



Washington
Hospitality
Association



MEDIA KIT

2017

Reach Key Decision Makers at Restaurants and Hotels across Washington

In Print



Online



On Air



Via Email



Washington Hospitality Magazine

News & Information Restaurateurs and Hoteliers Crave



Delicious Profits

Each issue of Washington Hospitality Magazine receives over 27,000 reads from decision makers and key personnel at restaurants, hotels, casinos, golf courses, resorts and other thriving businesses in the state's hospitality industry. This popular and influential trade publication is mailed to every Washington Hospitality Association member business and also connects with readers online.

Washington's Hospitality Industry

- » Hospitality Industry Sales
\$17.7 billion
- » Hospitality Employees
250,000 Washingtonians
- » The largest group of private employers in the state

Worth Consuming

Washington's restaurateurs and hoteliers look to the Washington Hospitality Association as their primary source of industry news and information. Advertise in Washington Hospitality Magazine and put your brand in front of owners, general managers, chefs and decision makers who value what Washington Hospitality Association and its partners have to offer.

Who Receives *Washington Hospitality Magazine*:

- » Restaurants
- » Hotels and resorts
- » Lounges and nightclubs
- » Taverns and bowling alleys
- » Golf courses
- » Food and beverage suppliers
- » Companies providing products and services to the industry

Washington Hospitality Magazine



ISSUE	materials due	ad space closes	editorial focus
JANUARY 2017	12.14.16	12.15.16	Legislative Preview
FEBRUARY 2017	1.11.17	1.12.17	Food and Lodging Trends
MARCH 2017	2.9.17	2.10.17	Know Your Customer
APRIL 2017	3.13.17	3.14.17	HR/Careers in the Industry
MAY 2017	4.10.17	4.11.17	Buyers' Guide
JUNE 2017	5.8.17	5.9.17	Public Relations/Social Media
JULY 2017	6.12.17	6.13.17	Workplace Safety
AUGUST 2017	7.10.17	7.11.17	Workplace Development
SEPTEMBER 2017	8.8.17	8.9.17	Legislative Review
OCTOBER 2017	9.7.17	9.8.17	Sustainability/Eco-Hospitality
NOVEMBER/DECEMBER	10.17.17	10.18.17	Restaurant & Lodging Operations

Display Advertising Pricing All Four-Color

	1x	6x	10x
	MEMBER/NON-MEMBER	MEMBER/NON-MEMBER	MEMBER/NON-MEMBER
1/6 Page Vertical/Horizontal	\$340/\$375	\$290/\$320	\$250/\$280
1/3 Page Square/Vertical	\$640/\$710	\$555/\$600	\$500/\$540
1/2 Page Vertical/Horizontal	\$910/\$1,000	\$790/\$850	\$710/\$770
2/3 Page	\$1,140/\$1,265	\$990/\$1,075	\$890/\$970
Full Page Inside	\$1,685 /\$1,870	\$1,345/\$1,490	\$1,210/\$1,345
Full Page Inside Front Cover	\$2,180/\$2,420	\$1,740/\$1,935	\$1,570/\$1,740
Full Page Inside Back Cover	\$2,080/\$2,310	\$1,665/\$1,850	\$1,500/\$1,665
Full Page Inside Page 3	\$1,780/\$1,980	\$1,430/\$1,585	\$1,280/\$1,430
Full Page Back Cover	\$1,930/\$2,145	\$1,680/\$1,825	\$1,510/\$1,640
Advertorial	\$1,320/ \$1,540		

Prices subject to change without notice.

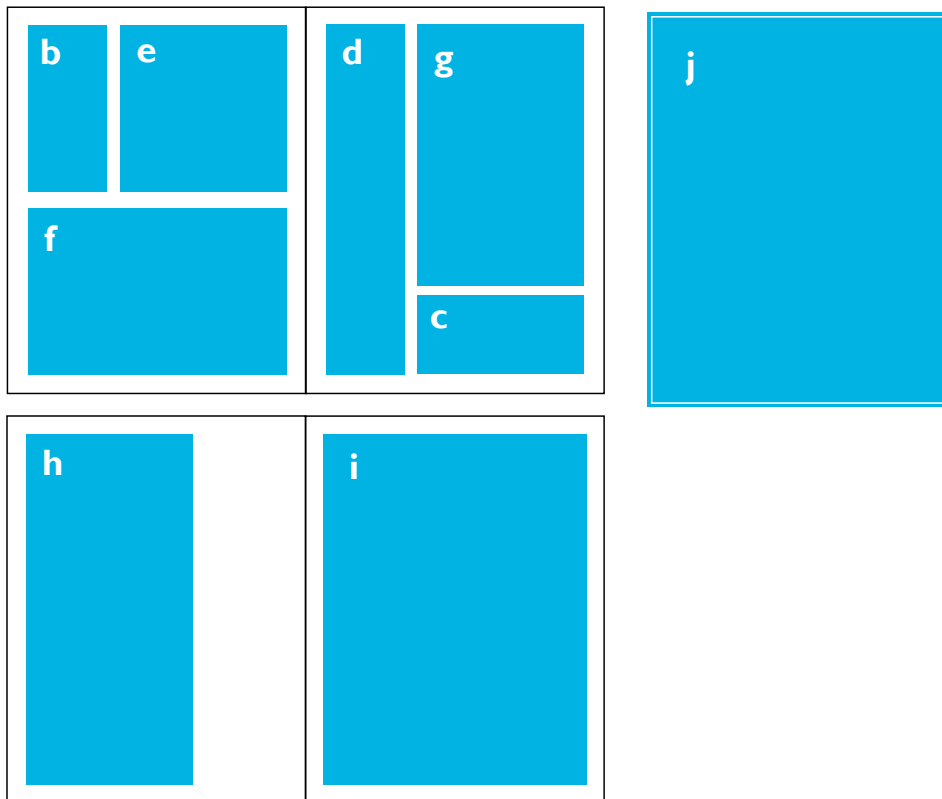
Print Advertising Specifications

Display Ad Dimensions	Width	Height
b. 1/6 page vertical	2 1/4"	4 3/4"
c. 1/6 page horizontal	4 3/4"	2 1/4"
d. 1/3 page vertical	2 1/4"	10"
e. 1/3 page square	4 3/4"	4 3/4"
f. 1/2 page horizontal	7 1/2"	4 3/4"
g. 1/2 page vertical	4 3/4"	7 1/2"
h. 2/3 page	4 3/4"	10"
i. Full page	7 1/2"	10"
j. Full page with bleeds**	8 3/4"	11 1/4"

**Ad size with bleed: 8.75"w x 11.25"h (this inc. 1/8 inch bleed on all sides)

Live Area: 8.25"w x 10.75"h

Finished Paper Size: 8.5"w x 11"h



Deadlines: See content deadlines on page 3. Contract deadlines fall on the 5th of each month, prior to the month the advertisement runs. First-time advertisers require advance payment, unless prior credit approval is given.

Submitting a Display Ad:

Color artwork must be a 300 dpi JPEG, TIFF or EPS, or a press resolution PDF. Please convert color images to CMYK. Submit ad to victoria@wahospitality.org.

Custom design is available for \$80/hour.

Online Advertising



wahospitality.org

The Washington Hospitality Association website keeps members up-to-date on critical industry-specific news and links them to resources that support their success. As a vital communication hub, it educates and builds awareness of issues that matter to Washington's hospitality businesses.

One-Time Rate	1 mo.	3 mo.	6 mo.	12 mo.
	MEMBER/NON-MEMBER	MEMBER/NON-MEMBER	MEMBER/NON-MEMBER	MEMBER/NON-MEMBER
Top Leader Banner (Rotator)	\$495/ \$605	\$470/\$580	\$440/\$550	\$415/\$520
Middle Page Banner (Rotator)	\$330/\$440	\$440/\$420	\$290/\$400	\$240/\$350

Ad Specifications

Top Leader Banner (rotator)
Send file as a jpeg or gif
468-W x 60-H pixels

Middle Page Banner (rotator)
Send file as a jpeg or gif
300-W x 250-H pixels

For an online ad to be directed to a website, clients should supply the URL when submitting artwork. Ad placement on wahospitality.org is negotiable.

warestaurantmarketplace.com

Product	Listing	No. Available	Retail
Basic Listing	Company Name, Address and Phone Number	Unlimited	\$200*
Complete Listing	Company logo, Phone Number, Contact information, and a brief company description	Unlimited	\$495
Priority Listing	Ahead of all Complete Listings in your categories, in addition to a complimentary Complete Listing	Unlimited	\$990
Product Spotlight	On Home page, highlights Featured Product, as well as a complimentary Complete Listing	Limited**	\$1975
Banner Ads		Limited**	Prices vary, two sizes available

* FREE with Washington Hospitality Association Allied Membership, non-members CAN purchase

** Limited space—check availability



DineNW Radio Advertising

DineNW Radio is Washington's ONLY terrestrial radio show entirely dedicated to local restaurants and destinations. Join us every Wednesday at noon on KLAY 1180 AM, streaming live on your phone @ klay1180.com.



Radio Advertising	Time Per Spot	Pricing
4 weeks	15 secs	\$100
4 weeks	30 secs	\$200
4 weeks	60 secs	\$350

- » Coverage area includes all major parts of Puget Sound, including Olympia, Tacoma, Seattle, Everett, Bellevue, Kirkland and all of South King County. The show also streams live during the broadcast at www.klay1180.com.
- » If you are interested in sponsorship, email the Washington Hospitality Association at radio@warestaurant.net. Members can "sponsor" the entire show, which includes a 15-minute interview for \$200, which is more than 90 percent off normal rates. We will discuss their establishment, history and anything else they would like to cover.
- » After the show concludes, we will post it online and send a digital copy of the show to sponsors for their use. Everything is included with the \$200 price, with no future commitments or requirements.

E-Newsletter Advertising

Washington Hospitality Weekly

The Washington Hospitality Association's high-performing e-newsletters consistently outperform other trade association e-newsletters. Members have become accustomed to receiving regular trend, political and profit-oriented articles. Use the Washington Hospitality Association's emails as a way to advertise your product or service to restaurant and lodging owners across Washington. *Clients need to supply a URL to have an active link included. Emailed to members weekly. Prices subject to change without notice.*

Four Times Per Month each issue	1 mo. MEMBER/NON-MEMBER	3 mo. MEMBER/NON-MEMBER	6 mo. MEMBER/NON-MEMBER	12 mo. MEMBER/NON-MEMBER
Horizontal Banner	\$200/\$245	\$180/\$220	\$160/\$200	\$110/\$155
Featured Banner	\$255/\$300	\$230/\$275	\$210/\$255	\$165/\$210

Every week the Washington Hospitality Association distributes the Washington Hospitality Weekly to more than 3,000 industry professional throughout the state. This e-newsletter features updates from regulatory agencies, sales and marketing tips, info on upcoming events and much more.

Ad Specifications

Horizontal Banner/Featured Banner
Send file as a jpeg or gif
600-W x 85-H pixels



Tools for the Trade

Four Times Per Month each issue	1 mo. MEMBER/NON-MEMBER	3 mo. MEMBER/NON-MEMBER	6 mo. MEMBER/NON-MEMBER	12 mo. MEMBER/NON-MEMBER
Horizontal Banner	\$200/\$245	\$180/\$220	\$155/\$200	\$110/\$155

Washington Lodging News

Four Times Per Month each issue	1 mo. MEMBER/NON-MEMBER	3 mo. MEMBER/NON-MEMBER	6 mo. MEMBER/NON-MEMBER	12 mo. MEMBER/NON-MEMBER
Horizontal Banner	\$100/\$150	\$90/\$110	\$75/\$100	\$55/\$60

Members watch their inbox on Wednesdays for the Washington Hospitality Association's weekly Tools for the Trade email, featuring products, services and educational opportunities designed to help your business grow and succeed. Tailored specifically for restaurant and hotel industry professionals, Tools for the Trade delivers the resources needed to run a profitable operation.

Ad Specifications

Horizontal Banner
Send file as a jpeg or gif
600-W x 85-H pixels

