

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 state-wide audience and a broad demographic. Featuring lavishly illustrated articles by leading writers and scholars 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 regional or national events.

Founded in 1891, the Washington State Historical Society is a trusted authority on the history of the state and a valuable resource to its citizens. COLUMBIA has been in publication since 1987, and Historical Society members regard the magazine as their most appreciated benefit. In addition to the membership, COLUMBIA is mailed to libraries, organizations and institutions across the state with an estimated readership of more than 5,000.

Please submit digital artwork (high resolution PDFs are preferred). You may pay in advance or you will be invoiced after publication.

Advertising artwork deadlines:

SPRING ISSUE: Artwork due February 16, 2021

SUMMER ISSUE: Artwork due May 7, 2021

FALL ISSUE: Artwork due July 16, 2021

WINTER ISSUE: Artwork due October 1, 2021

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Advertising Rates (effective 2/15/19):

Ad Size	1x, 1-color	2x (-10%)	3x (-15%)	4x (-25%)	4-color
Full page (2nd & 3rd cover)	\$660	\$600	\$561	\$495	NA
Full page (4th cover)	\$770	\$700	\$654	\$577	+50%
Full page (inside)	\$506	\$460	\$430	\$379	NA
Half page (inside)	\$280	\$255	\$238	\$210	NA
One-third page (inside)	\$203	\$185	\$173	\$152	NA
Quarter page (inside)	\$154	\$140	\$131	\$115	NA

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)

