



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 |
|------------------------|---------------------|----------------------|
| Back Cover 3/4 page | 6 1/4" H x 7 1/2" W | \$331.00 |
| Inside Front Cover | 10" H x 7 1/2" W | \$496.00 |
| Inside Back Cover | 10" H x 7 1/2" W | \$496.00 |
| Full Page | 10" H x 7 1/2" W | \$496.00 |
| 3/4 Page | 6 1/4" H x 7 1/2" W | \$331.00 |
| Half Page (Horizontal) | 4 3/4" H x 7 1/2" W | \$248.00 |
| Half Page (Vertical) | 10" H x 3 5/8" W | \$248.00 |
| Third Page | 3 1/2" H x 7 1/2" W | \$166.00 |
| Quarter Page | 4 3/4" H x 3 5/8" W | \$124.00 |
| Business Card | 2" H x 3 5/8" W | \$62.00 |

Ads provided by advertisers must meet professional publishing standards. Modifications are billable for typesetting, design, photo scanning and web site ads at \$85.00 per hour, \$45.00 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)

Publish Date of Newsletter

December 1 Jan/Feb
 January 18 Mar/April
 April 1 May/June
 June 1 July/Aug
 August 1 Sept/Oct
 October 1 Nov/Dec

**\$225.00 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:

Adriane
 (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.