

# DOWNTOWN

2021 Annual Magazine

# WHY

## ADVERTISE IN THE DOWNTOWN SPOKANE 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](http://DowntownSpokane.net)**



Dear Downtown Partner:

A quarter century ago, downtown Spokane looked a little different. Over the past 25 years, through vision, planning and effort, billions of dollars have been invested in the heart of your city, engaging visitors, workers and residents to envision a new future for Spokane emanating from the downtown core.

In 2021 the Downtown Spokane Partnership is again joining forces with the Journal of Business to produce our annual full-color magazine. The magazine will feature the people, places, and projects that make downtown Spokane a great place to live, work, play, and invest.

This year's magazine will look a bit different than magazines of the past. The 2021 Downtown magazine will not only highlight the achievement of growth over the past 26 years, it will also serve as an economic report and tool to increase investment into downtown at a time when the heart of our city needs it most.

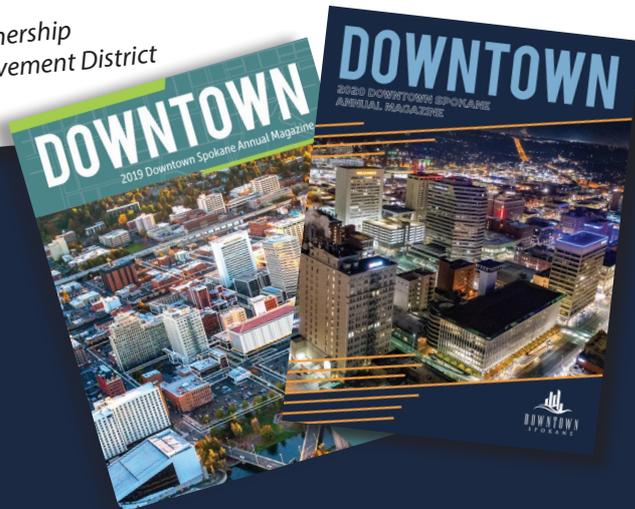
We're inviting you to place an advertisement as part of this distinctively designed magazine distributed as the number one information source on Downtown Spokane. By choosing to participate, your organization is contributing to the success of this promotional piece, creating a more complete representation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

Space is limited, and I encourage you to contact a Journal of Business representative soon. The reservation deadline is Thursday, April 8, 2021.

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: May 6**  
**Space Reservation: April 8**  
**Ad Art Due: April 19**

The magazine will be distributed through the Journal of Business and Downtown Spokane Partnership on May 6 for marketing and business development throughout the 2021 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 .....	\$2,305
Inside Covers & Page 3.....	\$2,075
Full Page .....	\$1,810
2/3 Page .....	\$1,480
1/2 Page (Only ad on page) .....	\$1,390
1/2 Page .....	\$1,275
1/3 Page .....	\$985
1/6 Page .....	\$750

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")

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](http://www.spokanejournal.com)