

2024 MEDIA KIT

The Washington Association of Maintenance and Operation Administrators (WAMOA) publishes four quarterly publications each year to communicate with membership: an annual *Directory* issue and three quarterly *Journals*.

The *Directory* and *Journals* are four-color, professionally produced publications printed on glossy stock and are mailed directly to the association membership and to key decision-makers and leadership within the Washington school system.

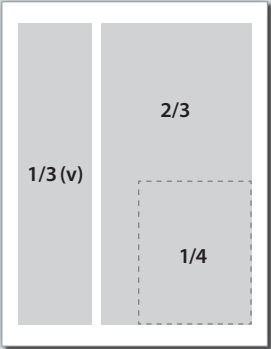
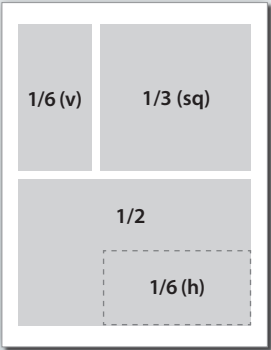
ADVERTISING RATES

	1x	4x
Outside Back Cover*	\$1750	\$1575
Inside Front Cover*	\$1680	\$1520
Inside Back Cover*	\$1645	\$1485
Page 3*	\$1525	\$1390
Page 5*	\$1455	\$1325
Page 7*	\$1425	\$1300
Full Page*	\$1385	\$1260
2/3 page	\$1185	\$1050
1/2 page	\$945	\$890
1/3 page (sq/v)	\$795	\$750
1/4 page	\$575	\$525
1/6 page (h/v)	\$440	\$410

Ad Design & Production \$100
(Includes two revisions. Additional charges apply thereafter)

AD SIZES width x height

Full Page*	8.375" x 10.875" (trim)
2/3 page	4.75" x 9.625"
1/2 page	7.25" x 4.81"
1/3 page square	4.75" x 4.81"
1/3 page vertical	2.25" x 9.625"
1/4 page	3.375" x 4.81"
1/6 page horizontal	4.75" x 2.25"
1/6 vertical	2.25" x 4.81"



AD SPECIFICATIONS
High-resolution PDFs, 300dpi resolution, colors converted to CMYK, all fonts embedded.

***BLEED ADS**
For Full Page ads, please add .125" bleed around trim size; keep text .25" away from the trim edge.

2024 Publishing Schedule

WAMOA Directory

Ad Space Reservation	Jan 12
Materials Due	Jan 19
Publication Date	Feb 5

Spring Journal

Ad Space Reservation	Apr 19
Materials Due	Apr 26
Publication Date	May 13

Summer Journal

Ad Space Reservation	Jul 19
Materials Due	Jul 26
Publication Date	Aug 20

2024 WAMOA Conference
October 2-4, 2024
Yakima Convention Center

Fall Journal

Ad Space Reservation	Oct 11
Materials Due	Oct 18
Publication Date	Nov 4

AD SALES • Katie Higgins • (206) 914-4248 • katie@colibrinw.com



The WAMOA Directory and Journals are published by COLIBRI Northwest under contract to WAMOA.
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