

COLUMBIA

The Magazine of Northwest History

ADVERTISING INFORMATION

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.

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

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Advertising Rates (effective 5/9/13):

Ad Size	1x, 1-color	2x (-10%)	3x (-15%)	4x (-25%)	4-color
Full page (2nd & 3rd cover)	\$600	\$540	\$510	\$450	NA
Full page (4th cover)	\$700	\$630	\$595	\$525	+50%
Full page (inside)	\$460	\$414	\$391	\$345	NA
Half page (inside)	\$255	\$229.50	\$216.75	\$191.25	NA
One-third page (inside)	\$185	\$166.50	\$157.25	\$138.75	NA
Quarter page (inside)	\$140	\$126	\$119	\$105	NA

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)

QUARTER
PAGE
vertical
3 3/8" x 4¾"
(live area)

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

Photo screens @ 300 dpi;
line art @ 1200 dpi

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