

CLIPPER MAGAZINE

*Celebrating more than 40 years of
service between Seattle and Victoria*



"We use Clipper Magazine to reach thousands of Canadian customers who spend almost three hours on the boat traveling to Seattle with our ad right in front of them."

*Bob Donegan
President
Ivar's*



AD SALES

Katie Higgins
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2027 MEDIA KIT

FRS Clipper provides the only fast ferry service from downtown Seattle straight to Victoria's Inner Harbour. Every year, tens of thousands of visitors travel via the Clipper V, giving advertisers the perfect opportunity to influence purchases as they plan activities, shopping, and meals on board.

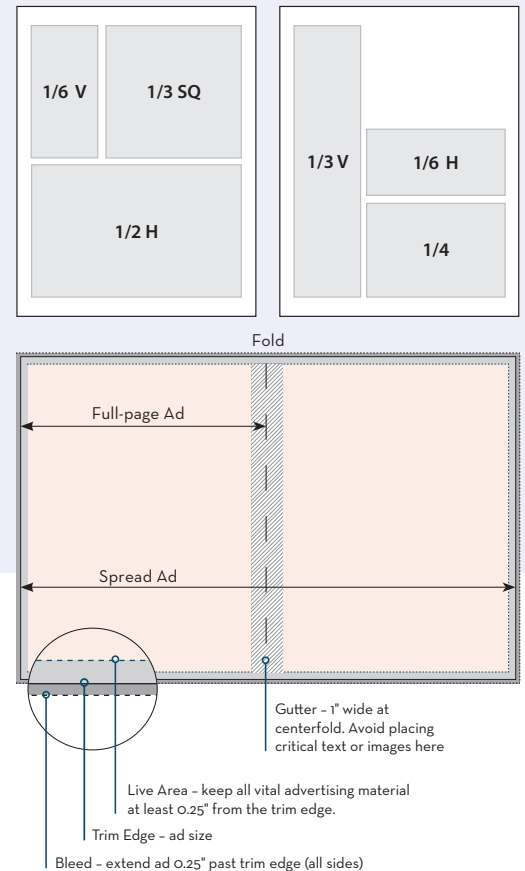
- FRS Clipper delivers tens of thousands of passengers to Seattle's downtown waterfront per year
- A captive audience—each traveler spends at least 2.5 hours with our magazine during each visit
- Tourist-centric editorial entices readers into your business
- One ad in *Clipper Magazine* gives you year-long exposure
- Most passengers spend at least two nights in a Seattle hotel



AD RATES AND SPECIFICATIONS

	SIZE (W X H)	OPEN RATE
PREMIUM SPREAD*	16.75" x 10.875" (trim) (vertical fold: 8.375")	\$7,500
SPREAD*	16.75" x 10.875" (trim) (vertical fold: 8.375")	\$4,800
BACK COVER*	8.375" x 10.875" (trim)	\$5,700
INSIDE FRONT COVER*	8.375" x 10.875" (trim)	\$4,500
INSIDE BACK COVER*	8.375" x 10.875" (trim)	\$3,600
FULL PAGE*	8.375" x 10.875" (trim)	\$2,800
2/3 PAGE	4.75" x 9.625"	\$2,500
1/2 PAGE	7.25" x 4.81"	\$2,100
1/3 PAGE	SQ: 4.75" x 4.81" V: 2.25" x 9.625"	\$1,700
1/4 PAGE	4.75" x 3.5"	\$1,250
1/6 PAGE	H: 4.75" x 2.25" V: 2.25" x 4.81"	\$960
AD DESIGN & PRODUCTION (Up to two revisions. Additional charges apply thereafter.)		\$100

*Additional specifications for Bleed Ads: Please extend .125" bleed past trim edges. Keep text and critical images .25" inside of trim edges and .5" from center fold.



IMPORTANT AD DEADLINES

- **Early Bird 10% Discount:** Reserve ad and pay by Dec. 31, 2026
- **Ad materials due by Mar. 12, 2027**
- **Publication Date: Apr. 9, 2027**

- **EARLY PAYMENT DISCOUNT:** Receive a 10% discount if paid in full prior to December 31, 2026. Gross rates apply thereafter. No discounts on past due account.
- **Premium Position:** Add 15% for secured position in the magazine. Premium is a secured position.
- All advertising prices include four-color process. Ads must be supplied press-ready.
- We accept high-resolution PDFs at 300dpi, colors converted to CMYK and all fonts embedded. Please email ads to doug@colibrinw.com.



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Clipper Magazine is published by Colibri Northwest for FRS Clipper.
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