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.

contact jeff koch, advertising manager: jeff.koch@wsu.edu | 509-335-1882
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.
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.
in season
Morel mushrooms
Spring is the season for chèvre
Reconsidering the oyster

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

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

Restoring chaos
WSU researchers seek to prove that an untamed tangle of nature is a prerequisite for long-term salmon survival

Dr. Dan
Ron Fremier and former graduate student Jacob Jones '07 talk about their role in the successful stream channel reconstruction along the Tucannon River in southeast Washington.

in the Northwest

Profiling people

places

and possibilities

Department of Science and Technology
ad sizes

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Width</th>
<th>Height</th>
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<tbody>
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<td>two-page spread (bleed)*</td>
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*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](http://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 advertising manager on a CD/DVD, via FTP (under 150MB) at [filetransfer.wsu.edu](http://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.

contact jeff koch, advertising manager: jeff.koch@wsu.edu  |  509-335-1882
ad rates

<table>
<thead>
<tr>
<th></th>
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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

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


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