

The  **BULLETIN**

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Informing
 Washington state
 gasoline retailers
 since 1985



Reach your target market via THE publication covering our industry

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**QUESTIONS? Call Tim McAllister,
 (425) 353-3854 or (360) 495-4941**

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ADVERTISING RATES, DEADLINES AND SPECIFICATIONS

RATES:

FULL PAGE	—————	\$800.00
2/3 PAGE	—————	\$550.00
JUNIOR PG	—————	\$450.00
HALF PAGE	—————	\$400.00
1/3 PAGE	—————	\$350.00
1/4 PAGE	—————	\$275.00
1/6 PAGE	—————	\$200.00
BUS. CARD	—————	\$150.00

CIRCULATION: Approx. 2,200. Includes Washington state gasoline retailers (approx. 1,600), distributors, auto repair shops, vendors, legislators, gov't agencies and handouts at trade shows.

CLOSING DATE: Week prior to publication for camera-ready copy. Space reservation requested at least two weeks prior to publication.

PAYMENT: Due in full prior to publication. Enclose \$150 if business card order.

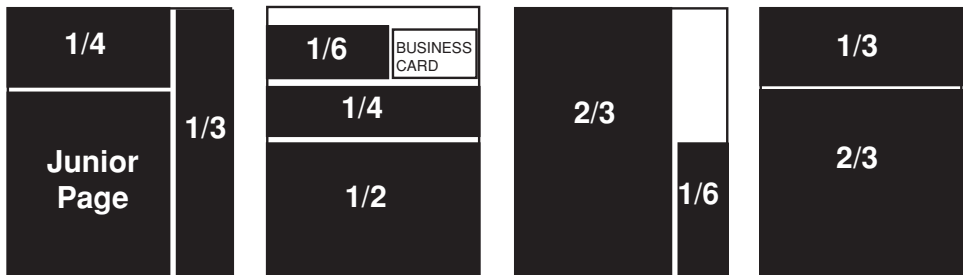
PUBLICATION DATES: Quarterly: February, May, August, November. (Subject to change.)

COLOR: Add \$75 per color. CMYK. Limited color positions, please reserve ASAP. Four color available.

LAYOUT: 20% for ads under 1/2 page. 15% 1/2 page or larger. Minor work: no charge.

PRINTING: Macintosh/digital prep, 80 screen, 180 res.

<u>SPACE SIZE</u>	<u>WXL</u>
Full Page	7 1/2" x 9 3/4"
2/3 Page (Vert)	4 3/4" x 9 3/4"
2/3 Page (Horz)	7 1/2" x 6 1/4"
Junior Page	4 3/4" x 8"
Half Page	7 1/2" x 4 3/4"
1/3 Page (Vert)	2 1/4" x 9 3/4"
1/3 Page (Horz)	7 1/2" x 3 1/4"
1/4 Page (Horz)	7 1/2" x 2 1/4"
1/4 Page (Vert)	4 3/4" x 3 1/4"
1/6 Page (Vert)	2 1/4" x 4 3/4"
1/6 Page (Horz)	4 3/4" x 2 1/4"



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