



# CONNECTION

EXPLORING THE ALASKA-WASHINGTON CONNECTION. 2014

## The Alaska-Washington Connection

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

Washington and Alaska have been linked by commerce for more than 115 years.

Beginning with the Klondike Gold Rush in the 1890s, these two northwestern states have a long history of working together to overcome the constraints of geography and climate to build an enduring partnership that fuels both economies.

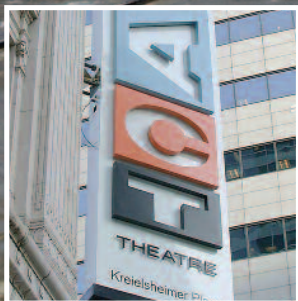
Formal and informal, this relationship is reinforced by joint government and business initiatives and regular interaction between business and trade organizations as well as mutual interests of major industries, including oil and gas, telecommunications and tourism.

**The Alaska-Washington Connection** will highlight important players in 2014 within an increasingly diverse business community that is active in trade and commerce throughout Alaska, Washington and other Pacific Northwest markets. Articles also may feature companies and developments in other major commercial sectors such as mining, transportation and business services.

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



### goinside

- :: Seattle readies exciting arts season
- :: Lynden inks agreement to buy Northland
- :: Big mine projects can bring big benefits

# Advertising Rates & Specifications

Size	Price	Width	Height
Full page bleed	\$2,305	8 1/4"	10 3/4"
Full page	\$2,305	7 1/2"	9 1/2"
1/2 page vert.	\$1,600	3 5/8"	9 1/2"
1/2 page hz.	\$1,600	7 1/2"	4 11/16"
1/2 page isl.	\$1,760	4 15/16"	7 1/8"
1/3 page hz.	\$1,135	7 1/2"	3 3/16"
1/3 page sq.	\$1,135	4 15/16"	4 13/16"
1/4 page	\$860	3 5/8"	4 11/16"
1/6 page sq.	\$755	3 5/8"	3 1/16"
1/6 page hz.	\$755	4 15/16"	2 3/8"
1/8 page	\$620	3 5/8"	2 1/4"

**DEADLINE:** Ad placements are due by July 3, 2014; camera-ready ad copy is due by July 11, 2014.

**PRODUCTION SPECIFICATIONS:** Ads should be submitted electronically. Files must be at least 300 dpi. The image should be the same size as the space reserved. We prefer PDFs but we'll also accept, EPS files with fonts outlined, JPEG and TIFF files. All layers and transparencies must be flattened in submitted material. We'll also accept Quark and InDesign files as long as all art and fonts are included.

**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.

\* Premium ad placement requires a full-page commitment. The fee for premium ad placement is \$2,815, which includes color. Ask your representative for premium page availability.

\* The above rates are for black and white ads. Add \$200 per single processed color; add \$400 for full color.



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

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