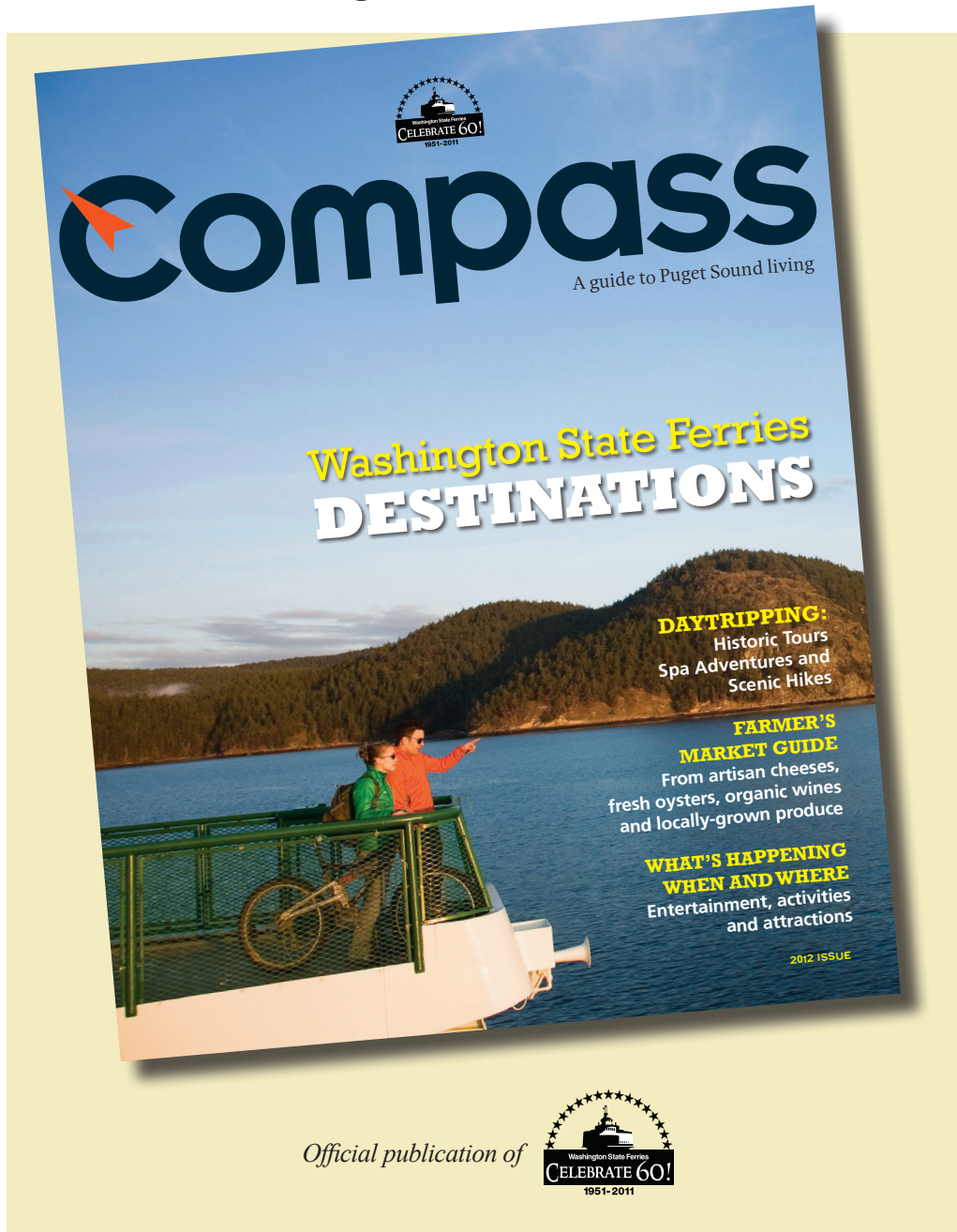


COMPASS MAGAZINE MEDIA KIT

Washington State Ferries 60th Anniversary Publication



Official publication of



ADVERTISER BENEFITS

- One-of-a-kind Annual 60th Anniversary Publication
- Historical and reference oriented WSF information
- 22 million+ passengers annually.
- 500,000 copies distributed
- High propensity for increased message retention through a Captive Audience
- Average dwell time per rider 39 Minutes
- Reach commuters, shoppers, recreational enthusiasts and tourists.
- Approximately 44% of the Seattle DMA* utilizes the services of WSF during the course of a year.
- WSF is the #1 Tourist Attraction in the State
- Largest Ferry Service in the USA and Third Largest in the World

DISTRIBUTION

- To all WSF passenger terminals.
- Onboard all active WSF Vessels
- To Major Downtown Hotels
- Destination Chambers of Commerce
- Various Tourism Associations

DEMOGRAPHICS

- Average Household Income Systemwide: \$88,000 (147 index to Seattle DMA*)
- College Educated: 73% (146 index to Seattle DMA*)
- Median Age: 49 (Age: 18-34 29%; 35-54: 40%, 55+: 28%)

* Designated Marketing Area

To Advertise Contact:

Lisa Hamilton

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Phone: (206) 283-4440
Cell: (206) 769-3495
Fax: (206) 283-4445

Compass magazine is the registered owner of Washington State Ferries published by Philips Publishing Group.

Philips Publishing Group

www.philipspublishing.com

Philips Publishing Group specializes in the publication of newspapers and magazines for the marine, commercial fishing and maritime industrial markets.

ADVERTISING RATES (US)

Outside Back Cover	\$14,835
Inside Front Cover	\$14,227
Inside Back Cover	13,650
Premium Spread	25,000
Spread	22,000
Full page	12,370
2/3 page	8,658
1/2 page	7,426
1/3 page	4,704
1/6 page	2,830
1/12 page	1,698
100-word advertorial	2,500
900-word advertorial	10,585

10% discount for ads paid in full prior to December 16, 2011.

AD SIZES (IN INCHES)

PAGE UNIT	WIDTH	HEIGHT
Spread <i>*(Trim size. See below)</i>	16.75	10.875"
Full page <i>*(Trim size. See below)</i>	8.325"	10.875"
2/3 vertical	4.75"	9.625"
1/2	7.25"	4.81"
1/3 vertical	2.25"	9.625"
1/3 square	4.75"	4.81"
1/6 vertical	2.25"	4.81"
1/6 horizontal	4.75"	2.25"
1/12	2.25"	2.25"
100-word advertorial	1/6-page space	
900-word advertorial	11.125"	10.875"

Reserve your ad space by March 2, 2012
 Publication Date: April 15, 2012

MECHANICAL REQUIREMENTS

PRINTING SPECIFICATIONS

Ship to Shores is printed on an offset press using a computer-to-plate production method. Paper is 70# and 60# coated stock using 200 line screen.

DIGITAL REQUIREMENTS

Digital ads are required when supplying advertising material. *Ship to Shores* is composed in Adobe In-Design CS4. All ads should be built at 100% of the reproduction size and should be no less than 266 dpi for scanned images and 600 dpi for line art. Philips Publishing Group offers in-house design services for your advertisement. Call for a price quote.

IMAGE/RESOLUTION REQUIREMENTS

All color images must be converted to CMYK. Scanned images should be 266-300 dpi at actual size of reproduction. Photos downloaded from web pages are low resolution images (72-100 dpi) and should not be used.

AD FORMATS ACCEPTED

High Resolution PDF.

E-MAIL FILES TO

Marilyn@PhilipsPublishing.com
 PDF files no larger than 12mb.
 For larger files call for our FTP information

PRODUCTION QUESTIONS

Please contact: Marilyn Esguerra
 at 206-284-8285 or email:
Marilyn@PhilipsPublishing.com

MAILING ADDRESS

Ship to Shores c/o Philips Publishing Group
 2201 West Commodore Way, Seattle, WA 98199
 206-284-8285 • www.philipspublishing.com

*** MECHANICAL REQUIREMENTS FOR FULL PAGE AND SPREAD ADS**

