

Pacific Northwest magazine rates are based on the advertiser's ROP contract level. Open rates apply unless a contract is signed. Reservation deadline is 20 days prior to publication. Deadlines may be adjusted for special themed issues. Contact your account executive for details.

**Pacific Northwest Magazine Full-Page, Full-Color Ads**

Full-page, full-color ads are available for \$8,676.25 (noncomm.) and \$10,207.45 (comm.). Production charges are additional. No additional discounts apply.

**Multiple Full Pages**

Advertisers who run multiple full pages within a single issue of Pacific Northwest magazine earn the following discounts off open or contract rates:

Pages per Issue	Discount
3 – 5 pages	5%
6 – 9 pages	7%
10 – 13 pages	10%
14 – 16 pages	12%
17 – 23 pages	14%
24 or more pages	16%

Discount applies to space charges only.

**Pacific Northwest Magazine Color Rates**

Black and	Noncomm.	Comm.
One color	\$590	\$695
Two colors	920	1,083
Three colors	1,105	1,300

Minimum size for Pacific Northwest magazine color ads is one fifth-page, with a half-page minimum in some special themed editions. Contact your account executive for details. Above charges based on use of magazine-quality inks: cyan (blue), magenta and yellow. Brilliant red (ØAAØ) is available for an additional \$85 (noncomm.). When two process colors are used to create the effect of one color, the black and two-color rate will be charged. Half-page color advertisements are not available on facing or consecutive pages. Color discounts do not apply to Pacific Northwest magazine ads.

**Standby Rates**

Standby advertising is available at 50% off open Pacific Northwest magazine rates for black-and-white ads or color ads with page-ready materials only. No other discounts apply. Color is subject to availability and billed at full price. Standby ads must be institutional in nature and may not include sale dates, prices or any other merchandising copy. Contact your account executive for details.

**Cancellation Policy**

Pacific Northwest magazine ads cancelled fewer than 20 days before publication or power position ads cancelled fewer than 30 days before publication will be charged 10% of the total cost of the ad.

**Production Specifications**

- 100-line round or square halftone dot screen is recommended.
- Shadow density for color should not exceed 265% – 270%. One set of color proofs should be supplied by the advertiser.

Highlight dot	3% – 4%
Shadow dot	80% – 85%

**Mechanical Measurements**

Advertisements are reproduced 100% of layout size.

The following modular ad sizes are available.

Centerspread is 20.25" x 10.862" or 110 column inches total.