

2014

wsm.wsu.edu

WASHINGTON STATE MAGAZINE



THE FIELD GUIDE





Washington State Magazine's combination of **journalistic excellence** and **engaged readership** offers exceptional advertising value as a regional university magazine.

editorial mission

Washington State Magazine is the window on Washington State University—around the state and around the world—for more than 158,000 well-educated, multinational readers.

We tell Washington State's stories. No matter what the issue of the day, it becomes our story, through the eyes and work of our people. We are serious about giving our readers the best possible reporting on science and academe. But we also like humor and sports, good food and wine, great photography and thoughtful essays. We also tell the stories of our readers themselves, our alums, through lively profiles.

We are Washington State's magazine. We are about people and place, about great ideas and the good things in life, about doing good in and making sense of a fascinating world.

average total circulation: 158,000

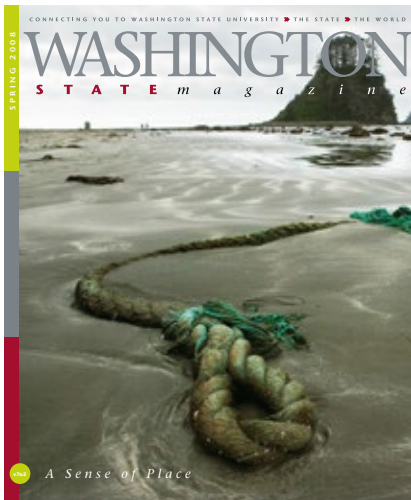
QUARTERLY :: FULL COLOR :: 60 PAGES

daily web visitors: up to 1,500

daily page views: up to 2,000

VIDEOS :: INTERACTIVE MAPS :: FEEDS :: BLOG

circulation + distribution



A HIGHLY ACCLAIMED AND AWARD-WINNING PUBLICATION that is eagerly anticipated by graduates, donors, faculty, staff, and friends of Washington State University.

our readers

gender

Male: 51%

Female: 49%

age distribution

under 20: < 1% 21–25: 6% 26–30: 10%

31–40: 20% 41–50: 21% 51–60: 22%

61–70: 12% over 71: 9%

level of education (alumni)

Bachelor degree: 82%

Masters degree: 12%

Doctoral degree: 6%

market areas

Seattle/Tacoma/Olympia CSA: 35%

Portland (Vancouver) MSA: 11% (other Oregon: 1%)

Tri-Cities/central Washington: 10%

Spokane/Coeur d'Alene: 10% (and adjacent counties)

Pullman/Moscow: 6% (and adjacent counties)

N. California: 4% S. California: 4%

other Idaho: 2% NY/New England: 2%

Arizona: 2% Texas: 1% Washington DC: 1%

other US: 11% other int'l: < 1%

sample stories + departments

spring 2014

recollecting Washington's landscapes

If it is the spatial element that gives landscape its body, it is the temporal that gives it its soul.

ALSO IN ISSUE: Washington's Poet Laureate brings poetry to, and discovers it in, each of the state's 39 counties.

summer 2013

the animal mind reader

Jaak Panksepp set out to find the biology of emotions—a search that led to the discovery that animals other than humans may indeed possess consciousness.

spring 2012

a feast of good things

How do we Washingtonians eat? Traveling across the state from farm to table to explore and sample Washington cuisine.

ALSO IN ISSUE: Gleaning lessons from the Aka, a people who personify hundreds of thousands of years of human history.

fall 2011

above and beyond

Weather patterns created by mountains and ocean grant the Pacific Northwest its temperate climate—but one that also has a dark and unpredictable side.

Profiling people



places



and possibilities



in the Northwest

departments

in season

Spring is the season for chèvre

Reconsidering the oyster

A taste of history with rare heritage grains

sports

Women's rowing on the Snake River

NCAA record holder Rueben Mayes

Martin Stadium is on the rise

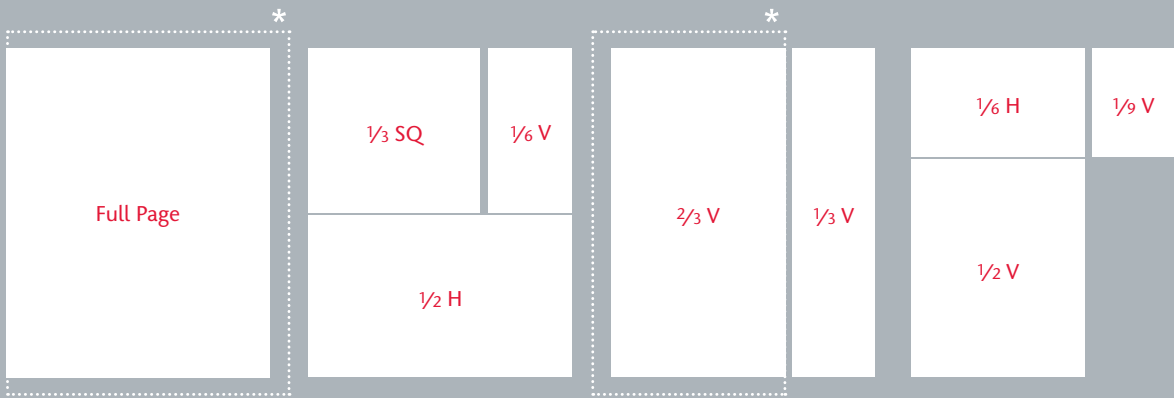
Olympic athlete Bernard Lagat comes home

alumni profiles

Traveling the world for Homeland Security

Counting coffee beans in Costa Rica

Thoroughbreds and a life of horse sense



advertising specs

ad sizes

	width		height
2-page spread (bleed)*	18.25"	x	11.125"
Full page (bleed)*	9.25"	x	11.125"
Full page (non-bleed)	7.5"	x	9.333"
3/4 page (back cover)	7.5"	x	7"
2/3 page (vertical, bleed)*	5.5"	x	11.125"
2/3 page (vertical, non-bleed)	4.938"	x	9.333"
1/2 page (vertical)	4.938"	x	6.208"
1/2 page (horizontal)	7.5"	x	4.667"
1/3 page (square)	4.938"	x	4.667"
1/3 page (vertical)	2.375"	x	9.333"
1/6 page (vertical)	2.375"	x	4.667"
1/6 page (horizontal)	4.938"	x	3.125"
1/9 page (vertical)	2.375"	x	3.125"

***BLEED SPECIFICATIONS:** Bleed ad dimensions above include the additional 1/8" on all sides which is trimmed away during magazine construction. **Final trim size = 9" x 10.875"**

AD GRID MARGINS: All type and graphics should reside .75" in from the trim, or .875" in from the bleed.

artwork specs

Ads may be created using Adobe InDesign, Illustrator or Photoshop; you can submit a press-ready PDF saved from these applications as well as from QuarkXPress.

All artwork should be produced using CMYK color mode and the *North America PrePress Web Coated* color setting. Images should be at least 300 pixels per inch (at actual size); line art at least 1200ppi. Spot colors should be converted to CMYK equivalents and fonts, whenever possible, converted to outlines.

Setup for the above applications as well as PDF conversion instructions may be found at wsu.edu/artwork.html. *Washington State Magazine* is not responsible for the quality of any printed ad that does not conform to these specifications.

SUBMISSION INSTRUCTIONS

Digital files may be submitted to the advertising manager on a CD/DVD, via FTP (under 150MB) at filetransfer.wsu.edu (use jeff.koch@wsu.edu as the recipient's name), or by email (under 10MB) to jeff.koch@wsu.edu. Please include all pertinent insertion and contact information along with payment.

ad rates

	1X	2X	3X
2-page spread	\$7,430	\$7,060	\$6,705
Full page*	\$4,150	\$3,945	\$3,745
3/4 page (back cover) NA**	\$4,600	\$4,370	\$4,150
2/3 page	\$3,485	\$3,310	\$3,145
1/2 page	\$2,655	\$2,520	\$2,395
1/3 page	\$2,075	\$1,970	\$1,875
1/6 page	\$1,370	\$1,300	\$1,235
1/9 page	\$1,040	\$990	\$940

NEW WEB JUMP ADS

	1X	2X	3X
1/9 page	\$520	\$495	\$470

Build this ad quickly and easily *online*—and reach thousands of potential new customers. List a name, address, short description (or a simple logo), and your Web site URL. Choose a colorful background. Go to wsm.wsu.edu/advertising/webjumps.



Web jump ads are also placed on the *Washington State Magazine* Web site with live links.

rates + deadlines

*SPECIAL AD POSITIONS:

	1X	2X	3X
Inside back cover	\$4,980	\$4,730	\$4,495
Facing inside front cover	\$4,980	\$4,730	\$4,495

**NA = NOT AVAILABLE

Ad positions marked “not available” are currently reserved. All other ads are placed at the discretion of the art department with attention to effectiveness and relationship to editorial and graphic content.

AVAILABLE ON REQUEST

Inserts such as business reply cards, brochures and envelopes are priced separately from the above advertising rates.

Payment is due with ad submission. *Cancellations must occur on or before the space close date to not risk forfeit.*

advertising deadlines

issue	space close	ad due
August 2014 (Fall)	5/1/14	6/12/14
November 2014 (Winter)	7/31/14	9/4/14
February 2015 (Spring)	10/23/14	12/11/14
May 2015 (Summer)	1/30/15	3/13/15

MAGAZINE STAFF*Managing Editor, Larry Clark '94**Content Editor, Hannelore Sudermann**Art Director, John Paxson**Science Writer, Eric Sorensen**Advertising Manager, Jeff Koch***kudos**

From its very first issue, *Washington State Magazine* has consistently been recognized for excellence in writing, design, and photography by the Council for Advancement and Support of Education (CASE), an international organization that promotes excellence in educational advancement through alumni relations, communications, marketing, and fund-raising.

In recent years it has won CASE Circle of Excellence awards for best periodical writing (2007), periodical special issue (2008—"The Beauty of Evolution"), best articles of the year (2008—"Ray Troll: A Story of Fish, Fossils, and Funky Art"), and editorial design (2010—"You Must Remember This"). *WSM* won 2011 awards for the photographer of the year ("Of Time and Wildness in the North Cascades" and "Cultivated Landscapes"), excellence in news writing, and excellence in design (August 2010 cover) categories, and a 2012 award for best illustration—"The Song Is You."

WSM has won CASE regional awards in the categories of general interest print magazine (Spring '10; Fall '10), feature articles ("Desperately Seeking Sherman", "Cultivating New Energy", and "The Animal Mind Reader"), and creative use of online technology (website "Coordinates" section). In 2011, the magazine won Grand Gold for periodicals. The award is given to the best entry in the periodicals categories, which includes all web-based and paper newsletters and magazines aimed at both internal and external audiences. In 2013, *WSM* won a second Grand Gold award in the general interest magazine category.

legal stuffwsm.wsu.edu/advertising**ADVERTISING RESTRICTIONS**

Washington State Magazine reserves the right to refuse any ad not compatible with the mission of Washington State University or the magazine. *WSM* will not accept ads for:

**casinos, gambling, or other wagering companies,
websites, or facilities**

**websites or publications containing adult or
pornographic content**

Additionally, postal regulations prohibit *Washington State Magazine* from accepting **print advertising** for credit cards, insurance, or travel arrangements. This does not apply to web advertising.

DELIVERY ADDRESS

Washington State Magazine Advertising
Information Technology Building, Room 2013
Washington State University
PO Box 641227
Pullman, WA 99164-1227