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

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

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

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%

springs 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.
Fall 2015

Alumni Profiles
Olympic athlete Bernard Lagat comes home
NCAA record holder Rueben Mayes

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

Restoring Chaos
Fish populations in the Columbia Basin are making a comeback

Dr. Dan
WSU professor Dan Doornink reflects on his football career

In the Northwest
Fremier says almost all natural stream channels have been altered

Wapato, where the high school football field bears his name

WDFW officer Karl wades in the Tucannon

Washington State Magazine
**ad sizes**

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Width</th>
<th>Height</th>
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<tbody>
<tr>
<td>two-page spread (bleed)*</td>
<td>16.75&quot;</td>
<td>10.75&quot;</td>
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<tr>
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<td>9.125&quot;</td>
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<tr>
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<tr>
<td>1/3-page (no bleed)</td>
<td>4.667&quot;</td>
<td>4.5&quot;</td>
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</table>

*BLEED SPECIFICATIONS:* Bleed ad dimensions above DO NOT include an additional .125" on all sides (required) which is trimmed away during magazine construction.

**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.

All artwork should be produced using CMYK color mode and the US WEB Uncoated v2 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 [wsm.wsu.edu/artwork.html](http://wsm.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

<table>
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<th>2X</th>
<th>3X</th>
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<tbody>
<tr>
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<td>$3,945</td>
<td>$3,745</td>
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<td>$2,075</td>
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Payment is due with ad submission.

Cancellations must occur on or before the space close date to not risk forfeit.

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### Advertising Deadlines

<table>
<thead>
<tr>
<th>Issue</th>
<th>Space Close</th>
<th>Ad Due</th>
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<tr>
<td>May 2015 (Summer)</td>
<td>1/30/15</td>
<td>3/13/15</td>
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<tr>
<td>August 2015 (Fall)</td>
<td>4/30/15</td>
<td>6/11/15</td>
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<tr>
<td>November 2015 (Winter)</td>
<td>7/30/15</td>
<td>9/3/15</td>
</tr>
<tr>
<td>February 2016 (Spring)</td>
<td>10/22/15</td>
<td>12/10/15</td>
</tr>
<tr>
<td>May 2016 (Summer)</td>
<td>1/29/16</td>
<td>3/11/16</td>
</tr>
<tr>
<td>August 2016 (Fall)</td>
<td>4/29/16</td>
<td>6/10/16</td>
</tr>
</tbody>
</table>

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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.
MAGAZINE STAFF
Editor, Larry Clark  ’94
Associate Editor, David Wasson
Art Director, John Paxson
Science Writer, Rebecca Phillips
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.” In 2015 the magazine won a silver award for the photograph used on its Summer 2014 cover.

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 stuff

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.

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