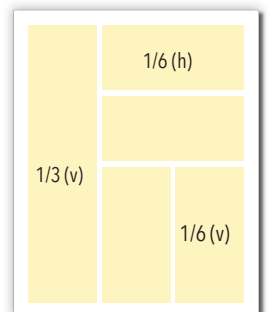
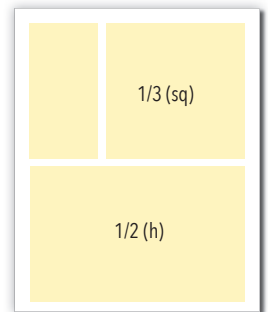


Gutter - .75" wide at centerfold. Avoid placing critical text or images here

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)



# 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.



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SEND HIGH RESOLUTION PDF ADS TO:

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**Philips Publishing Group**

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