

Sponsor a WTA event!

WTA has several opportunities for your organization to support our mission and gain exposure to our 15,000 members and hundreds of thousands of website users. Here are just a few of them:

15th Annual Hike-a-Thon

WTA's signature fundraiser had more than 490 participants and raised more than \$135,000 for trails in 2017. Sponsors can contribute cash or product donations that serve as fundraising incentives for participants. Hikers that participate "make their miles count" by hiking for WTA throughout the month of August and collect donations from their friends and family.

Northwest Exposure Photo Contest

WTA's annual photo contest drew over 5,200 submissions in 2017 and the calendar that features the winning photographs is mailed to WTA's 15,000+ member households each January. By sponsoring prizes for contest winners or making a cash contribution, your logo can be featured on the contest website and even in the calendar itself.

For more information on how your brand can support a WTA event, email allie@wta.org.

Advertise in *Washington Trails*

Advertising with *Washington Trails* allows you to reach a unique, targeted audience of engaged and passionate hikers, outdoor recreationists and travelers. Our readers are eagerly seeking information to enhance their active lifestyles.

Readers turn to *Washington Trails* for hiking destinations, trail news and advocacy, Leave No Trace techniques, gear reviews and great outdoor photography. By both member subscription and newsstand sales, **your ad reaches more than 70,000 active outdoor enthusiasts each issue!**

Deadlines: *Washington Trails* is a bimonthly publication, with issues released in January, March, May, July, September and November. Ad orders must be placed no later than 6 weeks prior to publication month; artwork must be received by the first of the month prior to publication. Ad space is limited, so get your orders in early.

Ad Rates: Your rate gets better the more ads you place. Order in bulk for the best price and for consistent exposure to our readers—and your customers. Order 2 ads and save 10 percent on the total rate; order 3–4 ads and save 15 percent; order 5–6 ads and save 25 percent.

Ad Placement	Width	Height	Rate
Back Cvr (no bleed)	7.75"	7.75"	\$1,750
Full Page (bleed)	8.5"	11.125"	\$1,200
Full Page (no bleed)	7.75"	10.375"	\$1,200
1/2 Page (vert)	3.75"	9.625"	\$850
1/2 Page (horz)	7.25"	4.75"	\$850
1/3 Page (vert)	2.75"	9.75"	\$700
1/3 Page (square)	4.25"	4.25"	\$700
1/4 Page (vert)	2.75"	6.25"	\$550
1/4 Page (horz)	7.25"	2.25"	\$400

Art Specs: Ads must be press-ready digital art, saved as TIFF, EPS or PDF files, 300 dpi or higher. Color artwork must be in CMYK. **Leave No Trace:** Images should adhere to Leave No Trace principles; www.lnt.org. We reserve the right to refuse ads and offer a refund.

Trail News is for hikers!

Sent to the inboxes of more than 90,000 hikers and outdoor enthusiasts in Washington state (25% average open rate), **Trail News** is the monthly e-newsletter packed with great ideas for where to explore, expert hiking tips, in-depth feature stories, engagement opportunities, outdoor gear and events. Sponsorship of Trail News is exclusive, and your brand enjoys prominent, above-the-fold placement. **Only \$700 per issue.**



Jessi Loerch EDITOR

Jessi has been camping and hiking her whole life. Her background is in journalism, with a particular focus on outdoor recreation. She's a devoted hiker who enjoys getting out all year—rain, snow or sun. She works to tell stories that promote WTA's mission of supporting hikers and protecting Washington's trails. jessi@wta.org



Allie Tripp ANNUAL FUND AND EVENTS MANAGER

Allie knew within days of moving to Seattle that she would do her best to live here forever. She's grateful to her mother for teaching her to love the outdoors and feels incredibly privileged to be a part of WTA's efforts to introduce others to the wonders of nature. She loves working with members, companies and other nonprofits to further WTA's mission of protecting and promoting hiking opportunities across this great state. allie@wta.org



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Features and topics subject to change.

Washington Trails features content by noted guidebook authors, outdoor experts, professional photographers and a statewide team of hiking correspondents. Washington Trails readers are enthusiastic outdoor lovers.

15,000 households
subscribe to *Washington Trails*

48 percent Read their
magazine cover-to-cover

99 percent Dayhike

77 percent Backpack

66 percent Snowshoe

45 percent Cross-country ski

30 percent Mountain bike

 **131,500** Facebook

 **56,000** Instagram

 **16,400** Twitter

 **20,900** Pinterest