

Washington Business

NEWS WITH A COMPETITIVE EDGE

FROM THE PUBLISHER

Washington Business is a flagship publication for AWB. The magazine supports our mission of advancing the business community here in Washington state, and in doing so, focuses on issues of our competitiveness in the U.S. as well as abroad. A recent study tells us that *Washington Business* is eagerly awaited by our members, those in government positions and general business people, because of its informative nature regarding issues that most impact their bottom line. We're dedicated to reporting on national news, gathering opinions of business leaders, profiling best practices and linking people to training, events and one another. Whether you're looking to this periodical as an advertiser or because you're interested in AWB's advocacy efforts, *Washington Business* offers you the news that will keep you competitive in today's marketplace.



Don Brunell
Publisher, *Washington Business*

ABOUT THE ASSOCIATION OF WASHINGTON BUSINESS

Formed in 1904, the Association of Washington Business is Washington's oldest and largest statewide business association, and includes more than 6,600 members representing 650,000 employees. AWB serves as both the state's chamber of commerce and the manufacturing and technology association. While its membership includes major employers like Boeing, Microsoft and Weyerhaeuser, 90 percent of AWB members employ fewer

than 100 people. More than half of AWB's members employ fewer than 10.

Washington Business provides AWB members with news and information to keep their businesses competitive.

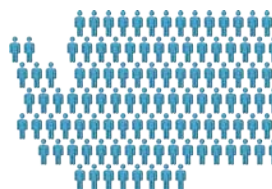


AWB is Washington state's chamber of commerce and one of just two state chambers in the country to be "accredited with distinction" by the U.S. Chamber of Commerce.



CIRCULATION AND DISTRIBUTION

Circulation includes decision makers ranging from CEOs and managers to owners of small, medium and large businesses statewide. Our readership extends to top executives, state and national lawmakers, government agency officials and industrial leaders.



Washington Business is directly distributed to a targeted subscriber base of more than 8,000 in Washington state.

Pass-along value: 3
(32,000 readers per issue)



EDITORIAL CALENDAR

Special focus issues, published in the winter and summer, are two of the most well-read and retained issues of *Washington Business* and are used to help members understand complex issues or take action in Olympia.

FALL 2009

Space reservation: 9/1/09
Ads due: 10/1/09
Issue mails: November 2009

SPRING 2010

Space reservation: 3/1/10
Ads due: 4/1/10
Issue mails: May 2010

WINTER 2010

Legislative Spotlight
A focus on the 2010 legislative session.

Space reservation: 12/1/09
Ads due: 1/4/10
Issue mails: February 2010

SUMMER 2010

Legislative Review & Voting Scorecard
Analysis and commentary on the Legislature's actions that year.

Space reservation: 6/1/10
Ads due: 7/1/10
Issue mails: August 2010

CONTACT WASHINGTON BUSINESS

For additional information or to place an ad, contact Chad Taylor at The Silver Agency at 360.736.8065 or chad@silveragency.com. Or, visit www.awb.org/WaBusinessAds.

PRODUCTION SPECS

Washington Business has been newly designed to be a full-color, perfect-bound magazine. The quarterly periodical is mailed to subscribers in a clear poly-bag to ensure it arrives in excellent condition. The interior pages are printed on matte-coated paper and finished with a satin-aqueous coating to prevent ink transfer. This means that every image in the magazine is reproduced at its highest quality.

	AD SIZES	DIMENSIONS	4x	1x
A	1/3 Page	2.375 x 9.5"	\$1,700	\$1,900
B	1/2 Page	7.125 x 4.625"	\$2,200	\$2,400
C	2/3 Page	4.625 x 9.5"	\$2,600	\$2,800
D	Full Page	bleed size: 8.625 x 10.875" trim size: 8.375 x 10.625" text safe area: 6.875 x 9.5"	\$2,800	\$3,000
E	Full Page + Facing 1/3	full page: 8.625 x 10.875" text safe area: 6.875 x 9.5" 1/3 page: 2.375 x 9.5"	\$4,200	\$4,700
F	2-Page Spread	bleed size: 17 x 10.875" trim size: 16.75 x 10.625" text safe area*	\$5,500	\$6,000
G	Carrier Sheet, Half—Front (inserted into poly-bag)	bleed size: 8.625 x 6.375" trim size: 8.375 x 6.125"	\$2,600	\$2,800
H	Carrier Sheet, Full—Back (inserted into poly-bag)	bleed size: 8.625 x 10.875" trim size: 8.375 x 10.625"	\$3,200	\$3,400
* Because of the binding method, there is 0.125" of visual gutter loss on each page. Please account for this when designing ads that bleed or cross the gutter.				

PREMIUM PLACEMENTS

Premium placement, including outside back cover, inside back cover and Page 3 will be at an additional 15% fee. Any special placement will be at an additional fee of 10%. Reservation is based on first-come, first-served basis and first right of refusal by previous advertiser.

ADDITIONAL ADVERTISING OPPORTUNITIES

Please contact us for specs and pricing on gatefolds, stitched-in preprinted inserts, blow-ins or possible sponsorships.

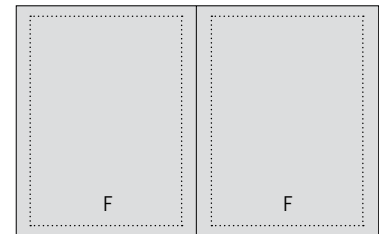
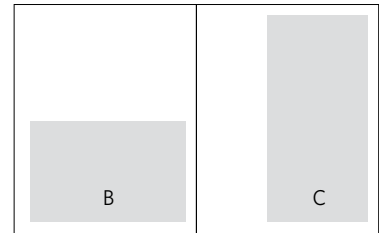
ACCEPTED FILE FORMATS

All files must be saved at 300 dpi in CMYK format. The preferred file format is a PDF, however flattened TIF files and EPS files with all fonts outlined are also acceptable.

Colors cannot be guaranteed unless files are accompanied by a digital contract proof.

Submit all artwork to chad@silveragency.com.

MAGAZINE



CARRIER SHEET

