

# WASHINGTON STATE

*m a g a z i n e*

*Put yourself in our place.*

*Washington State Magazine's* combination of journalistic excellence and appreciative readership offers more advertising value than any other regional/university magazine. **WSM has been showered with awards for writing and photography—as well as accolades from our readership of 150,000 WSU alumni and friends:** “I compliment you on the **top-notch quality** of the publication.” ... “**exceptionally fine piece of expository/‘creative’ writing**” ... “**best and most informative I’ve ever seen**” ... “**Bravo!**” **Clearly, WSM’s audience appreciates quality and reads our magazine. So put yourself in our place—advertise in *Washington State Magazine*.**

**Publication Calendar**

- Spring issue (February)
- Summer issue (May)
- Fall issue (August)
- Winter issue (November)

**Estimated Circulation**

140,000—to graduates, donors, faculty, staff, and friends

**Specifications**

- Page size: 9" x 10½"
- Page count: 64 pages
- Color: full color throughout
- Printing process: web offset
- Binding: saddle-stitch

**Magazine Staff**

- Tim Steury, Editor
- Hannelore Sudermann, Associate Editor/Senior Writer
- Larry Clark, Assistant Editor/Web Editor
- John Paxson, Art Director
- Cherie Winner, Science Writer

**Advertising Manager**

- Barb Olson
- Phone: 509-335-7628
- E-mail: [bjolson@wsu.edu](mailto:bjolson@wsu.edu)

**For information, e-mail [bjolson@wsu.edu](mailto:bjolson@wsu.edu) or call 509-335-7628.**

**Demographics**

- 47% of our readers are female; 53% are male.
- 66% live in Washington.
- 31% live in the Puget Sound area (47% of our Washington readers).
- 15% live in the Spokane area (23% of Washington readers).
- 25% live in other parts of the West.

**Graduation Profiles**

- 30% of our readers graduated within the past 10 years.
- 24% graduated 11-20 years ago.
- 46% graduated more than 20 years ago.

**Market Position**

Because all our readers share a relationship to Washington State University—and because 66 percent of them call the state of Washington their home—we’re not only your Washington State *University* magazine, we’re also your Washington *state* magazine.

**Mission**

WSM explores topics of interest and importance to WSU and the people of Washington. It fosters a sense of connection to the University and of shared community among alumni, students, faculty, and friends.

# Advertising in *Washington State Magazine*

## Reserving Advertising Space

Space must be reserved no later than the deadlines below.  
To reserve advertising space, contact:

Barb Olson, Advertising Manager  
Phone: 509-335-7628  
E-mail: [bjolson@wsu.edu](mailto:bjolson@wsu.edu)

## Advertising Deadlines

Publication date	Space reservation	Artwork deadline
August 2009 (Fall)	May 1, 2009	June 25, 2009
November 2009 (Winter)	July 31, 2009	September 17, 2009
February 2010 (Spring)	October 23, 2009	January 4, 2010
May 2010 (Summer)	January 29, 2010	March 19, 2010

## General Guidelines Regarding Advertising Artwork

Advertisers may submit digital art created in the following applications:

**Adobe InDesign** (ver. 2.0 and above), **Adobe Illustrator** (ver. 8.0 and above), or **Adobe Photoshop** (vers. 6.0 and above).

- Submit a native file with copies of *all* high-resolution links and collected fonts. Only OpenType Fonts or Macintosh-compatible fonts will be accepted.

Advertisers may also submit digital art converted to the **Adobe PDF format**.

- The PDF must be prepared using Acrobat Distiller with a special "Job Options" settings file and by following our PDF conversion guidelines, both available online at [wsm.wsu.edu/artwork.html](http://wsm.wsu.edu/artwork.html).

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

In-depth information about software-specific artwork preparation and submission requirements can be found online at [wsm.wsu.edu/artwork.html](http://wsm.wsu.edu/artwork.html).

Contact John Paxson at 509-335-2106 or [jpaxson@wsu.edu](mailto:jpaxson@wsu.edu), if you have any additional questions regarding preparing artwork for submission.

## Procedure for Submitting Advertising Artwork

Advertisers should fill out the interactive PDF form on page four of this prospectus, save, and forward it as an e-mail attachment to [bjolson@wsu.edu](mailto:bjolson@wsu.edu). Or, if submitting artwork on a CD/DVD, print and include with your delivery. High-resolution artwork can also be uploaded via University Publishing's FTP site: [pubforms.wsu.edu/file-transfer](http://pubforms.wsu.edu/file-transfer). Use [bjolson@wsu.edu](mailto:bjolson@wsu.edu) as the recipient's name. Send as .zip, .sit, .hqx, or .bin files to guard against corruption. Please do not send as e-mail attachments; low-resolution PDF or JPEG color proofs, however, may be sent as attachments.

## Billing

*Payment is due with final ad submission and should be mailed to:*

Washington State University  
Barb Olson, Advertising Manager  
*Washington State Magazine*  
French Administration Building, Room 446BB  
PO Box 641040  
Pullman, WA 99164-1040

## Cancellations

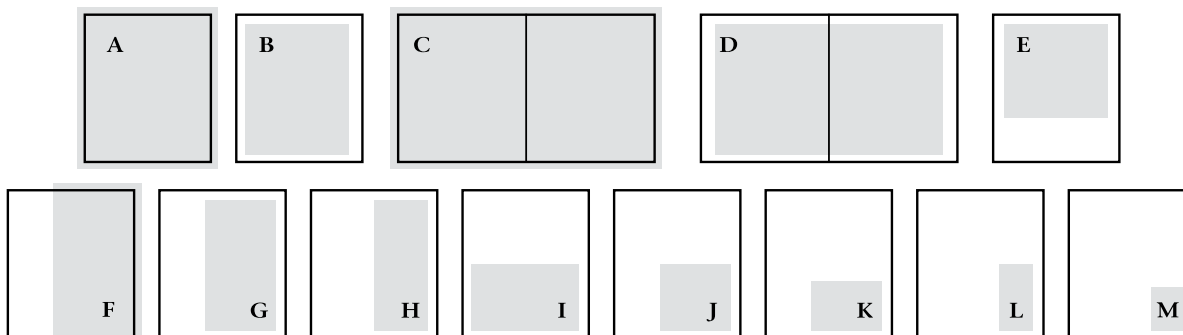
If circumstances prevent use of reserved ad space, the client must cancel the insertion on or before the ad space reservation deadline. *Washington State Magazine* will bill for ads if they are canceled after the deadline.

**Note:** Ads may incur extra charges if they do not meet *Washington State Magazine* artwork preparation and submission requirements as outlined at [wsm.wsu.edu/artwork.html](http://wsm.wsu.edu/artwork.html).

# Advertising Sizes, Positions, Prices, & Frequency Rates

## AD SIZES/RATES

Code	Size	dimensions in picas (width x height)	in inches (width x height)	1x (Feb., May, Aug., or Nov.)	2x (Feb., May, Aug., or Nov.)	4x (Feb., May, Aug., or Nov.)
A	<b>Single-page</b> , bleed	55p6 x 66p9	9.25" x 11.125"	\$4,150	\$3,945	\$3,745
B	<b>Single-page</b> , no bleed	45p x 56p	7.5" x 9.333"	\$4,150	\$3,945	\$3,745
C	<b>Double-page</b> , bleed	109p6 x 66p9	18.25" x 11.125"	\$7,430	\$7,060	\$6,705
D	<b>Double-page</b> , no bleed	96p x 56p	16" x 9.333"	\$7,430	\$7,060	\$6,705
E	3/4-page, <b>back cover**</b>	45p x 42p9	7.5" x 7.125"	\$4,600	\$4,370	\$4,150
F	<b>2/3-page vertical</b> , bleed	33p x 66p9	5.5" x 11.125"	\$3,485	\$3,310	\$3,145
G	<b>2/3-page vertical</b> , no bleed	30p x 56p	5" x 9.333"	\$3,485	\$3,310	\$3,145
H	<b>1/2-page vertical</b>	21p9 x 56p	3.625" x 9.333"	\$2,655	\$2,520	\$2,395
I	<b>1/2-page horizontal</b>	45p x 28p	7.5" x 4.667"	\$2,655	\$2,520	\$2,395
J	<b>1/3-page square</b>	30p x 28p	5" x 4.667"	\$2,075	\$1,970	\$1,875
K	<b>1/4-page horizontal</b>	30p x 21p	5" x 3.5"	\$1,620	\$1,540	\$1,460
L	<b>1/6-page vertical</b>	14p3 x 28p	2.375" x 4.667"	\$1,370	\$1,300	\$1,235
M	<b>1/9-page vertical</b>	14p3 x 18p9	2.375" x 3.125"	\$1,040	\$990	\$940



## SPECIAL AD POSITIONS

		1x (Feb., May, Aug., or Nov.)	2x (Feb., May, Aug., or Nov.)	4x (Feb., May, Aug., or Nov.)
Single-page	Inside front cover	\$5,190	\$4,930	\$4,685
Single-page	Inside back cover**	\$4,980	\$4,730	\$4,495
Single-page	Facing inside front cvr.**	\$4,980	\$4,730	\$4,495

\*\*Reserved on a long-term basis and currently unavailable.

## INSERTS

Rates for inserts (cards, brochures, envelopes, etc.) will be determined on a case-by-case basis. Advertisers are responsible for the design and printing of their inserts, for costs of inserting these materials into *Washington State Magazine*, and for any increase they may generate in the cost of mailing the magazine. These costs will be quoted separately from any purchase of advertising on the pages of the magazine.

**Please Note:** Postal regulations prohibit *Washington State Magazine* from accepting ads for credit cards, insurance, or travel arrangements. *Washington State Magazine* reserves the right to refuse any ad not compatible with the mission of Washington State University or the magazine.

# WASHINGTON STATE

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## ADVERTISING ARTWORK SUBMISSION FORM

### Insertion dates (CHECK ALL THAT APPLY)

**2009**  August  November **2010**  February  May

Advertiser: \_\_\_\_\_

Contact info: phone # ( ) \_\_\_\_\_ - \_\_\_\_\_ e-mail \_\_\_\_\_

Advertisement for: \_\_\_\_\_

Designer: \_\_\_\_\_

Contact info: phone # ( ) \_\_\_\_\_ - \_\_\_\_\_ e-mail \_\_\_\_\_

### What File Format is Your Advertising Artwork?

- Adobe InDesign version \_\_\_\_\_ (ver. 2.0 and above)  
 Adobe Illustrator version \_\_\_\_\_ (ver. 8.0 and above)  
 Adobe Photoshop version \_\_\_\_\_ (ver. 6.0 and above)

Please submit the native file with copies of all high-resolution links and collected fonts. Only OpenType Fonts or Macintosh-compatible fonts will be accepted. Information about software-specific artwork preparation can be found online at [wsm.wsu.edu/artwork.html](http://wsm.wsu.edu/artwork.html).

- Adobe Acrobat PDF version 4.0 (PDF 1.3) compatibility

The PDF must be prepared using Acrobat Distiller with a special Job Options settings file and by following our PDF conversion guidelines, both available online at [wsm.wsu.edu/artwork.html](http://wsm.wsu.edu/artwork.html).

**NOTE: We will NOT accept QuarkXPress, MS Publisher, or MS Word files.** We will accept PDFs generated from QuarkXPress (but not Publisher or Word) using our PDF conversion guidelines available online at [wsm.wsu.edu/artwork.html](http://wsm.wsu.edu/artwork.html).

### How are You Submitting Advertising Artwork?

- CD-R/CD-RW (ISO-9660)  DVD-R/DVD-RW (Universal Disk Format)

Send a copy of this form with disc(s) as per instructions at right. Please label your disc with *insertion date(s)*, *advertiser*, and *contact information*.

- FTP submission

Upload your high-resolution artwork via University Publishing's FTP site at [pubforms.wsu.edu/file-transfer](http://pubforms.wsu.edu/file-transfer). Use [bjolson@wsu.edu](mailto:bjolson@wsu.edu) as the recipient's name. Send as .zip, .sit, .hqx, or .bin files to guard against corruption. Please *do not* send your artwork attached to e-mail.

Contact John Paxson at 509-335-2106 or [jpaxson@wsu.edu](mailto:jpaxson@wsu.edu) if you have any additional questions regarding submitting your digital artwork.

**Reminder:** Postal regulations prohibit *Washington State Magazine* from accepting ads for credit cards, insurance, or travel arrangements. *Washington State Magazine* reserves the right to refuse any ad not compatible with the mission of Washington State University or the magazine. **All changes made to artwork already submitted (unless corrected and resubmitted) will incur hourly fees currently billed at \$60 per hour.**

### Ad Code (CHECK ONE)

- A** Single-page, bleed  
 **B** Single-page, no bleed  
 **C** Double-page ad, bleed  
 **D** Double-page, no bleed  
 **E** 3/4-page (back cover)\*  
 **F** 2/3-page vertical, bleed  
 **G** 2/3-page vertical, no bleed  
 **H** 1/2-page vertical  
 **I** 1/2-page horizontal  
 **J** 1/3-page square  
 **K** 1/4-page horizontal  
 **L** 1/6-page vertical  
 **M** 1/9-page vertical

### Special Position (IF APPLICABLE)

- Inside front cover  
 Inside back cover\*  
 Facing inside front cover\*

\*Currently unavailable

### Artwork

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

### Color Proofs

We encourage you to send color laser or inkjet printout for reference when you are submitting artwork on a CD/DVD. If you are uploading your artwork files via University Publishing's FTP site, please include a low-resolution PDF or JPEG color proof of your artwork.

### CD/DVD Submission

Please send only CD-R/RW or DVD-R/RW discs by trackable carrier, along with a copy of this completed form, to:

Barb Olson, Advertising Manager  
*Washington State Magazine*  
 French Administration Building, Room 446  
 PO Box 641040  
 Pullman, Washington 99164-1040

Phone: 509-335-7628  
 Fax: 509-335-2220  
 E-mail: [bjolson@wsu.edu](mailto:bjolson@wsu.edu)