COLUMBIA, the Washington State Historical Society’s popular history quarterly, accepts paid advertising in keeping with its mission to collect, preserve, and vividly present Washington’s rich and varied history. The magazine has a region-wide audience and a broad demographic. Featuring lavishly illustrated articles by leading writers and scholars in the field on a wide spectrum of historical topics, COLUMBIA examines the continuing dialogue between past and present as well as the relationship between local or state history and the broad pattern of regional or national events.

Founded 125 years ago, the Washington State Historical Society is a trusted authority on the history of the state and a valuable resource to its citizens. Now in its 30th year of publication, the award-winning quarterly is the most highly regarded Historical Society membership benefit. Our members are loyal, well-educated, and strongly supportive of history education. Readership is estimated at over 5,000.

Advertising Rates (effective 5/9/13):

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>1x, 1-color</th>
<th>2x (-10%)</th>
<th>3x (-15%)</th>
<th>4x (-25%)</th>
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<tbody>
<tr>
<td>Full page (2nd &amp; 3rd cover)</td>
<td>$600</td>
<td>$540</td>
<td>$510</td>
<td>$450</td>
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<tr>
<td>Full page (4th cover)</td>
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<td>$630</td>
<td>$595</td>
<td>$525</td>
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<td>$414</td>
<td>$391</td>
<td>$345</td>
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<td>Half page (inside)</td>
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<td>$216.75</td>
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<td>$166.50</td>
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<td>Quarter page (inside)</td>
<td>$140</td>
<td>$126</td>
<td>$119</td>
<td>$105</td>
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Please submit digital artwork (high resolution PDFs are preferred). We request payment in advance and accept most major credit cards. No agency discounts.

Advertising Deadlines:
- SPRING ISSUE: Reservation, January 15 – Artwork, February 1
- SUMMER ISSUE: Reservation, April 15 – Artwork, May 1
- FALL ISSUE: Reservation, July 15 – Artwork, August 1
- WINTER ISSUE: Reservation, October 15 – Artwork, November 1

Contact Information:
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cdubois@wshs.wa.gov

Ad Specifications:

**FULL PAGE**
7½” x 10” (live area)
Full bleed available on 2nd, 3rd & 4th cover
8½” x 11” (live area) (add 1/8” on all sides for bleed)

**HALF PAGE**
horizontal 7½” x 4¾” (live area)

Photo screens @ 300 dpi; line art @ 1200 dpi

**QUARTER PAGE**
vertical 3 3/8” x 4¼” (live area)

Graphic design services available for ad design, $40/hr., $40 min.

**ONE-THIRD PAGE**
horizontal 7½” x 3 3/16” (live area)