



*Alki*  
**2017-2018 Rates for Camera-Ready  
Color Ads**

Full Page 7.5"w x 10"h \$500.00

Half Page 7.5"w x 4.75"h or 3.5"w x 7.5"h \$250.00

Quarter Page 3.5"w x 4.75"h \$175.00

ALKI is published three times annually. A 10% discount is given to advertisers who contract for all three issues per year. Rates are non-commissionable. Contract ads will be repeated as run in previous issue unless new material is received by material due date.

<b>Issue</b>	<b>Ad Due Date</b>
March	February 1
July	June 1
December	November 1

Formats for Ad Submissions are listed below. Trim size is 8.5" x 11". ALKI is an electronic publication, published in page-turning format, 32-40 pages. All ads are linked to advertiser's website.

**Artwork Requirements:**

Ads must be submitted camera-ready (i.e. the artwork is the correct size and resolution, and is ready for publication). Ads must be saved as high resolution (300 dots per inch) .pdf files. Color ads, including all imbedded images, must be saved as CMYK (not RGB). Grayscale ads, including all imbedded images, must be saved as grayscale. We will not edit your artwork in any way; however, a 1 pt. border will be placed around all advertisements.

**File Submission:**

- All ads must be received electronically. Please email to: [info@wla.org](mailto:info@wla.org) (specify that the artwork is for the ALKI).
- File names must include your company name and edition-specific information when appropriate.
- We must receive artwork prior to production.

All display advertising will be invoiced with terms of net 30. Please send all payments to:

WLA  
PO Box 33808  
Seattle, WA 98133

Please make checks payable to "WLA." For more information, phone 206-823-1138 or email: [info@wla.org](mailto:info@wla.org).

# 2017-2018 ALKI ADVERTISING CONFIRMATION/CONTRACT

ADVERTISER: \_\_\_\_\_

CONTACT: \_\_\_\_\_

TELEPHONE #: ( \_\_\_\_ ) \_\_\_\_\_

WEBSITE: \_\_\_\_\_

MAILING ADDRESS: \_\_\_\_\_

BILLING ADDRESS (if different): \_\_\_\_\_

DATE CONFIRMED: \_\_\_\_\_

AD SIZE & SPECIFICATIONS: \_\_\_\_\_

AD TO BE PLACED IN THE FOLLOWING ISSUE(S): \_\_\_\_\_

ACCEPTED BY: \_\_\_\_\_

(Advertiser)

ALKI is published three times annually - March, July and December. A 10% discount is given to advertisers who contract for all 3 issues per year. Rates are non-commissionable.

Camera-ready advertisements are due the 1st of the month preceding publication. The journal is published in full-color, electronic format, 32-40 pages.

All display advertising will be invoiced with terms of net 30. Please send all payments to:

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Seattle, WA 98133

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Washington Library Association  
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[www.wla.org](http://www.wla.org)