



WASHINGTON TRAILS Advertising Rates 2008

Washington Trails: The magazine for hikers!

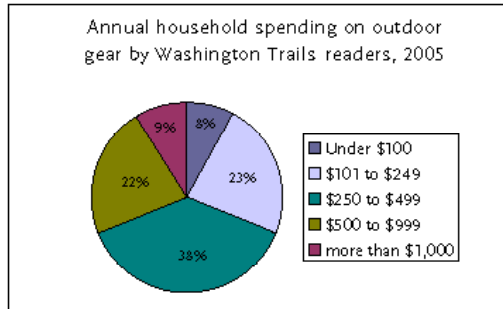
A 2005 reader survey found 51 percent of our readers read the magazine "almost completely, or cover to cover." If you're trying to reach hikers, backpackers, snowshoers, campers, nature photographers, birders or outdoor adventurers, this is your magazine.

Readers turn to *Washington Trails* for updates on trails, hiking

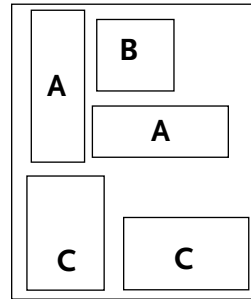
techniques, gear, news and great outdoor photography. Your ad reaches more than 13,000 engaged outdoor enthusiasts each month!

In 2008, we're launching a redesigned magazine with bolder graphics, contemporary design and more photos. Yet another reason readers will turn to *Washington Trails*!

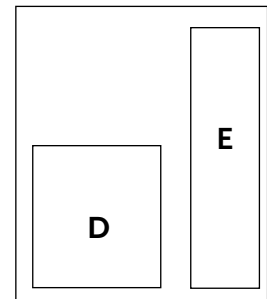
Deadlines: Orders must be placed by the 20th, two months prior to publication. Artwork must be received by the first of month prior to publication. Mechanics: Digital artwork preferred, saved as a TIFF file, 240 dpi for black and white or 300 dpi for color. PDF files saved at the correct dpi are also acceptable. Files may be emailed to editor@wta.org



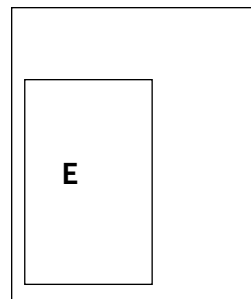
Display Advertising Sizes: B & W



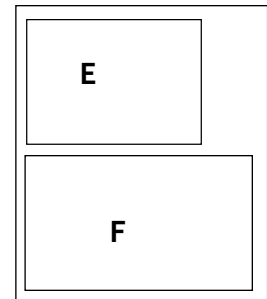
- A: 1.25" w x 4.5" h (vertical)
- A: 4.25" w x 1.25" h (horiz)
- B: 2.75" x 2.75"
- C: 2.75" x 4.5" (vertical)
- C: 4.25" w x 2.75" h (horiz)



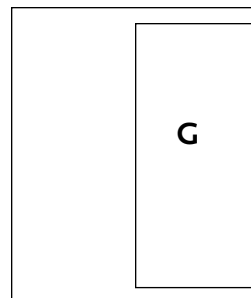
- D: 4.25" x 4.25"
- E: 2.75" w x 9" h (narrow vertical)



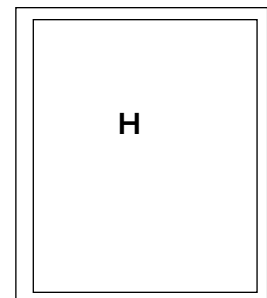
- E: 4.25" w x 6.5" h (vertical)



- 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

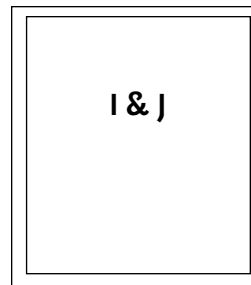
Ad Space Rates - Black & White (discounts for multiple insertions)

	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	\$700	\$630	\$595	\$560

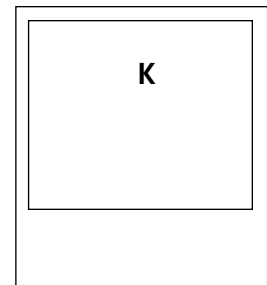
Ad Space Rates - Four-Color Process

	location	1x	2x	3-4x	5x +
I	inside back cover	\$900	\$765	\$675	\$585
J	inside front cover	\$1100	\$935	\$825	\$715
K	outside back cover	\$1300	\$1100	\$950	\$850

Display Advertising Sizes: Color



- I: 7.25" w x 9.5" h
- J: 7.25" w x 9.5" h



- K: 7.25" w x 7.5" h