



**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.”

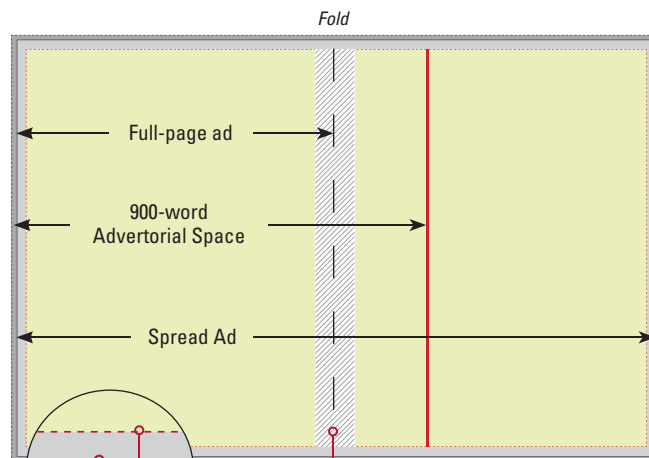
Budget Rent-a-Car of Victoria

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" *	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") (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, 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
- 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.**

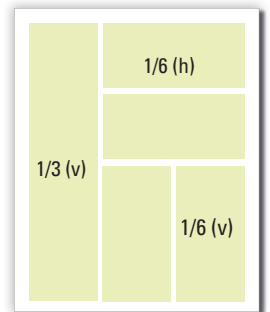
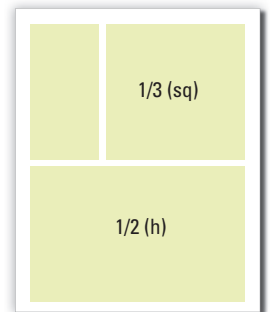


Gutter - .75" wide at centerfold.
Avoid placing critical text or images here

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)



Reserve ad by
March 25, 2016

Ad materials due
April 8, 2016



“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

Why Advertise in *Clipper Vacations Magazine*



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

- 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



"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., Seattle

Additional Advertising Opportunities

BROCHURE RACKING 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
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 2 brochure racking slots.		\$600/6 mos.	\$770/year Each successive poster add \$545
BROCHURE RACKING & POSTER SPACE RENTAL		\$1,100/6 mos.	\$1,320/year
TERMINAL VIDEO DISPLAY ADS* 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 Includes two-week shutdown in January)		
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		
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.



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:
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SEND HIGH RESOLUTION PDF ADS TO:
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