



Washington Trails Advertising Rates 2010

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 20th, 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 20	December 1
March/April	January 20	February 1
May/June	March 20	April 1
July/Aug	May 20	June 1
Sept/Oct	July 20	August 1
Nov/Dec	September 20	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 mailed to the WTA office, attn: Editor.

Ad Space Rates: Your rate gets better the more ads you place. Order in bulk for the best price and for consistent exposure to our readers.

Black & White

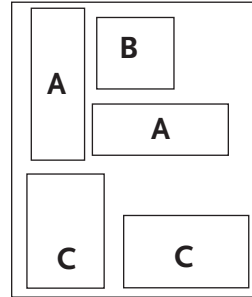
	1x	2x	3-4x	5x +
A	\$100	\$90	\$85	\$80
B	\$150	\$135	\$128	\$121
C	\$200	\$180	\$170	\$160
D	\$300	\$270	\$255	\$240
E	\$350	\$315	\$298	\$281
F	\$400	\$360	\$340	\$320
G	\$450	\$405	\$383	\$361
H	\$800	\$730	\$695	\$560

Four-Color Process

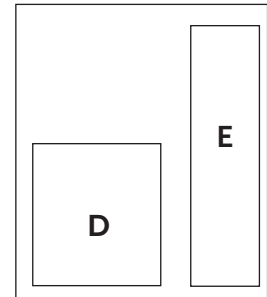
	1x	2x	3-4x	5x +
E	\$900	n/a	n/a	n/a
I	\$900	\$765	\$675	\$585
J	\$1250	\$1050	\$950	\$850

E is for an interior page. I and J are for exterior pages.

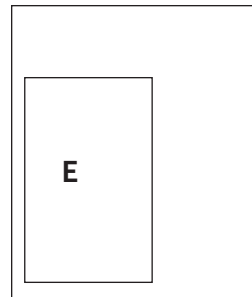
Display Advertising Sizes



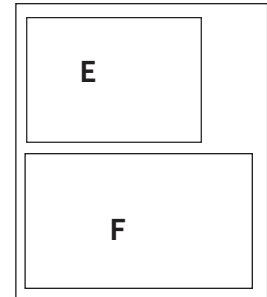
- A: 1.25" w x 4.5" h (vertical)
- A: 4.25" w x 1.25" h (horiz)
- B: 2.75" x 2.75"
- C: 2.75" x 4.5" (vertical)
- C: 4.25" w x 2.75" h (horiz)



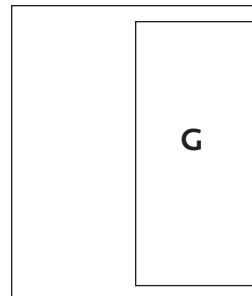
- D: 4.25" x 4.25"
- E: 2.75" w x 9" h (narrow vertical)



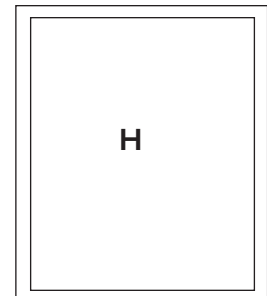
- E: 4.25" w x 6.5" h (vertical)



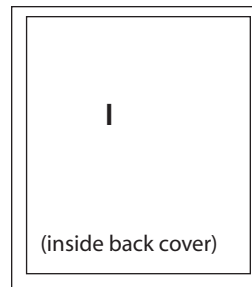
- E: 5.75" w x 4.5" h (horiz)
- F: 7.25" w x 4.5" h



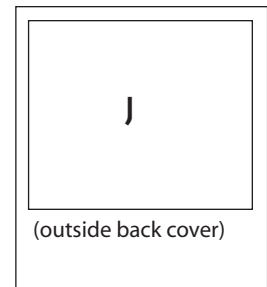
- G: 4.25" w x 9.5" h



- H: 7.25" w x 9.5" h



- I: 7.25" w x 9.5" h



- J: 7.25" w x 7.5" h