

NORTHWEST DISPLAY ADVERTISING RATES 2009 LANDSCAPE PROFESSIONAL

Four Color	1-3x	4-7x	8-11x	12x
Full Page	\$1,015	\$965	\$910	\$820
1/2 Page	\$650	\$615	\$560	\$510
1/3 Page	\$490	\$450	\$390	\$350
1/6 Page	\$295	\$280	\$245	\$200
1/12 Page	\$185	\$165	\$135	\$105
Black & White	1-3x	4-7x	8-11x	12x
Full Page	\$925	\$875	\$825	\$740
1/2 Page	\$575	\$545	\$495	\$455
1/3 Page	\$400	\$380	\$345	\$315
1/6 Page	\$255	\$240	\$220	\$185
1/12 Page	\$145	\$130	\$115	\$90
Four Color Premium Positions	1-3x	4-7x	8-11x	12x
Outside Back Cover (3/4 pg)	\$1,400	\$1,320	\$1,190	N/A
Inside Front Cover	\$1,275	\$1,150	\$1,025	N/A
Inside Back Cover	\$1,275	\$1,150	\$1,025	N/A
Page 3	\$1,165	\$1,109	\$1,045	\$945
Pre-Printed Four Color Inserts	1-3x	4-7x	8-11x	12x
4-Page Insert	\$1,205	\$1,145	\$1,086	\$965
1-Page Insert	\$1,810	\$1,720	\$1,690	\$1,570

Non Members add 15%. Twelve month insertion orders paid in full in advance receive an additional 10% discount.

AD SPECIFICATIONS

AD PREPARATION:

- WALP accepts only press ready digital files.
- PDFs must be saved as PDFX1a, V 5.0, or higher.
- PDF files must be formatted or created at 2,400 dpi and 150 line-art frequency.
- All RGB and spot colors MUST be converted to CMYK.
- Layers must be flattened
- Ads created in the following software programs are also acceptable: *Photoshop* - Up to CS2 saved as eps, tif, or psd • *InDesign* up to CS2 (CS3 saved as inxx) with all packaged folders included • *Illustrator* up to CS2(embedded images and fonts in outlines or provided in font folder).

PUBLICATION TRIM SIZE:

- 8.375" x 10.75"

BLEEDS:

- Add 1/8" to Full Page Ad.
- Add 1/8" to top & sides only to 3/4 Page Ad.

LIVE AREA:

- Keep all live materials .25" away from trim edges.

SPACE RESERVATION & MATERIALS DEADLINE:

10th of month preceding publication.

SIZE	WIDTH	HEIGHT
Full Page w/ Bleed	8.375"	10.75"
Full Page w/o Bleed	7.75"	10.25"
Back Page (3/4 Page)	8.375"	8.0625"
1/2 Page Horizontal	7.375"	5"
1/2 Page Vertical	3.875"	10"
1/3 Page Square	5"	4.875"
1/6 Page Vertical	2.375"	4.875"
1/12 Page Square	2.5"	2.5"



**FOR MORE INFORMATION
CONTACT (425) 967-0729
OR (800) 833-2186.**

NORTHWEST DISPLAY ADVERTISING CONTRACT 2009 LANDSCAPE PROFESSIONAL

ADVERTISER: _____

CONTACT: _____

MAILING ADDRESS: _____

CITY _____ STATE _____ ZIP _____

BILLING ADDRESS (if different): _____

TELEPHONE #: () _____ FAX #: () _____

E-MAIL: _____

AD SIZE & SPECIFICATIONS: _____

AD FREQUENCY: 1x 4x 8x 12x

ISSUE PUBLISHED: (If you plan to reserve both 4-color and B & W ads, indicate "4C" or "BW" under appropriate month.)

Jan Feb Mar April May June July Aug Sept Oct Nov Dec

AD PAYMENT: Member Rate Non Member Rate
@ \$ _____ per ad less \$ _____ (discounts if applicable) = **Total Contract = \$ _____**

All display advertising not paid in advance will be invoiced with terms of net 30.

Enclosed is my check made payable to WALP for the specified amount or charge the amount to my Visa MasterCard.

Credit Card # _____ Exp. Date: _____

Name on Card: _____ Signature: _____

AD DELIVERY: E-mailed to info@walp.org Ad enclosed on CD

AUTHORIZATION: I authorize WALP to place the above specified display ad in the *Northwest Landscape Professional Magazine*. I understand the production specification, deadline, and payments terms. I further understand that all ads are subject to approval/acceptance by WALP.

Approved by (printed name) _____ Title _____

Signature _____ Date _____

PLEASE SEND ALL PAYMENTS TO:

WALP • 23607 Highway 99, Ste 2C • Edmonds, WA 98026

Fax: (425) 771-9588

FOR MORE INFORMATION, PHONE (800) 833-2186, (425) 967-0729 OR WRITE INFO@WALP.ORG.