



**2016  
MEDIA  
KIT**

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





“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

## 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		\$550/6 mos.	\$700/year
<b>POSTER SPACE RENTAL*</b> 30"W X 40"H poster frames located in the ticketing and departure areas of the Victoria terminal. Each poster frame also features 2 brochure racking slots.		\$550/6 mos.	\$700/year Each successive poster add \$495
<b>BROCHURE RACKING &amp; POSTER SPACE RENTAL</b>		\$1,000/6 mos.	\$1,200/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) \$1,000/3 mos. (Apr-Jun or Oct-Dec) \$750 /3 mos. (Jan-Mar Includes two-week shutdown in January)	\$2,000/6 mos.	\$2,500/year
Bundled Package 1 • 1/3 page Print Ad or larger and • Poster OR Video Display Ad*	Receive 20% discount on poster OR video display rates		
Bundled Package 2 • 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.



**CLIPPER**  
VACATIONS

The Clipper Vacations Magazine is published by Philips Publishing Group for Clipper Navigation, Inc.

**Philips Publishing Group**

www.philipspublishing.com • 206-284-8285

FOR MORE INFORMATION OR TO RESERVE YOUR AD SPACE CONTACT:  
Julie Applegate, US Account Director  
Email [julie@philipspublishing.com](mailto:julie@philipspublishing.com)  
Cell (206) 753-7250

SEND HIGH RESOLUTION PDF ADS TO:  
Marilyn Esguerra  
[clippervacations@philipspublishing.com](mailto:clippervacations@philipspublishing.com)  
(206) 284-8285





"We use *Clipper Vacations Magazine* to reach our core 'walk-on' customers. *Clipper Vacations Magazine* provides us with a relevant editorial environment and a high quality product targeted at our demographic—which they read as they prepare to visit the waterfront."

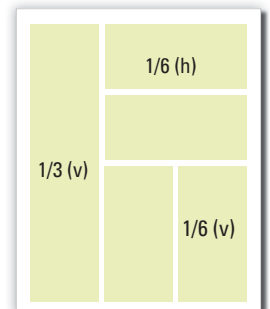
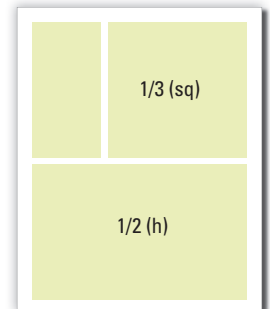
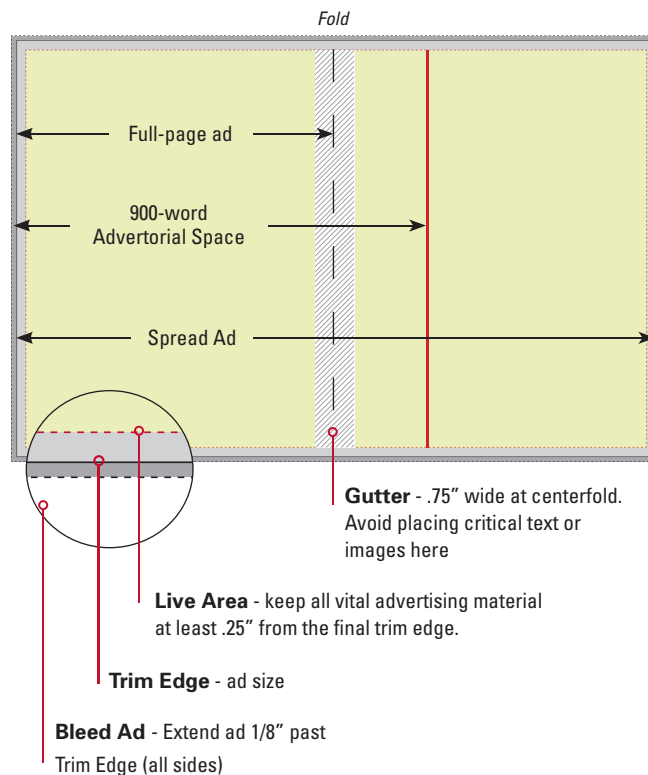
Kirsten Wlaschin  
Director of Marketing, Ivar's, Inc.

## AD RATES & SPECIFICATIONS

	Size (w x h)	Gross Rate
Back Cover	8.375" x 10.875" *	\$7,700
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)	13,900
Spread	16.75" x 10.875" * (vertical fold - 8.375"; gutter - .75")	11,800
Full page	8.375" x 10.875" *	6,178
2/3 page	4.75" x 9.625"	4,698
1/2 page	7.25" x 4.81"	3,710
1/3 page	(sq) 4.75" x 4.81" or (v) 2.25" x 9.625"	2,659
1/6 page	(h) 4.75" x 2.25" or (v) 2.25" x 4.81"	1,541
1/12 page	2.25" x 2.25"	815
100-word Advertorial		646
900-word Advertorial	11" x 10.875" * (vertical fold - 8.375"; gutter - .75")	6,500

- **Early Payment Discount:** Receive 10% discount if paid in full prior to February, 12, 2016. 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.

\* **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 25, 2016

**Ad materials due**  
April 8, 2016



## NO PARKING REQUIRED!

300,000 Clipper Navigation passengers arrive each year at the Clipper terminal in the downtown Seattle waterfront. These passengers all arrive on foot, ready to spend discretionary income in the downtown retail core. They are here to enjoy our shopping, dining and entertainment options—without the hassle of parking.

*Clipper Vacations Magazine* is your opportunity to capture these visitors' dollars.

## Why Advertise in *Clipper Vacations Magazine*



For more information or to reserve your ad space contact:

Julie Applegate  
US Account Director  
julie@philipspublishing.com  
(206) 753-7250

- Clipper Navigation carries more than 300,000 passengers per year
- Double-digit increases in ridership in each of the last two years (2013, 2014)...and again this summer! (2015, 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

## Seattle Focus



We'll feature expanded editorial coverage of downtown Seattle and in-close neighborhoods. Well-known lifestyle writer and Seattle resident **Erin James**

will highlight the "must sees" and "must dos" of the Emerald City's vibrant city scene, including:

- **BREWERIES, WINERIES, DISTILLERIES** and the food to go with them. How and who to visit while learning what to eat alongside—and a level deeper, with how to eat seasonally and locally.
- **WHAT DO LOCALS SEE AND DO?** Art galleries, museums, sporting events, carnivals and festivals ...and off the beaten path streets and shopping corridors.
- **GETTING THE DAY STARTED:** coffee roasters and pastries, along with the cafes that serve them.

*Clipper Vacations Magazine* targets the young, mobile and affluent traveler visiting Seattle to enjoy fine dining and local craft beers, sporting events and music festivals. No other publication delivers this market like *Clipper Vacations Magazine*.