

WHY DOWNTOWN

ADVERTISE IN THE DOWNTOWN SPOKANE MAGAZINE?

2018 Annual Magazine

- To be a part of the official Downtown Business Development publication
- Distributed throughout the year
- The annual Downtown Spokane magazine is distributed locally and nationally at the International Council of Shopping Centers (ICSC), in trade shows, and local university welcome packets, and more!

*A special publication for the Downtown Spokane Partnership,
Business Improvement District & University District.
(509) 456-0580 • DowntownSpokane.net*



Dear Downtown Partner:

Throughout the past decade, billions of dollars have been invested in the heart of the city, engaging visitors, workers and residents to envision a new future for Spokane emanating from the downtown core. In 2018 we are once again partnering with the Journal of Business to produce our annual full-color magazine, read by more than 40,000 readers through the Journal of Business, and thousands more throughout the entire year. The magazine will feature the people, places, and projects that make downtown Spokane a great place to live, work, play, and grow.

We're inviting you to place an advertisement as part of this distinctively designed, annual magazine distributed as the number one information source on Downtown Spokane. By choosing to participate, your organization is contributing to the success of this promotional piece, creating a more complete representation of this active Downtown.

Space is limited, and I encourage you to contact a Journal of Business representative soon. The reservation deadline is January 24th.

Thank you for being a part of the ongoing efforts to maximize and share the unique characteristics of our urban center as we encourage visitors, neighbors, potential investors and the community to participate in the vitality of Downtown Spokane.

Best Regards,

Mark Richard, President
Downtown Spokane Partnership,
Parking & Business Improvement District



Cover Date: March 1
Space Reservation: January 24
Ad Art Due: February 7

The magazine will be distributed through the Journal of Business and Downtown Spokane Partnership on March 1 for marketing and business development throughout the 2018 year.

Electronic Ad Specifications:

The Downtown Spokane magazine will be printed web offset using 150-line screen. Preferred format is a high-resolution PDF with fonts embedded. We also accept TIFF, JPEG and EPS files. All files must be submitted in CMYK color mode at 300 dpi.

Trim Size
(8" x 10.75")

Add .25" for bleed
on all sides

(.375" safe area
inside trim on all
sides is required)

Back Cover	\$2,195
Inside Covers & Page 3.....	1,980
Full Page	1,730
2/3 Page	1,415
1/2 Page (Only ad on page).....	1,325
1/2 Page.....	1,215
1/3 Page	945
1/6 Page	715

Above rates include full color.

1/2 Horizontal (7" x 4.75")	
1/6 Vertical (2.25" x 4.75")	1/3 Block (4.625" x 4.75")

1/3 Vertical (2.25" x 9.75")	2/3 Vertical (4.625" x 9.75")
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1/6 Horizontal (4.625" x 2.25")
1/2 Vertical (4.625" x 7.25")

For more information or to receive a sample copy of the magazine, please contact your advertising agency or Journal representative. 509-456-5257
www.spokanejournal.com

JOURNAL OF BUSINESS
Serving Spokane & Kootenai Counties