

## Northwest Coast Publications

Bryan Penttila  
 956 State Route 4  
 Naselle, WA 98638  
 bryan@nwc magazine.com

## ADVERTISING RATES

www.nwc magazine.com  
 Ph. 866.533.0846  
 Fax 360.484.7862

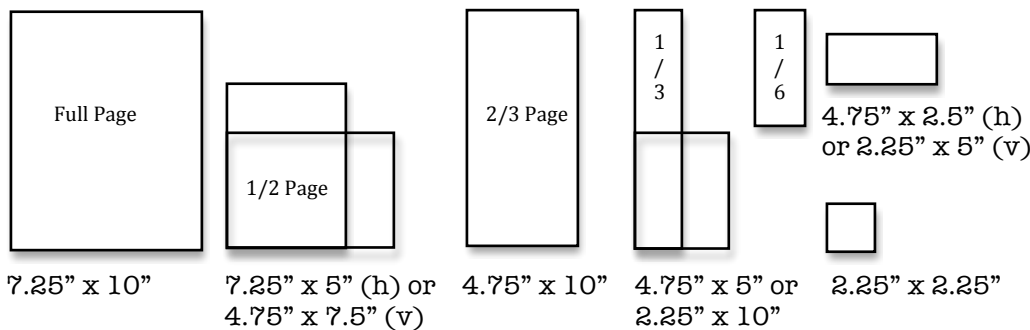
2009  
 Summer

| Ad Size           | 1 - issue | 2 - issues | 4 - issues |
|-------------------|-----------|------------|------------|
| Full Page         | \$1,400   | \$1,300    | \$1,200    |
| Back Cover        | \$2,275   | \$2,050    | \$1,900    |
| Inside Cover      | \$2,050   | \$1,900    | \$1,775    |
| Inside Facing     | \$1,800   | \$1,675    | \$1,500    |
| Inside Back Cover | \$1,650   | \$1,500    | \$1,375    |
| 2/3 - Page        | \$1,000   | \$985      | \$900      |
| 1/2 - Page        | \$825     | \$775      | \$700      |
| 1/3 - Page        | \$580     | \$500      | \$475      |
| 1/6 - Page        | \$310     | \$275      | \$250      |
| 1/12 - Page       | \$250     | \$240      | \$225      |

**Northwest Coast** (*NWC*) is a full-color quarterly (March-June-Sept-Dec) magazine celebrating the people, culture, and landscape of the greater Columbia-Pacific region.

*NWC* is directed at both active local residents as well as those who live beyond the Coast Range and either own second homes or regularly vacation here. Preliminary focus group research information indicates that *NWC*'s readers are above average in education, household income, and share an abiding interest in the coast.

With nearly 5,000 copies in distribution, *NWC* offers a prime advertising opportunity for regional businesses and events all along the Oregon and Washington coasts. Kable Media Services handles *NWC*'s newsstand distribution and has provided outlets across the region, including Fred Meyer stores, Borders Bookstores, and scores of smaller venues. The magazine is also sent to a growing body of subscribers, distributed to area businesses, and featured at festivals and special events.



—Deadlines: January 23 (spring); April 24 (summer); July 24 (fall); October 23 (winter)

- \* Prices for full-color and black and white ads; Creative Services starting at \$100 per ad.
- \* Ads should be submitted in PDF or TIFF file format, set up to the exact size of reserved space.
- \* Non-profit organizations are eligible for a 20% discount from list prices.