



# CONNECTION

EXPLORING THE ALASKA-WASHINGTON CONNECTION. 2009



## The Alaska-Washington Connection

*An annual magazine published by Business to Business Magazines.*

Washington and Alaska have been linked by commerce for over a century.

Beginning with the Klondike Gold Rush in 1897 and secured by the Alaska-Yukon-Pacific Exposition of 1909, the partnership between the two states impacts our economies now more than ever.

Today the Alaska State Chamber of Commerce, the Anchorage Chamber of Commerce and the Seattle Chamber of Commerce bring businesses from both states together with weekly, monthly and annual meetings to cover a variety of topics and create viable business opportunities.

***The Alaska-Washington Connection*** will highlight major players within a diverse group of companies that serve our businesses and communities.

Distribution will include 30,000 copies in print and electronic formats to be sent to all Petroleum News and Mining News subscribers, Alaska and Washington chambers, and business and trade organizations covering oil, gas, mining, tourism and transportation.

### ADVERTISING BENEFITS INCLUDE:

- A long shelf life for your ad because this is a full color magazine
- Your company will be listed in the magazine's advertiser index
- Your company will be included in one of the articles about your industry

# Advertising Rates & Specifications

| Size            | Price   | Width    | Height   |
|-----------------|---------|----------|----------|
| Full page bleed | \$2,095 | 8 1/4"   | 10 3/4"  |
| Full page       | \$2,095 | 7 1/2"   | 9 1/2"   |
| 1/2 page vert.  | \$1,455 | 3 5/8"   | 9 1/2"   |
| 1/2 page hz.    | \$1,455 | 7 1/2"   | 4 11/16" |
| 1/2 page isl.   | \$1,595 | 4 15/16" | 7 1/8"   |
| 1/3 page hz.    | \$1,030 | 7 1/2"   | 3 3/16"  |
| 1/3 page sq.    | \$1,030 | 4 15/16" | 4 13/16" |
| 1/4 page        | \$780   | 3 5/8"   | 4 11/16" |
| 1/6 page sq.    | \$685   | 3 5/8"   | 3 1/16"  |
| 1/6 page hz.    | \$685   | 4 15/16" | 2 3/8"   |
| 1/8 page        | \$560   | 3 5/8"   | 2 1/4"   |

\* Inside cover premium ad placement requires a full-page commitment. The fee for premium ad placement is \$2700, which includes color.

\* The above rates are for black and white ads. Add \$150 per single processed color; add \$400 for full color.

**DEADLINE:** Ad placements are due by May 29, 2009; camera-ready ad copy is due by June 5, 2009.

**PRODUCTION SPECIFICATIONS:** Ads should be submitted electronically (with a proof). Files must be at least 300 dpi. The image should be the same size as the space reserved. We prefer EPS files with fonts outlined but also take PDF, JPEG and TIFF files. We'll also accept Quark files as long as all art and fonts are included. If you send a laser printout to be scanned by our production department, it must be high quality with a resolution of at least 600 dpi and screen resolution of 85 lpi. No photo copies, color copies or inkjet printouts will be accepted.

**GENERAL INFORMATION:** We reserve the right to reject any advertising that we deem misleading or objectionable. Approved advertising agencies will be granted a 15% commission.

**DISTRIBUTION:** Distribution will include 30,000 copies in print and electronic formats sent to all Petroleum News and Mining News subscribers, Alaska and Washington Chambers, and business and trade organizations covering oil, gas, mining, tourism and transportation.



Contact Marketing Director Bonnie Yonker for further details at [byonker@petroleumnews.com](mailto:byonker@petroleumnews.com) or 425-483.9705.

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