



Backcountry Horsemen of Washington

Trailhead News Ad Cost and Deadlines for Insertion

(eligible for web site ad, see below for details)

Ad Size	Ad Dimensions	Ad Cost 1x Insertion	Ad Cost 6x Insertion
Back Cover 3/4 page	6 1/4" H x 7 1/2" W	\$450.00	\$435x6=\$2,610 (Save \$90.00)
Inside Front Cover	10" H x 7 1/2" W	\$450.00	\$435x6=\$2,610 (Save \$90.00)
Inside Back Cover	10" H x 7 1/2" W	\$425.00	\$410x6=\$2,460 (Save \$90.00)
Full Page	10" H x 7 1/2" W	\$400.00	\$385x6=\$2,310 (Save \$90.00)
3/4 Page	6 1/4" H x 7 1/2" W	\$300.00	\$285x6=\$1,710 (Save \$90.00)
Half Page	4 3/4" H x 7 1/2" W	\$220.00	\$205x6=\$1,230 (Save \$90.00)
Third Page	3 1/2" H x 7 1/2" W	\$180.00	\$165x6=\$990 (Save \$90.00)
Quarter Page	4 3/4" H x 3 5/8" W	\$120.00	\$105x6=\$630 (Save \$90.00)
Business Card	2" H x 3 5/8" W	\$75.00	\$65x6=\$390 (Save \$90.00)

Ads provided by advertisers must meet professional publishing standards. Modifications are billable for typesetting, design, photo scanning and web site ads at \$75.00 per hour, \$40.00 minimum charge, billed to the advertiser. For questions about production standards, please call Washington Media Services, Inc. (360) 754-4543. All ads subject to approval by BCHW.

Ad Deadline Dates and Payment Due

(or first business day after this date)

December 1	Jan/Feb
February 1	Mar/April
April 1	May/June
June 1	July/Aug
August 1	Sept/Oct
October 1	Nov/Dec

Publish Date of Newsletter

Ads must be the same for all six insertions and must be paid in advance at first insertion for discount on insertion.

\$200.00 per issue spot color charge

Payment policy:

Payment is due before insertion date of ad.

Make payment payable to:

Backcountry Horsemen of Washington

Send check along with ad to:

Washington Media Services, Inc.
P.O. Box 7184, Olympia, WA 98507
(360) 754-4543 • Fax (360) 943-7086

Any advertising questions

please contact:

Crissy McGee or
Adriane Wolfe
(360) 754-4543
bchw@wamedia.com
visit: www.bchw.org

When a contract is signed to run an ad for 1 year, you are eligible to have an ad on the BCHW web site for free. Call for more information.

Conditions: Washington Media Services, Inc. and the Backcountry Horsemen of Washington Trailhead News magazine assumes no financial responsibility for typographical errors or omissions. The advertiser assumes liability for the content of the advertisement and any claims that may arise there from against the publisher.