

Washington State Lake Protection Association

P. O. Box 4245
Seattle, WA 98104
www.walpa.org



Advertising in the on-line *Waterline* (WALPA quarterly newsletter)

Name _____ Title _____

Company Name _____

Address _____

City _____ State _____ Zip _____

Telephone (____) _____ Fax _____ E-mail _____

Ads can run once or annually (annual rate is discounted 20%)

<u>Advertisement size</u>	<u>Cost (per issue)</u>	<u>Annual (4 issues)</u>
Column Placement (210px and no longer than 500px)	\$300 _____	\$1000 _____
Article Banner (430px and no taller than 100px)	\$180 _____	\$600 _____

Production information – *Waterline* is posted, ads intact, in electronic format on the WALPA web site (www.walpa.org) and is available in printable format and archived. A *Column Placement* ad is a right-hand column ad that is 210px by no longer than 500px and reoccurs throughout the entire *Waterline* edition. An *Article Banner* is an article ad that is 430px by no taller than 100px and is only available in one specific article. Ads include a live link to your website. WALPA requires web-ready artwork in color (no additional charge) or black and white. If ads require additional artwork, design, or significant manipulation by the newsletter designer, the additional design time will be billed to the advertiser at the designer's hourly rate. We prefer jpg or gif files at 72 dpi, but can also accept In-Design, AI, PSD, tiff, pdf, and eps formats. Email ads to info@walpa.org. If the ad file is large, you can mail a CD to WALPA at the PO Box listed below.

Mail this form along with payment (check payable to WALPA) to:

WALPA
PO Box 4245
Seattle, WA 98104