

ADVERTISING / PUBLICATION OPPORTUNITIES & RATES

Western Council CONNECTION will be announced by e-mail, published monthly on the website, then archived, and indexed for ongoing reference.

- Promote your organization
- Emphasize what's new and/or sets you apart
- Build a presence among your competition, and in your industry
- Stay "top of mind" with associates, clients, prospects, etc.

DISPLAY ADS in CONNECTION do this in a colorful, eye-catching way!

Ad Type	Size (jpeg < 350 KB)	Member per Issue	Non-Member per Issue
Horizontal Card Size	3.5" w x 2" h (7 sq. in.)	\$ 50	\$100
Vertical Card Size	3.5" w x 2" h (7 sq. in.)	\$ 60	\$110
¼ Page	3.5" w x 4" h (14 sq. in.)	\$ 100	\$170
½ Page	7.5" w x 4" h (30 sq. in.)	\$ 215	\$360
Full Page*	7" w x 8.5" h (59+ sq. in.)	\$ 350	<i>(members only)</i>

*Only ONE Full Page Ad published per issue - first come, first served, **member only**.
Only ONE Full Page Ad published per organization per year – **RSVP** for wait list.

▶ **MULTI-ISSUE DISCOUNTS:** 3 mos: **10%** 6 mos: **15%** 9 mos: **20%** 12 mos: **25%**

ADVERTORIALS Share Your News

Success! - contract awards, project or individual honors, distinctions, brag topics...

On the Move - promotions, new hires, certifications, location/contact info changes...

Happenings - ground break, completion, firm events... (non-compete with WCCC)

Community Involvement - let people know how you "give back"

MEMBERS ONLY (space available basis, first come, first served)

\$50 per issue for < 100 words (50 cents per additional word, space available)

Add Photos for \$25/each (jpeg <250 KB)

WHITE PAPERS AND ARTICLES Share Your Knowledge

Western Council encourages submission of industry-related white papers and non-advertorial articles of interest. We include some white papers in CONNECTION, and those, and others, are posted on the Western Council website. White papers will be archived and indexed on the website, so readers can refer to them ongoing. You may also add key words to optimize searching. Priority given to Members' papers.

▶ **ACT NOW!** Accepted white papers may be posted by members for \$25; non-members for \$50. Contact Valerie for submission details.

SUBMISSION OF ADS, ADVERTORIALS & WHITE PAPERS:

Contact Editor to confirm Ad type/ size/ frequency, and to arrange payment.

E-mail Ads as jpegs and Advertorials & Papers as MS Word 2003 doc attachments.

ADS & Advertorials due by NOON on the Third Friday of each month.

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