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 recieved by the the first of month prior to publiciation.

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.

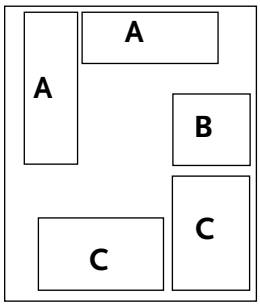
Black & White

	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

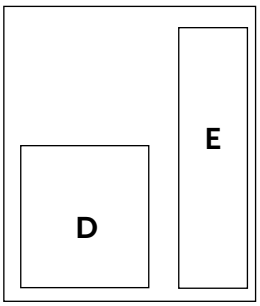
Four-Color Process

	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

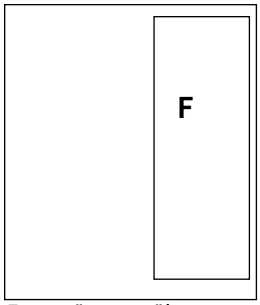
Display Advertising Sizes



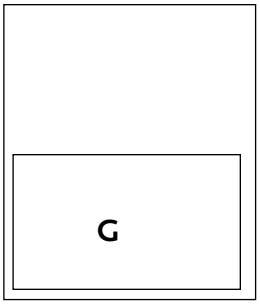
A: 1.25" w x 4.5" h (vertical)
A: 4.25" w x 1.25" h (horiz)
B: 2.75" x 2.75"
C: 2.75" x 4.5" (vertical)
C: 4.25" w x 2.75" h (horiz)



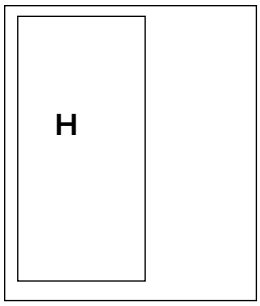
D: 4.25" x 4.25"
E: 2.75" w x 9" h
(narrow vertical)



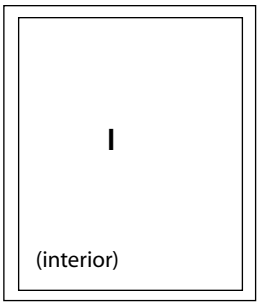
F: 3.25" w x 9.5" h



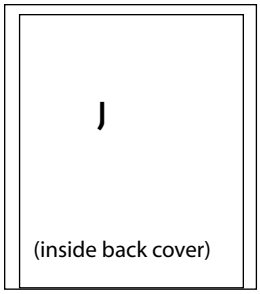
G: 8" w x 5" h (horiz)



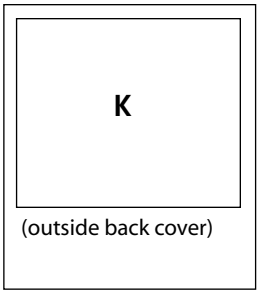
H: 4.75" w x 9.5" h (vertical)



I 7.25" w x 9.5" h



J: 7.25" w x 9.5" h



K: 7.25" w x 7.5" h

Washington Trails Association - 705 Second Ave, Suite 300 - Seattle WA 98104 - www.wta.org
For advertising information, e-mail info@wta.org or call 206.625.1367