

Washington State Lake Protection Association  
P. O. Box 4245  
Seattle, WA 98104  
www.walpa.org

**Advertising in the *Waterline* (WALPA quarterly newsletter)  
Members receive newsletters via postal and email.  
Advertising includes posting on the WALPA website.**

Name \_\_\_\_\_ Title \_\_\_\_\_

Company  
Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone (\_\_\_\_) \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

Remember to include your area code.

**Ads can run once or four times (annual rate is discounted 15%).**

<b><u>Advertisement size</u></b>	<b><u>Cost (per issue)</u></b>	<b><u>Annual (4 issues)</u></b>
Directory listing (see below)		\$100 _____
5" x 2 1/2"	\$75 _____	\$255 _____
7 1/2" x 2 1/2" quarter page	\$100 _____	\$340 _____
7 1/2" x 5" half page	\$140 _____	\$476 _____
Full page 7" x 9 1/2"	\$220 _____	\$748 _____

Production information – Electronic ads only (or there will be a production charge). We prefer pdf files, but can also accept In-Design, tiff, jpeg, and eps formats.

Email ads BiJay Adams at [bijay@libertylake.org](mailto:bijay@libertylake.org). If the ad file is large, you can mail a CD to WALPA at the PO Box listed below.

<u>Deadlines</u>	<u>Publication date</u>
Feb. 1	March 1
May 1	June 1
August 1	September 1
November 1	December 1

**Mail this form along with payment (check payable to WALPA) to:  
WALPA, PO Box 4245, Seattle, WA 98104**

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**Advertising in the *Waterline* -- WALPA newsletter**

**The *Waterline* newsletter**

The *Waterline* is a quarterly newsletter for the Washington State Lake Protection Association (WALPA). We accept advertising from companies that provide lake-related services or sell products, such as your company. We accept ads for environmentally-friendly products or services.

**Audience**

Our audience of approximately 250 includes lake associations, public sector employees (parks departments, limnologists), water quality consultants, lake residents, and interested citizens. We also send copies to legislators who are involved in water quality issues, and environmental newspaper reporters. The newsletter will be posted on our website, as well.

**Production**

Send advertisements electronically to BiJay Adams as pdf files. If the ad quality or content does not meet our standards, we will call you and discuss potential changes or connect you with our current layout designer.

**Mail ad form and payment**

Mail the ad form to Expressions before the deadline date with the ad payment. We will send you a pdf copy of each newsletter or, if you prefer and so indicate, several hard copies for your records.

**Contact**

BiJay Adams, *past president WALPA*  
22510 E. Mission Ave.  
Liberty Lake, WA 99019  
Phone: 509-922-5443 ext. 30  
Fax: 509-926-7691  
E: [bijay@libertylake.org](mailto:bijay@libertylake.org)