



# Washington Trails Advertising Rates 2011

*Washington Trails* is the magazine for hikers!

Readers turn to *Washington Trails* for news about trails, hiking techniques, gear reviews and great outdoor photography. Your ad reaches more than 15,000 active outdoor enthusiasts each issue!

**Deadlines:** Orders must be placed by the 15th, two months prior to publication. Artwork must be received by the first of month prior to publication.

Issue	Order Due	Art Due
Jan/Feb	November 15	December 1
March/April	January 15	February 1
May/June	March 15	April 1
July/Aug	May 15	June 1
Sept/Oct	July 15	August 1
Nov/Dec	September 15	October 1

**Mechanics:** Ads must be digital artwork, saved as a TIFF or PDF file, 300 dpi or higher. Color artwork should be in CMYK.

Files 10 MB or less may be emailed to editor@wta.org. Files 11 MB or more should be burned to CD and mailed to the WTA office, attn: Editor.

**Ad Space Rates:** Order ads in bulk for the best price and for consistent exposure to our readers.

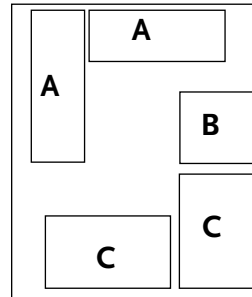
## Black & White

	1x	2x	3-4x	5x +
A	\$135	\$120	\$110	\$100
B	\$165	\$150	\$140	\$130
C	\$275	\$260	\$250	\$240
D	\$450	\$435	\$425	\$415
E	\$475	\$460	\$450	\$440
F	\$625	\$615	\$605	\$595
G	\$750	\$735	\$725	\$715
H	\$750	\$735	\$725	\$715
I	\$900	\$885	\$875	\$865

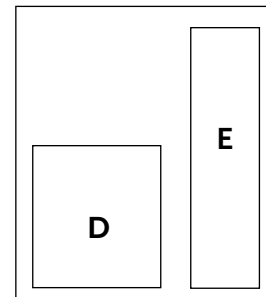
## Four-Color Process

	1x	2x	3-4x	5x +
F	\$900	\$885	\$875	\$865
G/H	\$1250	\$1200	\$1175	\$1150
J	\$1500	\$765	\$1375	\$1350
K	\$1750	\$1600	\$1575	\$1550

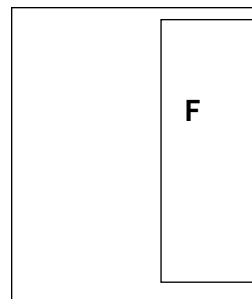
## Display Advertising Sizes



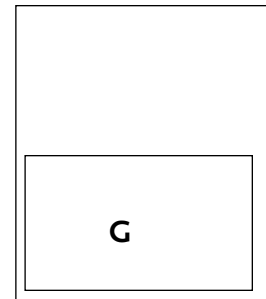
- A: 1.25" w x 4.5" h (vertical)
- A: 4.25" w x 1.25" h (horiz)
- B: 2.75" x 2.75"
- C: 2.75" x 4.5" (vertical)
- C: 4.25" w x 2.75" h (horiz)



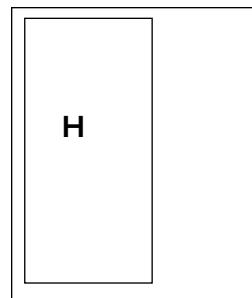
- D: 4.25" x 4.25"
- E: 2.75" w x 9" h (narrow vertical)



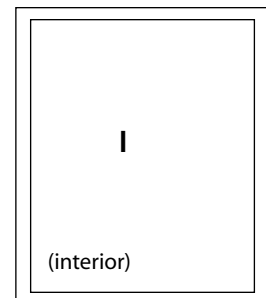
F: 3.25" w x 9.5" h



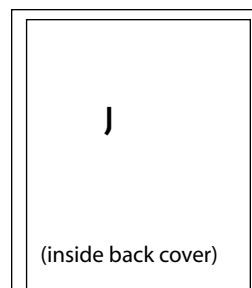
G: 8" w x 5" h (horiz)



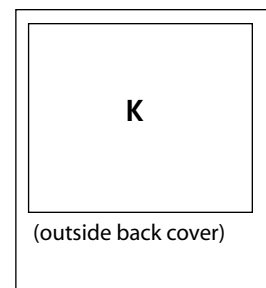
H: 4.75" w x 9.5" h (vertical)



I: 7.25" w x 9.5" h



J: 7.25" w x 9.5" h



K: 7.25" w x 7.5" h