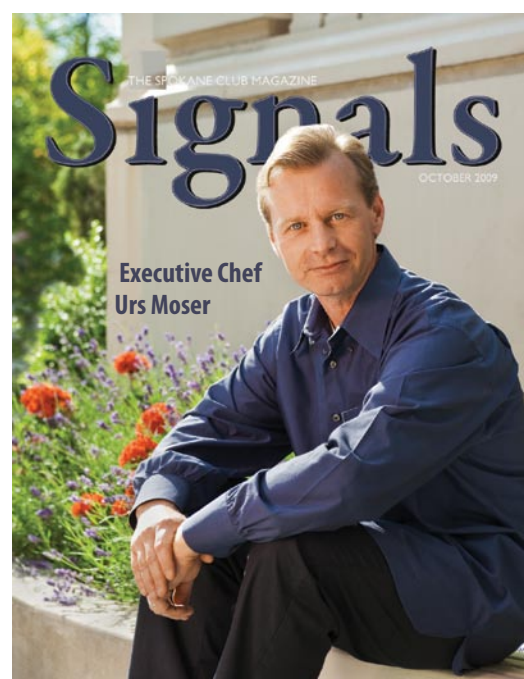
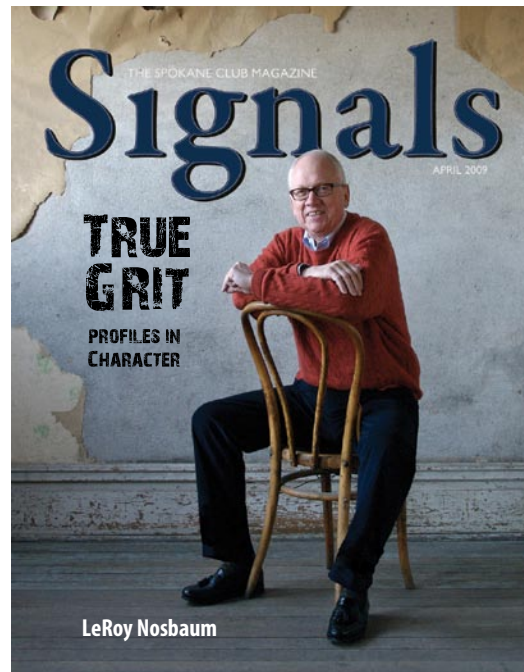


# Spokane Club

2011 – 2012 Media Kit



# about the Spokane Club

The Spokane Club is Spokane's complete club for the whole person and the entire family. We are dedicated to promoting, nurturing and supporting the highest quality of life for our members through wellness programs, business connections, lasting friendships and enduring family traditions.

Our membership is comprised of dynamic, successful people who love our city, support local businesses and enjoy all the variety our city has to offer--from schools to shopping, community service to charity galas, finance to fitness, our members live life to the fullest and choose the Club as their connection hub.

For every age, at every stage of life, the Spokane Club offers the opportunity and the environment for its members to live their best lives. Be part of it!



Over 7,400 members see *Signals* every month, in addition to hundreds of guests in our 8 banquet rooms and 45 hotel rooms.



## Reader Demographics

### Age

40 and under	15%
41-50	22%
51-60	29%
61 and over	34%

### Income

\$50,000-\$99,000	28%
\$100,000-\$150,000	26%
\$150,000-\$200,000	12%
\$200,000 and up	18%

### Families

Married, no children	17%
Married, with children	35%
Empty Nesters	14%

### Lifestyles

Attend sporting events	79%
Dine out	97%
Entertain at home	88%
Attend concerts or plays	86%
Read books or magazines	96%
Use home computer	87%
Take in Downtown events	83%

### Recreational Activities

Gardening	68%
Swimming	64%
Golfing	60%
Boating	53%
Biking	54%
Snowboarding/Skiing	48%
Hiking/Camping	44%
Tennis	30%

# advertising in THE SPOKANE CLUB MAGAZINE Signals

## Rates and Options

Size	1 issue	2-4	6
1/6	279	259	239
1/3	469	439	409
1/2	629	579	529
2/3	839	769	719
Full pg	999	919	849
Inside cvrs	1199	1109	1019
Back cvr	1399	1299	1199

### E-communication

4 ads for \$300  
or  
\$100 each

**Call 459-4535 for details about digital advertising in our weekly e-newsletter.**

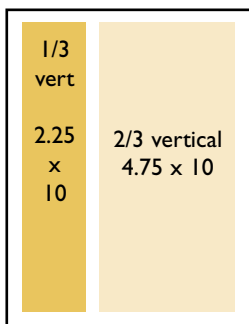
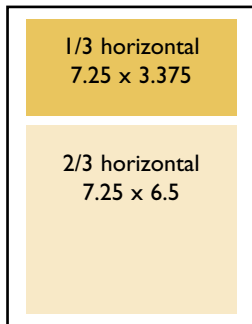
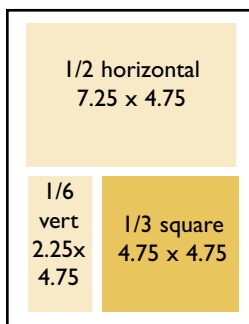
### Insert pre-printed materials.

Costs start at \$875 and vary depending on size, folds and weight.

## Dimensions

Size	Width	x	Height
1/6 horizontal.....	4.75"	x	2.25"
1/6 vertical.....	2.25"	x	4.75"
1/3 square.....	4.75"	x	4.75"
1/3 horizontal.....	7.25"	x	3.375"
1/3 vertical.....	2.25"	x	10"
1/2 horizontal.....	7.25"	x	4.75"
1/2 vertical.....	4.75"	x	7.5"
2/3 horizontal.....	7.25"	x	6.5"
2/3 vertical.....	4.75"	x	10"
Full page.....	7.25"	x	10"
Full page bleed.....	8.625"	x	11.125"

(for full bleed ads, allow space for bleed and margin equal to .25" minimum on all sides.)

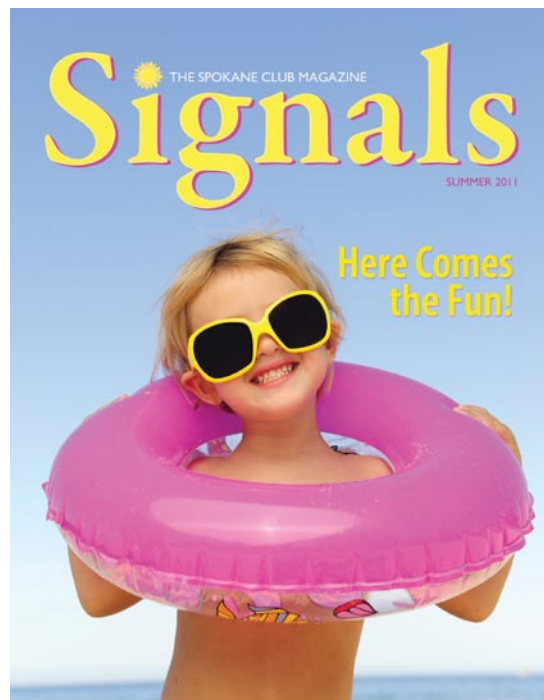


RATE SHEET 2011 - 2012 REV7/11

## Mechanical Requirements

Submit high-res (at least 300 dpi) CMYK PDF files with the fonts embedded. Please call 838-8511 x118 with any ad spec questions.

Any ads that do not meet the print specs can incur additional production charges.



## Reservation schedule for Signals

### 2011

**Nov/Dec:** ad reserved October 2  
final ad due October 7  
**Jan/Feb:** ad reserved December 5  
final ad due December 12

### 2012

**March/April:** ad reserved Feb 6  
final ad due Feb 13  
**May/June:** ad reserved April 2  
final ad due April 9  
**July/August:** ad reserved June 4  
final ad due June 11  
**Sept/Oct:** ad reserved August 1  
final ad due August 8  
**Nov/Dec:** ad reserved Oct 1  
final ad due Oct 8  
**Jan/Feb:** ad reserved Dec 3  
final ad due Dec 7

# advertising in **CLUB CONNECT**

Club Connect is the quarterly companion to *Signals* magazine, bringing our readers the latest business news about the Club, late-breaking events and programs, profiles of new members and member businesses and much more. Advertising in the quarterly is limited, so call early to reserve your spot. 459-4535 or [kspencer@spokaneclub.org](mailto:kspencer@spokaneclub.org).



## Rates and Options

Size	1 issue	2	3	4
1/6				200
1/3	300	275	250	225
1/2	400	375	350	325
Full pg	600	575	550	525

## Dimensions

Size	Width	x	Height
1/6 horizontal	3.75"	x	1.25"
1/3 square	3.75"	x	3.75"
1/2 vertical	3.75"	x	4.75"
Full page	3.75"	x	10"
Full page bleed	4.825"	x	11.25"

(for full bleed ads, allow space for bleed trim and margin equal to .25" minimum on all sides.)

1/6 hor 3.75 x 1.25
1/3 sq 3.75 x 3.75
1/2 vert 3.75 x 4.75

## Combo Package

Want the sweetest deal on reaching our membership with your advertising message? Commit to all 6 issues of *Signals* and all 4 issues of Club Connect and get our very lowest prices.

Call Kate at 459-4535 for more information and to receive your contract.

*Space is limited to 6 advertisers.*



## Rates and Sizes

Size	10 issues
1/6	204
1/3	349
1/2	439
Full pg	709

## Mechanical Requirements

Submit high-res (at least 300 dpi) CMYK PDF files with the fonts embedded.

Please call 838-8511 x118

with any ad spec questions.

Any ads that do not meet the print specs can incur additional production charges.

## Reservation schedule for Club Connect

### 2011

**Volume 1:** ad reserved September 7  
final ad due September 12

### 2012

**Volume 2:** ad reserved November 1  
final ad due November 8

**Volume 3:** ad reserved January 3  
final ad due January 10

**Volume 4:** ad reserved March 1  
final ad due March 8

**Volume 5:** ad reserved Sept 3  
final ad due September 10