

# SEATTLE

T A L E N T ★ M A G A Z I N E

## MEDIA KIT



[sales@seattletalentmag.com](mailto:sales@seattletalentmag.com)  
800-890-1026 x875

[www.seattletalentmag.com](http://www.seattletalentmag.com)



## SEATTLE TALENT MAGAZINE

**Seattle** is the northernmost major city in the contiguous United States, and the largest city in the Pacific Northwest and in the state of Washington. A seaport situated on an isthmus between Puget Sound (an arm of the Pacific Ocean) and Lake Washington, about 100 miles (160 km) south of the Canada – United States border, it is named after Chief Seattle "Sealth", of the Duwamish and Suquamish native tribes. Seattle is the center of the Seattle–Tacoma–Bellevue metropolitan statistical area, the 15th largest in the United States, and the largest in the northwestern United States. Seattle is the county seat of King County and is the major economic, cultural and educational center in the region. As of April 2009, the city's population was approximately 617,000 within a metropolitan area of some 3.4 million inhabitants. The Port of Seattle and Seattle–Tacoma International Airport are major gateways to Asia, Alaska, and the rest of the world.

Seattle is the western terminus of I-90 and resides on the I-5 corridor, about 170 miles (270 km) north of Portland, Oregon/Vancouver, Washington and 140 miles (230 km) south of Vancouver in British Columbia, Canada. The city of Victoria, British Columbia's capital, is about 110 miles (180 km) to the northwest (about 90 miles (140 km) by passenger ferry) while the eastern Washington hub city of Spokane lies 280 miles (450 km) to the east.

Seattle is ranked as one of the most car-congested cities in the United States, and efforts to promote compact development and transportation choices are perennial policy issues. The railways and streetcars that once dominated its transportation system were largely replaced with an extensive network of bus routes for those living near the city center, and the city's outward growth caused automobiles to become the main mode of transportation for much of the population in the middle to late twentieth century. However, efforts to reverse this trend at the municipal and state levels have resulted in new commuter rail service that connects Seattle to Everett and Tacoma, a regional Link Light Rail system that extends south from the city core, and an inner-city South Lake Union Streetcar network in the South Lake Union area.

# Submission Deadlines

## 21st of every month

### PRICING:

Ad Type	Width	Height
Full page	7.25" X	9.375"
1/2 page	7.25" X	4.5"
1/4page	3.5" X	4.5"

### COLOR DISPLAY ADS

Size	1x	3x	6x	12x
Full page .....	\$550	\$500	\$470	\$430
Half page H or V .....	\$390	\$350	\$310	\$280
Quarter page H or V .....	\$240	\$190	\$160	\$120

### AUDIO VISUAL ADS

Add The Audio Visual advantage\* to your display ad and get a 50% discount on your display ad.

- 15 Sec A/V Ads \$ 625
- 30 Sec A/V Ads \$1000
- 60 Sec A/V Ads \$1500
- 120 Sec A/V Ads \$1875

\*Audio Visual ads will be embedded along with your display ads in the online magazine.

### DESIGN SERVICES

Ad Design \$50\* (\*With maximum two revisions)

(Ad copy to be provided by advertiser. All ads designed by Seattle Talent Magazine will be considered the sole property of the Magazine, unless otherwise negotiated.)



## ▶ INTERNET ADVERTISING:

The current *edition* of the magazine is on display at [www.seattletalentmag.com](http://www.seattletalentmag.com). Click on the photo of *the front cover*, it will open an *electronic* version of the entire magazine.

**Multi edition Advertiser:** Can also take advantage of upgrades, such as; Banner Ads **and** linking to their website and email address. Contact **Seattle Talent Magazine** for more details....[sales@seattletalentmag.com](mailto:sales@seattletalentmag.com)

**Payment Options:** Advertisers can pay by check or credit card. If paying by check; the first payment must be received prior to publication and all recurring ads will be invoiced for payment prior to publication.

**Payment by credit card:** All credit card payments will be **processed through paypal**.



## ▶ AD REQUIREMENTS:

- Ads must conform to sizes specified on Advertising Rate Sheet.
- Ads are accepted via email (attachments must be 5 MB or less) or CD-ROM.
- For A/V ads, the file must be in avi format with mpeg-4 compression.

## ▶ ACCEPTABLE FILE FORMATS FOR CAMERA READY ARTWORK:

**Adobe Acrobat**

**QuarkXPress, InDesign, or PageMaker**

**Adobe Illustrator or Macromedia Freehand**

**Photoshop**

PDF (use "Press Optimized" settings in Distiller.)

(include all linked graphics and fonts)

(convert fonts to outline and save as EPS)

TIFF, EPS, or JPEG (minimum 300 dpi)



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## ADVERTISING ORDER

AD INSERTION(s) (BUSINESS OR ORGANIZATION NAME)	UNIT SIZE	FREQUENCY DATE	1ST RELEASE (THEREAFTER EVERY EDITION)	SPACE CHARGE (PER EDITION)	A/V ADS	TOTAL CHARGES

**Special Instructions :**


**Sales Associate (Print Clearly)**

**Name of Business**

**Mailing Address**

**City** **Zip**

<input type="text"/>	<input type="text"/>
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**Telephone** **Fax**

<input type="text"/>	<input type="text"/>
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**Web Address** **E-mail**

<input type="text"/>	<input type="text"/>
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**SIGNATURE**

Date <input type="text"/>	<input type="text"/>
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**TERMS & CONDITIONS :**

1. TALENT MAGAZINES, INC. guarantees to protect this client from increases in space charges until the expiration of this advertising order.
2. This order cannot be cancelled prior to the first edition.
3. Frequency rates are contingent upon insertion in successive edition. Clients who fail to comply with insertion requirements will be short-rated (billed retroactively at their actual earned rates).
4. Accounts are due & payable upon signing of this contract.
5. Ad copy must be approved or approved with changes within 2 days, and with no further liabilities to TALENT MAGAZINES, INC.
6. There are no refund under any circumstance.
7. By my signature below I signify I am enrolling my business in the Seattle Talent Magazine(s) designated on this order and that I understand the applicable terms and conditions.

<b>CHECK #</b>	<b>AMOUNT</b>
<b>DATE :</b>	

<b>Basic Rate</b> <b>Production costs</b> <b>TOTAL DUE</b> <b>Amount Received ...</b>
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**For TALENT MAGAZINES, INC. Use**

<table border="1" style="width:100%;"> <tr> <th style="width:15%;">Cust #</th> <th style="width:20%;">Category</th> <th style="width:15%;">Rep:</th> <th style="width:10%;">Vol. #</th> </tr> <tr> <td style="height: 40px;"> </td> <td> </td> <td> </td> <td> </td> </tr> </table>	Cust #	Category	Rep:	Vol. #					<b>Copy instructions due :</b> ___/___/___ <b>Contact Person</b> _____  <b>Address for Copy :</b> _____  <b>Telephone No. And Fax No. :</b> (____) _____ (____) _____
Cust #	Category	Rep:	Vol. #						