CIRCULATION & DISTRIBUTION

Pedal Washington is mailed directly to 17,000+ members quarterly, plus bike shops, Group Health Cooperative waiting rooms and select government agency representatives.

Pedal Washington is printed in full CMYK color and is also published online at cascade.org/PedalWashington.

PEDAL WASHINGTON READERSHIP

GENDER
35%............................ Female
65%.............................. Male

INCOME
21% ....$150,000+
28% ....$100 - $150,000
20% ....$75 - $100,000
20% ....$50 - $75,000
11% .... < $50,000

AGE
5% .... Under 18
3% ....18 - 24
10% ....25 - 34
20% ....35 - 44
32% ....45 - 54
20% ....55 - 64
10% ....65+

GENERAL INFO

Advertisement placement is on a space-available, first-come, first-served basis.

We require that all advertisements picture bicyclists wearing helmets if they are on a bicycle.

Cascade Bicycle Club reserves to right not to accept advertisements that we feel conflict with the mission and goals of our organization.

ARTWORK DELIVERY

Camera-ready artwork must be received by the following dates

JANUARY ISSUE	artwork by November 15
APRIL ISSUE	artwork by February 15
JULY ISSUE	artwork by May 15
OCTOBER ISSUE	artwork by August 15

Cascade Staff will not edit artwork.

We only accept the following file types:
Acrobat PDF In it's final version. **Convert all text to outlines.** If the PDF arrives with missing fonts, we will rasterize the ad, which may impact the print quality.
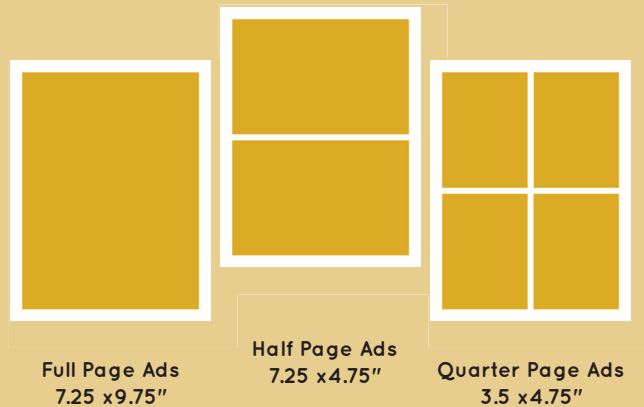
Tiffs or JPG Built to size at 300 DPI.

SAMPLE PAGES / SPREADS

SIZES & PRICING

1/4 page 3.5" x 4.75".. $600
1/2 page 7.25" x 4.75".................................... $1,000
Full page 7.25" x 9.75" $1,750
Inside front cover 7.25" x 9.75"...................... $2,000

Full Page Ads
7.25 x9.75"

Half Page Ads
7.25 x4.75"

Quarter Page Ads
3.5 x4.75"

ARTWORK REQUIREMENTS

Please build the ad to the exact size with **no crop marks**, no color key or excess white (or bleed) surrounding the image area.

Full Color Ads Files should be set up for CMYK printing. Spot color must be built as a 4-color process.

Black and white ads All images in the file must be grayscale.

- Blacks should be created as 100% K. Avoid rich blacks or blacks made up of multiple plates.

- Fine lines and small type may be in color, but should use as few inks as possible. For complex color type, we recommend using heavier type that can more easily survive small variations in registration.

- Files must contain no embedded fonts. Convert all fonts to paths or outlines.

- All artwork should be at least 300 DPI.

- The maximum TAC for any color or portion of a color photograph should not exceed 240%. Values above this are likely to reproduce poorly since there is so much ink on the paper, it will tend to look "muddy" and will smear and mark easily.

- When in doubt, we recommend you built your ad with colors that use only two plates of CMYK. This will help with the registration and color matching.

We cannot guarantee exact color matching.

To reserve your space, contact

Briana Orr
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206-939-4309

Prices effective as of January 2017