

WASHINGTON BUSINESS

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Standard Placement	6 Issues	3 Issues	1 Issue
Full Page	\$2,600	\$2,800	\$3,000
2/3 Page	\$2,400	\$2,600	\$2,800
1/2 Page	\$2,000	\$2,200	\$2,400
1/3 Page	\$1,500	\$1,700	\$1,900
1/6 Page	\$1,000	\$1,200	\$1,400

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 and first right of refusal by previous advertiser.

Issue	Ad Reservation Closing Date	Ad Material Due Date
Jan/Feb 2008	12/07/07	12/14/07
March/April 2008	02/01/08	02/08/08
May/June 2008	04/04/08	04/11/08
July/Aug 2008	06/06/08	06/13/08
Sept/Oct 2008	08/01/08	08/08/08
Nov/Dec 2008	10/03/08	10/10/08

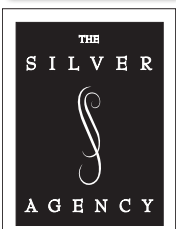
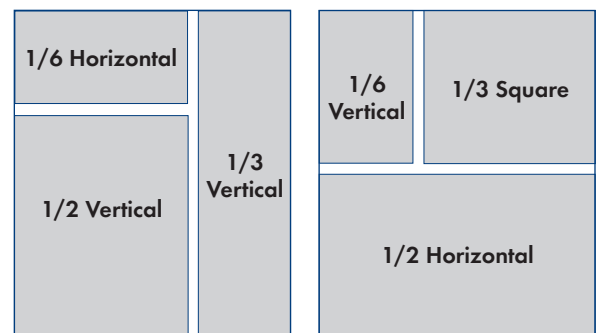
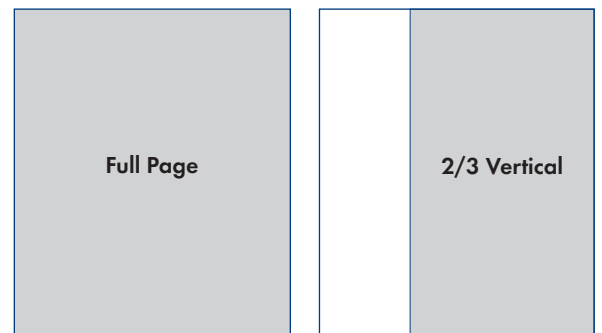
Ad Sizes

Dimensions

(inches,width x height)

1/6 page vertical	2.258 x 4.662
1/6 page horizontal	4.817 x 2.258
1/3 page vertical	2.258 x 9.625
1/3 page square	4.817 x 4.662
1/2 page vertical	4.817 x 7.067
1/2 page horizontal	7.375 x 4.662
2/3 page vertical	4.817 x 9.625
Full page (no bleed).....	7.375 x 9.625
Full page (with .125" bleed)	8.625 x 10.875
Trim size	8.375 x 10.625

Keep live material 0.5" away from bleed edges.



Washington Business Magazine

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The Silver Agency

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Advertising Submission Guidelines

Submitting Your Ad

Camera-ready advertisements are professionally designed by ad agencies or in-house marketing departments. They are built to the exact specifications of the publication in which they are to appear and require no further manipulation. Since these ads are submitted as finished products, client proofs are unnecessary and are not provided.

If you intend to submit an advertisement that you built yourself, or had created by some other non-professional source, please adhere to the guidelines below in the creation and submission of your material. Again, since these ads are submitted as finished products, client proofs are not provided.

The Silver Agency also offers in-house advertising design and production services for advertisements to be placed in this publication at no additional charge. Please contact our advertising sales manager for more information about these services.

Applications

Washington Business Magazine's advertising and graphics departments are Macintosh-based. Although many applications are available for graphic design, we have found that certain applications give the most consistent, dependable results. Currently, we use (and accept files created with) the following programs:

Adobe Photoshop CS
Adobe Illustrator CS
Adobe InDesign CS

Files from other programs are acceptable if saved in EPS or TIFF formats, or output as high-resolution Adobe Acrobat PDFs (PDF/X-1a compliant with all fonts embedded). However, we will be unable to make changes or corrections to ads submitted in these formats. All files must be built at a resolution of 300 dpi or higher.

We CANNOT accept files created with the following programs:

Microsoft Word	Macromedia Freehand
Microsoft Publisher	CorelDraw
Microsoft PowerPoint	Print Shop Pro

We CANNOT accept TIFF/IT-P1 files.

Images

All high-resolution images must be included with the digital advertisement. Minimum recommended resolution for all images is 300 dpi. Images which include line art, text or logos should be 600 dpi for best results. Lower resolutions will result in poor quality. Artwork enlarged more than 100% may result in an effective resolution of less than 300 dpi.

All image files should be in EPS or TIFF format. We strongly discourage the submission of JPEG, GIF, BMP and PICT images as these will result in lower image quality.

Avoid artwork taken from the Internet, as it is typically 72 to 96 dpi and is unsuitable for print reproduction.

Color

All color ads must be in CMYK format. Any RGB or Pantone (spot) colors will be converted to their nearest CMYK equivalent. We cannot guarantee color accuracy for converted images. All black-and-white ads must be in grayscale format. Any colors contained in black-and-white ads will be converted to grayscale.

Fonts

All font files must be included with the digital advertisement. All ads should be built with Macintosh PostScript or OpenType fonts. Any other fonts (including Windows PC fonts and TrueType fonts) will be substituted, at our discretion, with the closest-matching Macintosh PostScript or OpenType font available in our library. Converting your text to outlines or paths will help avoid any potential font problems. However, doing so will limit our ability to make changes or corrections.

Storage Media

We accept digital files submitted using the following methods:

- E-mail (files under 10 MB) to production@silveragency.com
- CD-ROM

Files submitted via e-mail should be compressed using Stuffit or WinZip.

Hardcopy Printout

A hardcopy printout is required for all digital ads. A black-and-white laser proof or faxed copy will be sufficient to proof ad content only. Color proofs are not required. However, for accurate color, please send AGFA Pressmatch, Fuji ColorArt, DuPont Chromalin, Fujifilm FujiProof, or Imation Matchprint proofs. Color laser and inkjet prints, including Iris Realist proofs, will be used for **general color reference only**. We are not responsible for errors in the production of an ad if a legible hardcopy printout is not provided.

Additional Charges

We reserve the right to charge additional fees for excessive revisions, late corrections and/or additions, and other non-scope, as necessary. We reserve the right to reduce or enlarge the size of any advertising material that does not comply with the specified ad size. Ad services for these reasons will be billed in quarter hour increments at a rate of \$85.00 per hour.

Ad Submission Deadlines

All materials for ads that were reserved by the ad reservation closing date must be received no later than the ad material due date (see table on reverse side). Please allow additional time for special preparation requirements, such as ad design or corrections. Contract ads will be repeated as run in the previous issue, unless new material or other instructions are received by ad material due date.

For More Information

For more information about Washington Business Magazine's advertising submission requirements, ad design or pre-press services, please contact our advertising services coordinator by telephone at (360) 736-8065, or by e-mail at production@silveragency.com. For more information about advertising rates and contracts, contact our advertising sales manager at (360) 736-8065 or via e-mail at chad@silveragency.com