

DIRECTORY 2010-2011 ADVERTISING RATES

MEMBER-TO-MEMBER

Page Size	BW - Member	BW - Non Member	Color - Member	Color - Non Member
Full Page	\$925	\$1,065	\$1,015	\$1,170
1/2 Page	\$575	\$ 660	\$ 650	\$ 750
1/3 Page	\$400	\$ 460	\$ 490	\$ 575
1/6 Page	\$255	\$ 295	\$ 295	\$ 350

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

LIVE AREA:

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

SPACE RESERVATION & MATERIALS DEADLINE:

FRIDAY, FEBRUARY 26, 2010

SIZE	WIDTH	HEIGHT
Full Page w/ Bleed.....	8.375"	10.75"
Full Page w/o Bleed.....	7.75"	10.25"
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"



**FOR MORE INFORMATION
CONTACT (425) 967-0729
OR INFO@WALP.ORG.**

DIRECTORY 2010-2011 ADVERTISING CONTRACT MEMBER-TO-MEMBER

**SPACE RESERVATION & MATERIALS DEADLINE:
FRIDAY, FEBRUARY 26, 2010**

ADVERTISER: _____

CONTACT: _____

MAILING ADDRESS: _____

CITY _____ STATE _____ ZIP _____

BILLING ADDRESS (if different): _____

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

E-MAIL: _____

AD SIZE: _____ SPECIFICATIONS: _____ BW COLOR

AD PAYMENT: Member Rate Non Member Rate **Amount Due \$** _____

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 *2010-2011 Member-To-Member Directory*. I understand the production specification, deadline, and payment terms. I further understand that ads are subject to approval/acceptance by WALP.

Approved by (printed name) _____ Title _____

Signature _____ Date _____

**PLEASE SEND RESERVATION FORM & PAYMENT 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.