



Western Washington

2010-2011 Directory

Display Ad Rates & Specifications

✓ Premium Positions (4-color only)				
<input type="checkbox"/>	\$900.00	Inside Front Cover	(4½"w x 7½"h)	Vertical
<input type="checkbox"/>	\$900.00	Inside Back Cover	(4½"w x 7½"h)	Vertical
<input type="checkbox"/>	\$1,000.00	Outside Back Cover	(4½"w x 7½"h)	Vertical

✓ Section Tabs (B&W with red spot color available)				
<input type="checkbox"/>	\$650.00	Full Page	(4"w x 7½"h)	B&W/Vertical Only
<input type="checkbox"/>	\$700.00	Full Page	(4"w x 7½"h)	Spot Color/Vertical

Display Advertising (B/W only)				
<input type="checkbox"/>	\$550.00	Full Page	(4"w x 7½"h)	Vertical Only
<input type="checkbox"/>	\$300.00	Half Page	(4"w x 3⅝"h)	Horizontal Only

White Page Membership Listing Enhancements (B/W only)		
<input type="checkbox"/>	\$100.00	Placement of Company Logo
<input type="checkbox"/>	\$100.00	Boxed Company Listing
<input type="checkbox"/>	\$150.00	Boxed Logo & Company Listing

**FAX YOUR RESERVATION TODAY
TO: (425) 455-5701**

Ad Reservations Contact:
Wendy Novak (800) 640-7789
Email: wendy@abcwestwa.org

**For Technical Questions and
Ad Materials Contact:**
Victoria Klyce (800) 640-7789
Email: victoria@abcwestwa.org

**Reserve your space by:
April 21, 2010**

**Ad materials due by:
May 10, 2010**

YES! My company would like to advertise in the ABC/WW Member Directory.

Please contact me about ad design.

Company Name: _____

Phone: _____ Fax: _____ Email: _____

Reserved by: _____

Bill Me **Check Enclosed** **Visa** **MasterCard** **American Express**

Card Number: _____ Expiration Date: _____

Name on Card: _____ Signature: _____

Billing Address: _____

City: _____ State _____ Zip _____

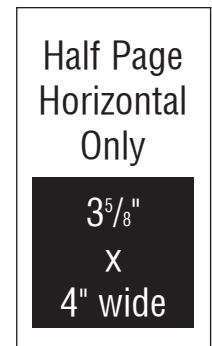
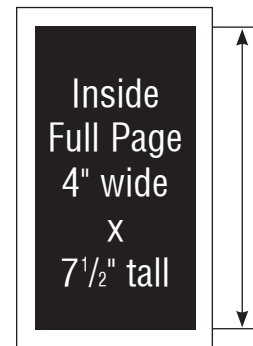
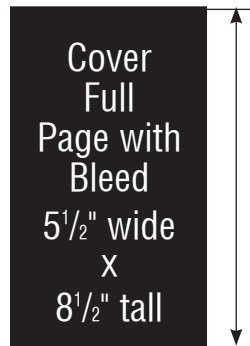


Western Washington

2010-2011 Directory Display Ad File Specifications

Cover ads with bleed must include $\frac{1}{8}$ " bleed (total size including bleed is $8\frac{3}{4}$ " x $5\frac{3}{4}$ ")

Critical text and graphics must be $\frac{1}{2}$ " from the trim edges on all ads with bleed.



ELECTRONIC SPECIFICATIONS:

All ads must be Print-Ready PDF, Jpeg or Tiff files. All fonts must be embedded or converted to outlines. Line art must be at least 600 dpi and photos should be 300 dpi. For best results save PDFs with NO compression or Maximum Quality Jpeg Compression. We will not be responsible for the reproduction of graphic elements that do not meet these requirements.

- Ads should be worked up to our specifications, sizes, etc.
- A .125" bleed is required for Cover Page ads.
- A laser printout of ad must accompany disk.
- We are not able to accept Microsoft files.

DEADLINES:

Reservations are due Wednesday, April 21, 2010.
Electronic ad files are due Monday, May 10, 2010.

E-MAIL ADS:

E-mailed files must be under 10 MB. For larger files we have an ftp site. Please also send a Jpeg of the PDF for visual verification. Email ads to: victoria@abcwestwa.org.

PRODUCTION FEES:

Ads that require modification by the production department (size adjustment, photo/logo modification, type corrections, etc.) will be subject to additional fees up to \$200 (If it is a quick fix, then there will be a very nominal fee. If it requires a complete redesign of the ad, it will be \$200). Designer will gain fee approval before making any corrections. Late ads sent digitally will be subject to a \$50 late fee.

CONTACT INFORMATION:

For ad placement and payment:

Wendy Novak (425) 646-8000

Email: wendy@abcwestwa.org

Mail Ad Payment to:

399 114th Ave. NE, Bellevue, WA 98004

Email ads to:

victoria@abcwestwa.org

Mailing address:

399 114th Avenue NE
Bellevue, WA 98004

For technical ad questions:

Victoria Klyce:

(425) 646-8000 or (800) 640-7789

CANCELLATION:

Cancellation of an ad or a change in its schedule must be received in writing before space reservation deadline. Ads cancelled after reservation deadline will be billed at 100%.