



Editorial Profile

Washington Business is a quarterly, award-winning publication that is a benefit of membership in the Association of Washington Business. Our editorial mission is to tell stories that offer real solutions to challenges faced by employers in Washington state. This is in support of the AWB mission to advance an economic climate that enables our members, their employees and all citizens to prosper.

In 2010, Washington Business earned four ContentWise Magnum Opus Awards for writing, as judged by the prestigious Missouri School of Journalism. Since our first issue in 2003, Washington Business has garnered **more than 30** Magnum Opus awards, including honors for Best News Story and Best Special Topic Issue.

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 7,100 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.



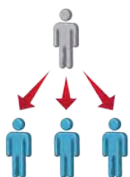
AWB is Washington state's chamber of commerce and one of just two state chambers in the country to be "accredited with distinction" by the U.S. Chamber of Commerce.



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

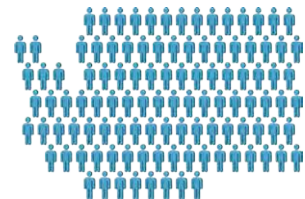
CIRCULATION AND DISTRIBUTION

Washington Business is mailed directly to more than 7,100 employers across Washington state. These businesses represent a cross-section of industries among the state's small, medium and large employers. We also mail to 1,000 additional top executives, state and national lawmakers, government agency officials and industry leaders.



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

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



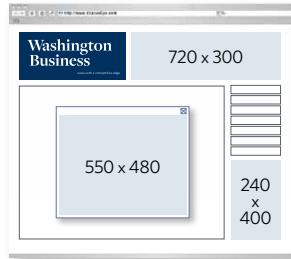
DIGITAL ADVERTISING

Online Display Ads

Feature your business in a rotating display ad on washingtonbusinessmag.com, a public website just for Washington Business magazine. Ads appear on each page of the site, optimizing impressions.

Pop-Up Ads

Select specific content from our publication to pair with ads to optimize viewing.



ONLINE ADS	DISPLAY: 240 x 400	DISPLAY: 720 x 300	POP-UP: 550 x 480
1 Month	\$250	\$300	\$425
3 Months	\$675	\$725	\$850
6 Months	\$900	\$975	\$1,500
9 Months	\$1,600	\$1,700	\$2,100
12 Months	\$2,300	\$2,400	\$2,875

Ads inserted on the 1st and 15th of every month. Art is due three business days prior.

E-Preview of Washington Business

Reserve your space in this exclusive electronic newsletter. The e-preview is distributed to all AWB members in advance of each issue.

E-PREVIEW	210 x 360	See editorial calendar for art deadlines.
1 Issue	\$250	

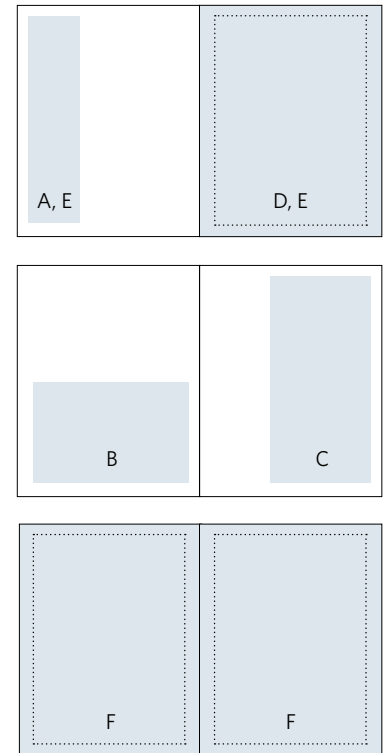


Digital Production Specs

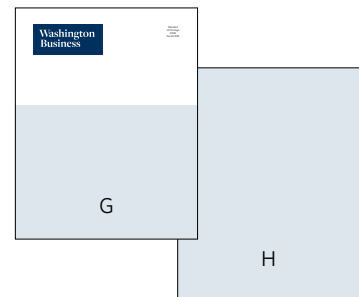
RGB color space, JPG or GIF only—no animation, please. Provide a URL for clickthrough. Send artwork and URL to kyle@silveragency.com.

PRINT ADVERTISING

Magazine Ad Sizes

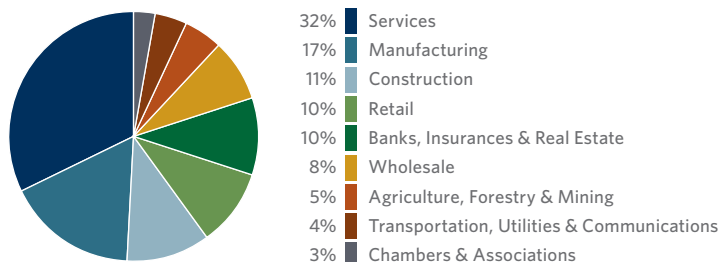


Carrier Sheet

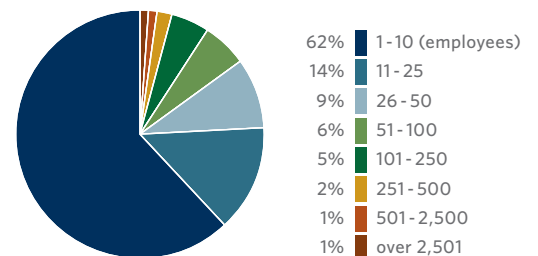


READERSHIP

AWB MEMBERSHIP: TYPE OF BUSINESS



AWB MEMBERSHIP: COMPANY SIZE



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.

Print Production

Washington Business is a full-color, perfect-bound quarterly magazine. Each issue is mailed 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.

Carrier Sheet

Be the first to share your product or service with more than 7,000 Washington state employers! Each magazine arrives with an 8.5" x 11" carrier sheet with space for a half-page and full-page advertisements—the first thing readers see before they open the publication.

	MAGAZINE	DIMENSIONS	4x	1x
A	1/3 Page	2.375 x 9.5"	\$1,700	\$1,900
B	1/2 Page (Each issue limited to 8 half-page ads, reserved on a first come, first served basis.)	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"	\$2,800	\$3,000
E	Full Page + Facing 1/3	full-page bleed: 8.625 x 10.875" 1/3 page: 2.375 x 9.5"	\$4,200	\$4,700
F	2-Page Spread	Spread ads should be prepared as two individual full-page bleed ads.	\$5,500	\$6,000

	CARRIER SHEET	DIMENSIONS	4x	1x
G	Carrier Sheet, Half—Front (inserted into poly-bag)	bleed size: 8.625 x 6.375" trim size: 8.375 x 6.125"	\$2,050	\$2,250
H	Carrier Sheet, Full—Back (inserted into poly-bag)	bleed size: 8.625 x 10.875" trim size: 8.375 x 10.625"	\$2,700	\$2,900

Text-Safe Area

Live area is 0.25" from top and bottom and 0.5" on either side, based on trim size.

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.

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. If files are prepared improperly, Washington Business cannot guarantee the reproduction of the ad.

Submit all artwork to kyle@silveragency.com.

INSIDE WASHINGTON BUSINESS

DEPARTMENTS

From You to Us—Correspondence from AWB members and readers of Washington Business

Happenings—AWB's calendar of events

Inside AWB—The latest news on how AWB is working for you

Of Note—Interesting news and noteworthy milestones within Washington state

The 360—A closer examination of an issue facing Washington employers

The Water Cooler—The lighter side of business and politics

In Their Words—Q&A with leaders in industry and politics

National Watch—Analysis of policy issues on the national scene

What's Working—Innovative employers and trends in business

COVER STORY

An examination of key issues facing Washington employers and the business community

BUSINESS BACKGROUNDER

Insights into issues affecting the Economy, Education, Employment and Workplace, Health Care, Industry, Legal, Regulatory and Taxation

COLUMNS

Eye on Business—Perspectives from AWB President Don Brunell

From the Chair—Thoughts from the AWB Chair of the Board

Washington Outlook—A look at our state's competitiveness

Experience the benefits of premium placements opposite one of our columns, departments or business-specific backgrounders:



- Guaranteed positioning opposite a full page of editorial content
- Positioning on the same page available across all four issues

Maximize your impressions with a pair of ads—both in print and online. Secure premium placement with an ad in print and online via the Washington Business website.

CONTACT INFORMATION

Advertising Contact For Washington Business

For additional information about the magazine, or to place an ad, contact Chad Taylor (chad@silveragency.com) or Kyle McKerricher (kyle@silveragency.com) at 360.736.8065. Or, visit washingtonbusinessmag.com/ads.

Editorial Contact For Washington Business

For questions or comments about editorial content in Washington Business, contact Jocelyn McCabe, APR, executive editor, at 800.521.9325 or JocelynM@awb.org.

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.

WINTER 2011

K-12 education at a crossroads

2011 Legislative Session

Better Workplace Award Winners

Space reservation: 11/15/10

Ads due: 12/3/10

Issue date: Week of 2/7/2011

SPRING 2011

Environmental Focus—State Energy Policy

Environmental Awards

Community Service Awards

AWB Leadership Awards

Space reservation: 2/15/11

Ads due: 3/11/11

Issue date: Week of 5/9/2011

SUMMER 2011

Legislative Review

AWB Regional Meetings

Space reservation: 5/16/11

Ads due: 6/3/11

Issue date: Week of 8/8/11

FALL 2011

Manufacturing

Manufacturing Awards

2011 Policy Summit

Space reservation: 8/15/11

Ads due: 9/2/11

Issue date: Week of 10/24/11