

2017

magazine.wsu.edu

Washington State MAGAZINE

ADVERTISING 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 tell the stories of our readers themselves, our alumni, 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 :: 56 PAGES
ALSO DISTRIBUTED THROUGH ALASKA AIRLINES AND AMTRAK

commitment to sustainability

100% POST-CONSUMER WASTE RECYCLED PAPER
PROCESSED CHLORINE-FREE
≈ 60% LESS WATER USED THAN MOST OTHER PAPERS

digital versions

WEB :: INTERACTIVE MAGAZINE :: E-NEWSLETTER :: VIDEOS

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

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%

winter 2016

wood takes wing

The complex chemistry labs that will fuel the clean industries of tomorrow are growing in your backyard.

ALSO IN ISSUE: A place of healing waters—fallen from fame and nearly a ghost town—has recently rediscovered its pulse.

fall 2016

the spirit of '25

How do you create national feeling? One solution turned out to be the campuses of American colleges.

ALSO IN ISSUE: The National Park Service has been telling the story of America for 100 years.

summer 2016

the pharmacist

Not an emergency and can't get in to see a doctor? The pharmacist will see you now.

winter 2015

the drink that built a nation

Hard cider—a key component of the colonial economy—became practically forgotten in a state known for its apples. Enter the new cider makers.

Profiling people

♦♦ SPECIAL PROFILE

Washington State's leading business and industry news source

THE ION INVESTIGATORS

THE ION INVESTIGATORS

The world's leading ion-implant technology company, the International Business Machines Corp. is an early leader in the development of the technology that will power the next generation of computing devices. IBM's research and development efforts are focused on the development of the next generation of computing devices, which will be based on ion-implant technology.



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places

♦♦ SPECIAL PROFILE

Washington State's leading business and industry news source

Restoring chaos

WSZ researchers work to restore a natural habitat of riparian ecosystems for trout and salmon species.

Look at all these fish! says wildlife officer David Clark. The fish are in their natural habitat, and they're thriving. Clark is a fish biologist at the University of Washington.



The University of Washington's Center for Watershed Sciences is working to restore a natural habitat of riparian ecosystems for trout and salmon species. The center is led by Professor David Clark, who is a fish biologist at the University of Washington. The center is working to restore a natural habitat of riparian ecosystems for trout and salmon species.

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departments

in season

- Morel mushrooms
- Spring is the season for chèvre
- Reconsidering the oyster

sports

- Cougs behind the Seahawks
- Women's rowing on the Snake River
- NCAA record holder Rueben Mayes
- Olympic athlete Bernard Lagat comes home

and possibilities

alumni profiles

- Searching for Amelia Earhart's lost plane
- Traveling the world for Homeland Security
- Counting coffee beans in Costa Rica

sidelines

Dr. Dan

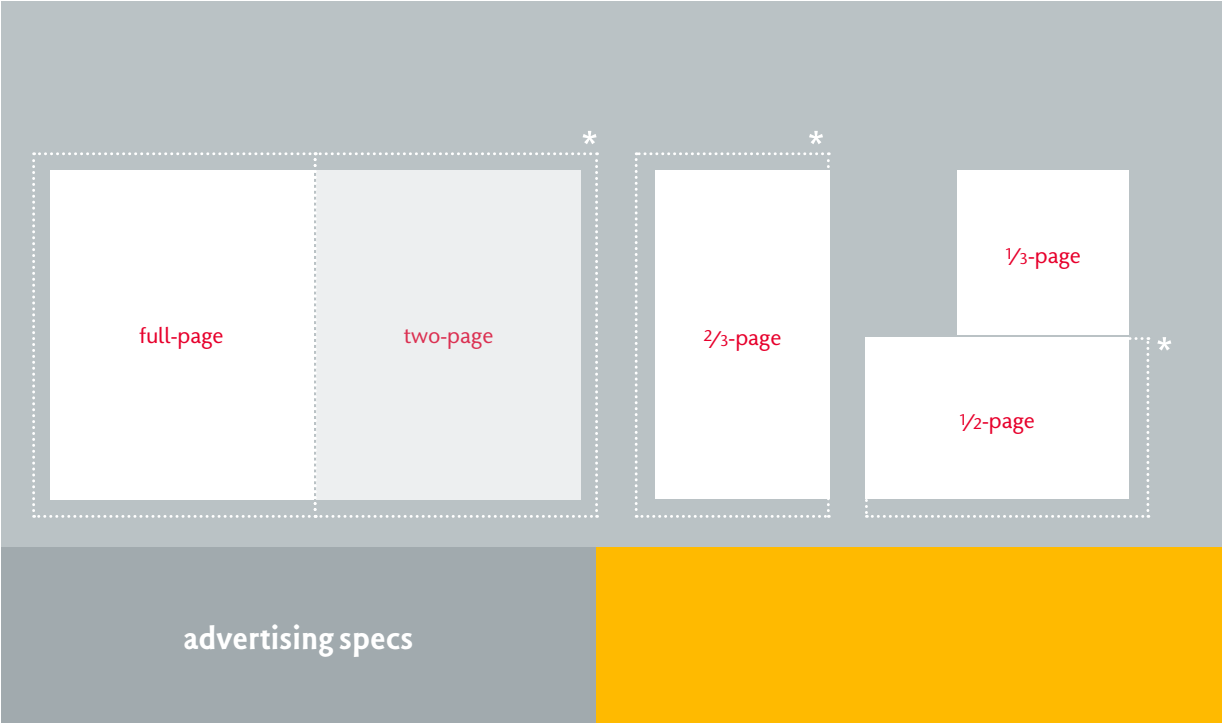
WSZ mentioned a sense of hard work and humility that carried him through graduation, his NFL career, and medical school.

Dr. Dan is a former NFL player and a medical professional. He is currently working in the medical field. He is a former NFL player and a medical professional.



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in the Northwest



ad sizes

	width		height
two-page spread (bleed)*	16.75"	x	10.75"
two-page spread (no bleed)	16.25"	x	10.25"
full-page (bleed)*	8.375"	x	10.75"
full-page (no bleed)	7.625"	x	10"
2/3-page (bleed)*	5.25"	x	10.75"
2/3-page (no bleed)	4.667"	x	9.125"
1/2-page (bleed)*	8.375"	x	5.25"
1/2-page (no bleed)	7.125"	x	4.5"
1/3-page (no bleed)	4.667"	x	4.5"

***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 magazine.wsu.edu/artwork. *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 art director on a CD/DVD via FTP at filetransfer.wsu.edu (use jpaxson@wsu.edu as the recipient's name), or by email (under 10MB) to jpaxson@wsu.edu. Please include all pertinent insertion and contact information along with payment.

ad rates

	1X	2X	3X
two-page spread	\$7,430	\$7,060	\$6,705
full-page	\$4,150	\$3,945	\$3,745
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

Payment is due with ad submission.

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

rates + deadlines

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.

advertising deadlines

issue	space close	ad due
August 2017 (<i>Fall</i>)	4/28/17	6/9/17
November 2017 (<i>Winter</i>)	7/28/17	9/1/17
February 2018 (<i>Spring</i>)	10/27/16	12/8/16
May 2018 (<i>Summer</i>)	2/2/17	3/16/17

MAGAZINE STAFF*Editor, Larry Clark '94**Associate Editor, David Wasson**Art Director, John Paxson**Science Writer, Rebecca Phillips**Writer, Brian Charles Clark***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 fundraising.

Summer 2016 "Star Trails" cover: Silver award, CASE regional | Summer 2016 "The Pharmacist" illustration: Silver award, CASE regional | Summer 2014 cover: Silver award from CASE Circle of Excellence | Spring 2014 "A Dose of Reason: Pediatric specialists advocate for vaccines": Silver award, Best Articles of the Year, CASE regional | 2013: Grand Gold award for general interest magazine (>75,000 circulation), CASE regional | Fall 2013 "If You Don't Snooze, You Lose": Silver award, Best Articles of the Year, CASE regional | Summer 2013 "The Animal Mind Reader": Gold award, Individual articles, CASE regional | Fall 2012 "The China Connection" illustration: Silver award, CASE regional | 2011: Grand Gold award for general interest magazine (>75,000 circulation), CASE regional | 2011: Photographer of the Year, Zach Mazur, CASE Circle of Excellence | Spring 2011 "The Song Is You" illustration: Silver award CASE Circle of Excellence | 2010: Silver award, Creative uses of technology and new media, "Coordinates", CASE regional | Fall 2010 "Cultivated Landscapes" cover: Excellence in design | Fall 2010 "Cultivating New Energy": Silver award, Individual articles, CASE regional | Spring 2010 "Desperately Seeking Sherman": Gold award, Individual articles, CASE regional | Spring 2010 "You Must Remember This": Silver award, Editorial design, CASE Circle of Excellence | Fall 2009 "Master Gardeners": Bronze award, Individual articles, CASE regional | 2008: Silver award for general interest magazine (>75,000 circulation), CASE regional | Winter 2008 "Fine Specimens" cover: Gold award, CASE regional | Spring 2008 "The Home of My Family: Ozette, the Makahs, and Doc Daugherty": Gold award for photo series, CASE regional | 2007: Bronze award for general interest magazine (>75,000 circulation), CASE regional | Summer 2007 cover illustration: Bronze award, CASE regional | Spring 2007 "Ray Troll—A Story of Fish, Fossils and Funky Art": Gold award, Individual articles, CASE regional | Spring 2007: Silver award, periodical special issue "The Beauty of Evolution", CASE regional | 2006: Periodical staff writing, gold award from CASE Circle of Excellence | Fall 2006: "The brave new world of college recruiting" illustration: silver award, CASE regional | Summer 2006 "Eating Well to Save the Sound": Best articles of the year, bronze award, CASE Circle of Excellence | Spring 2005 "Where Water Meets Desert": Bronze award, photography, CASE regional | Fall 2002 "Genetically modified foods—What's in it for You?" illustration: Gold award, CASE regional | Fall 2002 "Genetically modified foods—What's in it for You?": Silver award, Individual articles, CASE regional | Summer 2002 "The Pull of Rowing": Photo series, Robert Hubner, silver award, CASE regional | Summer 2002 "A Titan's Tale": Bronze award, Individual articles, CASE regional | Spring 2002 "Nurses to the Homeless": Silver award, Individual articles, CASE regional

legal stuffmagazine.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