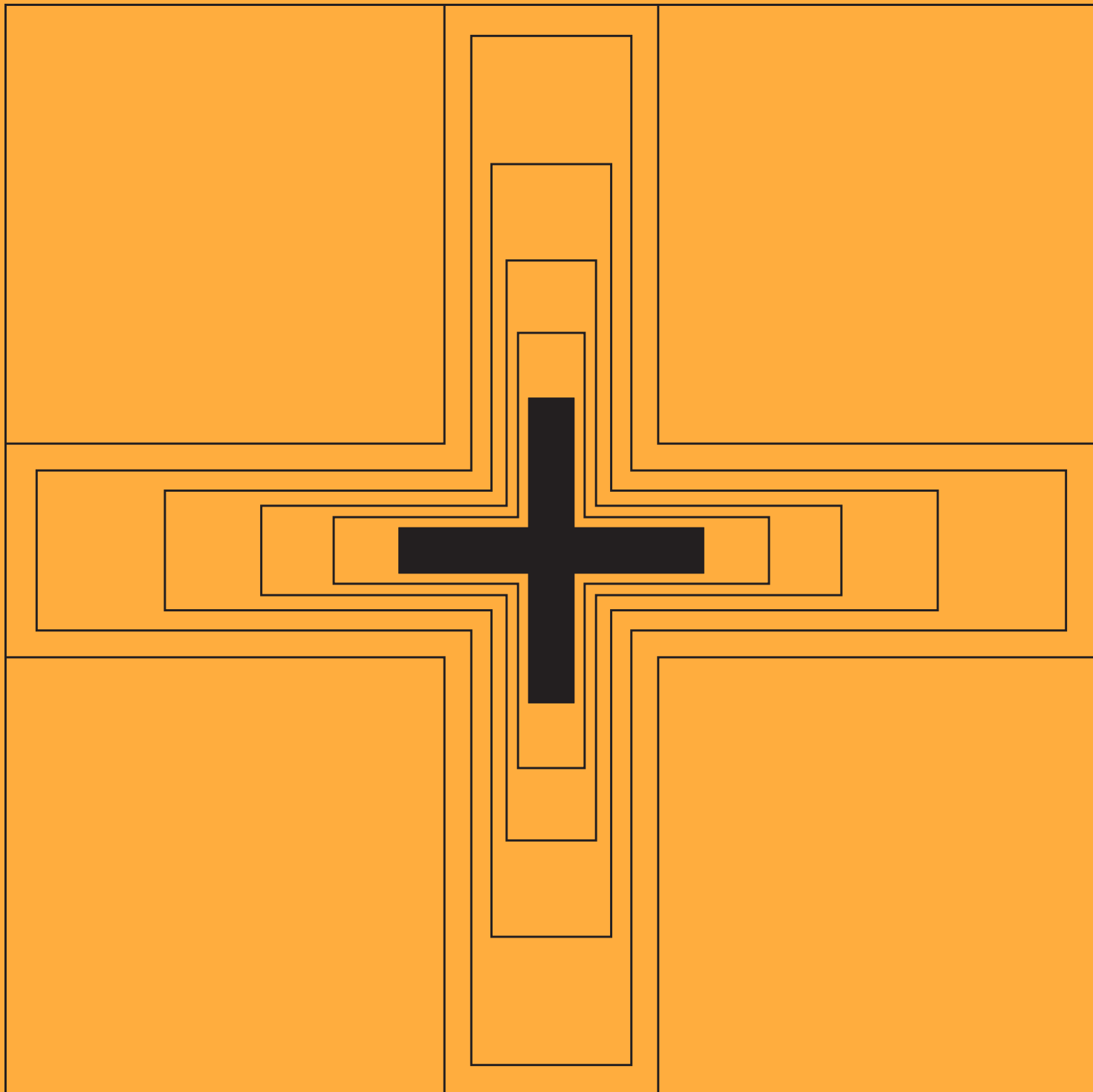


# ARCADE

## Advertising Media Kit Issue 41.1

zoya@arcadenw.org  
1201 Alaskan Way, Pier 56  
Seattle, WA 98101



## About ARCADE

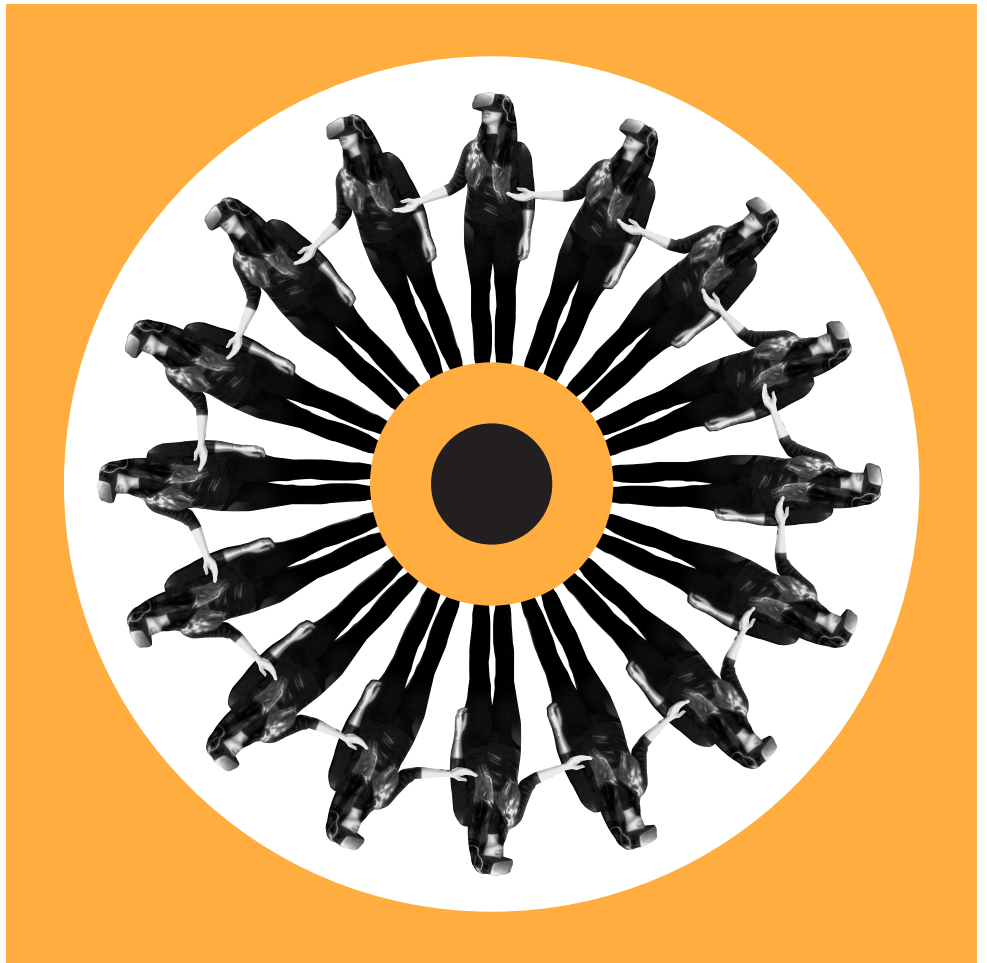
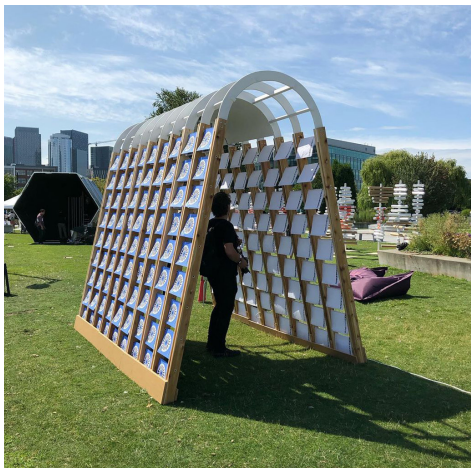
A Seattle-based 501(c)(3) nonprofit, ARCADE has been serving the greater Pacific Northwest community and beyond since 1981. We produce a publication and programs inspired by the myriad forces and disciplines that shape design.

### Our mission

ARCADE's mission is to host an inclusive and insightful dialogue on the designed environment. We do this through our print and digital publications, and our community programming. ARCADE's vision is to expand the idea that design at every scale of human endeavor impacts our quality of life.

### ARCADE fulfills its mission through

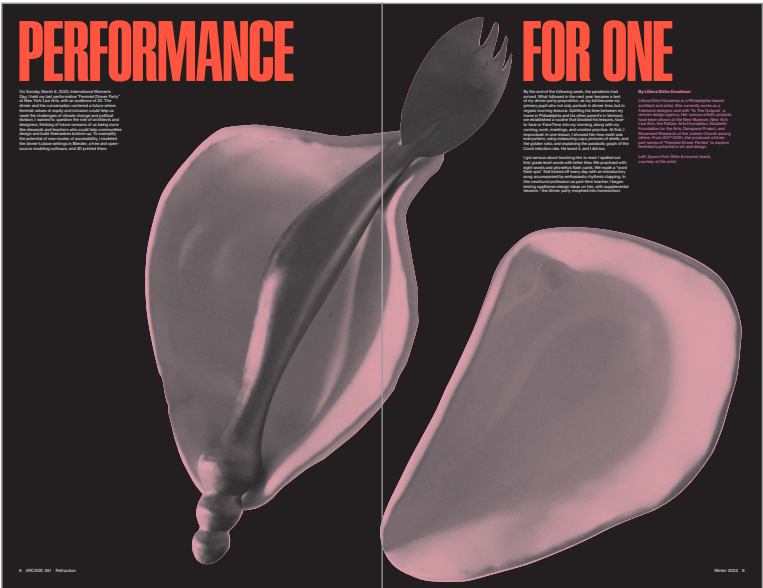
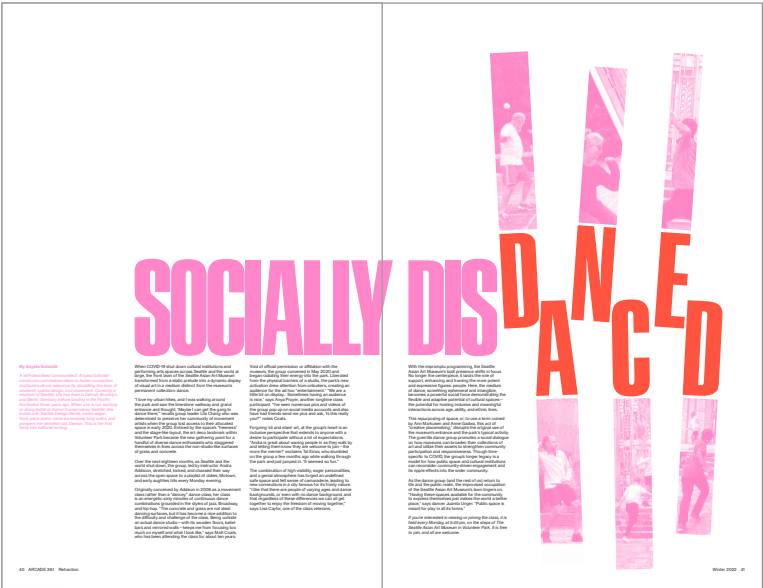
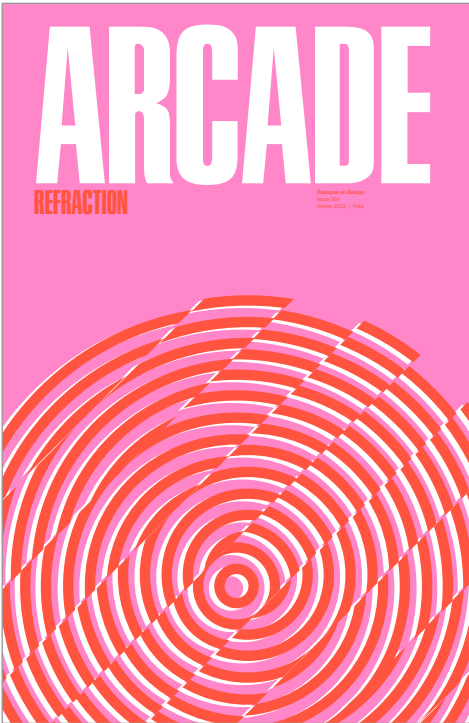
- Our bi-annual print journal hosting nationwide dialogue on architecture and design
- Our quarterly digital magazine featuring local and national journalists from across the creative industries
- Public access to our full digitized archive dating back to our founding in 1981
- Partner events, educational lectures, and more



## Our Design

We aspire to create a well-designed, distinct publication for readers to enjoy now and revisit weeks, months, and years to come. Each volume of the print journal is overseen by our in-house editorial team and specially designed by Sean Wolcott and his design studio Rationale, bringing its content to life in dynamic and creative ways that are uniquely ARCADE.

ARCADE is launching a new annual subscription service in March of 2024. Subscribers will receive a print copy of each issue throughout the year in the mail and will receive special access to our new interactive digital magazine.



### Awards + Recognition

ARCADE has received many design accolades including:

- Print Magazine ("Regional Design Annual")
- The Seattle Show
- Step Magazine ("The Step 100")
- Graphic Design USA
- Design and Design

### Environmentally Conscious

ARCADE, is printed on recycled newsprint paper with soy-based ink.

---

## Our Team

Leah St. Lawrence, Editorial Director  
leah@arcadenw.org

Zoya Kulikov-Wickizer, Editorial & Design  
Assistant zoya@arcadenw.org

---

### Board Of Trustees

Jackson Cooper, President  
Carson Thomas  
Tommy Gregory  
Lillie Walsh

### Editorial & Design Committee

Sean Wolcott  
Cole Devoy  
Jayme Yen  
Tom Eykemans  
Charles Mudede  
John J. Parman  
Lauren Gallow  
Jonathan Zwickel

---

### Generously Sponsored By

4Culture  
Wyman Youth Trust  
Office of Arts & Culture  
ArtsFund  
Miller Hull  
Ruth Baleiko

### Office Space

Provided In-Kind by Peter Miller  
Architecture and Design Books

### Web Development

Ashten Design / Ashten Alexander  
Elyssa Yim Designs



## Our Community

The ARCADE Community values inspired, innovative design, arts and culture, the creative ecosystem across all industries, sustainable practices and products, mentorship, collaboration, emerging writers, thinkers, creators and designers, interdisciplinary design and cross-pollination between fields, and smart urban planning to generate vital thriving and inclusive communities.





## Distribution & Circulation

ARCADE magazine has traditionally had a print run of between 2,000–4,000 per issue\*. Our digital content reaches audiences through our e-newsletter, which has a subscription base of 3,700; our Instagram, which has nearly 2,000 followers; our Facebook, which has over 3,400 followers; and our website which has over 750 unique views a month.

Our Editorial/Design Committee and Board of Trustees also shares an expansive network for ARCADE content that numbers in the tens of thousands.



### Return to Print

After focusing on a digital-first publication catalyzed by the events of 2020, we returned to our roots in 2021 as a print-first publication. Digital publications of magazine content may follow each issue, which will contribute to increasing and diversifying our distribution.

### The ARCADE reader is

- Designers: Design professionals including award-winning environmental design firms in the Northwest
- The design-minded public: Community members and consumers who take an active interest in design, arts and culture
- Design-industry allied practices: Contractors, product vendors, engineers, fabricators, printers, marketers, etc.
- Cultural commentators: Critics, writers, academics and students
- The arts community: Artists & arts administrators who value the intersections between design and art
- Investors in ARCADE: ARCADE supporters receive our magazine and often attend our events

### Geographic Distribution by %

- 80%: Seattle + Greater Puget Sound
- 16%: Greater NW & California
- 4%: National & International

### Distribution by numbers

- 1,750: ARCADE Events, Design Community Events, Partnerships
- 720: Architects, Designers, Misc. Creative Professionals, Design-Industry Allied Practices
- 3,700: E-newsletter subscribers
- 2,000: Instagram followers
- 750: Website unique visitors per month
- 3,400: Facebook followers

## 2024 Deadlines & Editorial Calendar

Issue 41.1 will be release in SPRING to coincide with our annual Writes of Spring event.

### Upcoming Advertising Deadlines:

**Ad reservations due: March 5, 2024**  
**Ad art due: April 24, 2024**

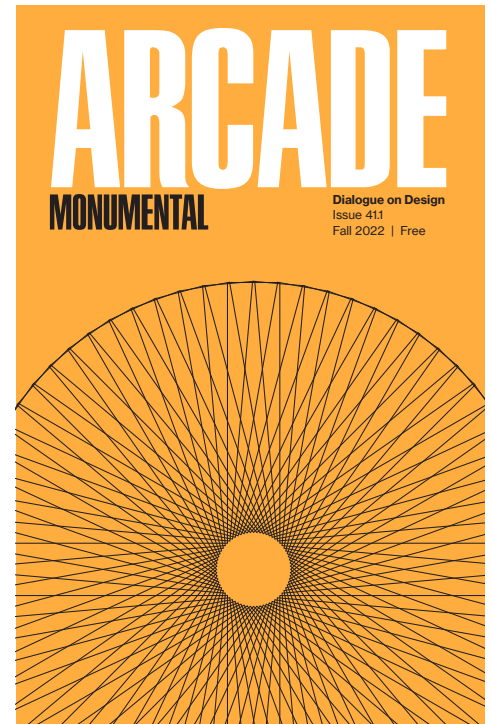
## Issue 41.1 Monumental

**Feature editors: ARCADE**  
**Designer: Rationale**

Reservations due: March 5  
Ad art due: April 24  
Issue launch: Spring 2024



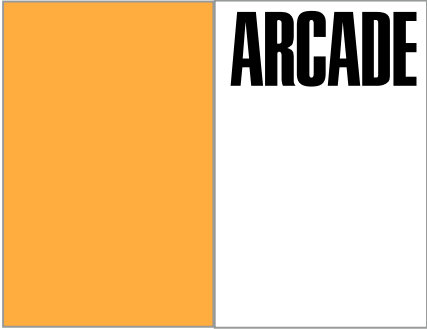
ARCADE 41.1 explores the theme of monuments, memorials, and artifacts by conversing under the umbrella of urban regeneration, personal and civic relationship with public space, respite and reflection in an urban environment, and explicitly how urban generation/regeneration creates and destroys such monuments, memorials, and artifacts.

Some of the writings focus on the experience of public parks and greenbelts, one discusses how the city implements public art as an act of memorialization after gentrification, and the too often nefarious nature of nostalgia – both the light and dark sides of memorialization and monuments.



(Not final cover art)

Advertising

| Size + Placement     | 1x     |                                                                                      |
|----------------------|--------|--------------------------------------------------------------------------------------|
| Half page (interior) | \$ 400 |    |
| Full page (interior) | \$ 600 |   |
| Full page            | \$ 800 |  |

Includes:

- Inside front cover
- Opposite table-of-contents
- Back cover

(check with ARCADE for availability)

Make a Reservation

Send an email to Zoya Kulikov-Wickizer, Editorial & Design Assistant  
zoya@arcadenw.org



---

## Terms and Conditions

### Billing + Payment

Advertisers may pay for ads on a per issue basis or in-full at the beginning of their reservation. ARCADE invoices after the ad reservation is made. Full payment is due within 30 days of invoice. Overdue accounts will be assessed finance charges. These are non-negotiable.

### Contract

A signed copy of the advertising contract must be on file with ARCADE before any insertion orders are accepted.

### Design + Change / Cancellation Fees

Advertisers canceling reservations after the ad reservation deadline will be charged 25% of the ad fee. Advertisers canceling reservations after the ad art deadline will be charged 50% of the ad fee. Advertisers breaking multiple-run reservations (2x or 3x) in the middle of their commitments will be billed the difference in price between the 1x rate and the multiple-run rate for ads run.

### Design + Production Services

ARCADE can provide assistance designing and producing ads at an Advertiser's request. ARCADE offers its design and production services at a rate of \$75 per hour. For more information on these services, contact zoya@arcadenw.org.

### Editorial Content

ARCADE editorial content, contributors and exact publishing dates are subject to change.

### Ad Specifications

All ads must conform to the ARCADE Advertising Production Specs (the "Specs"), the terms of which are incorporated herein by reference. Ads that do not conform to the Specs may not be printed or may print incorrectly. ARCADE shall not be liable for printing errors due to an ad's failure to conform to the Specs.

Upon submittal, ARCADE will review ads to ensure that color(s) and size are correct; provided, however, that ARCADE will not perform further review of or in any way revise an ad absent an Advertiser's request for ARCADE's design and production services, to be billed at \$75 per hour.

### Liability

Advertisers are solely responsible for the accuracy, completeness, and propriety of ads and information they provide to ARCADE. ARCADE reserves the right to refuse ads for any reason, at ARCADE's sole discretion.

Advertisers agree to defend, indemnify, and hold ARCADE and its agents harmless from and against any claims, damages, loss, or expenses, including reasonable attorneys' fees, arising from or connected to the content of any ad, including, but not limited to, claims for or related to (i) ads furnished by an Advertiser that violate the personal or property rights, including, but not limited to, trademark, copyright, and other intellectual property and proprietary rights, of any third party; and (ii) allegations that any descriptions or depictions of Advertiser's organization, products, services or industry are false, misleading, inaccurate, or improper.

### Readership / Circulation

ARCADE readership/circulation is approximate, evolving and subject to change. ARCADE makes no representation or warranty regarding the accuracy or completeness of information provided in the Media Kit regarding readership or circulation.

### Rate Changes

ARCADE ad rates are subject to change. Making a multiple issue commitment will only lock-in an Advertiser's starting ad rate if the Advertiser pays in-full for the entire ad run at the beginning of the reservation. Advertisers paying per issue will be subject to rate changes.

### Miscellaneous

The advertising contract contains the entire understanding between the parties in connection with the subject matter hereof, and it supersedes and replaces all prior negotiations, agreements, or representations. If any provision of the contract is found to violate any law or otherwise be legally defective, void or unenforceable, such provision shall be severed, without affecting the binding effect and enforceability of any other provisions. The contract shall be governed in all respects by and construed in accordance with the laws of the State of Washington, and both parties hereto consent to the exclusive jurisdiction and venue of the state and federal courts of King County, Washington.

## Production Advertising Specs

### Size + Placement Details

#### Full page

Design your ad at a size of 10.875" W x 16.75" H and include a .5" bleed on the left and right sides, and a .375" on both top and bottom sides (11.875x17.5 total size – do not include crop marks). Pages will lose .25" visually as they face in inside of the magazine margins, so be sure to keep text and key content away from that area. Please plan your design accordingly.

#### Half page:

Design your ad at a size of 9.625" W x 7.625" H (no bleed or crop marks). Half-page ads will be placed inset into the magazine margins; please consider including a thin (.25pt) border if your ad's background is white or very light.

#### File Format

- Submit your ad as a print ready PDF.
- We suggest using the PDF preset "Press Quality".
- Make sure that under Output "Do not convert to destination" is selected.
- Convert all fonts to outlines before saving the PDF.

#### Images

- Images must be grayscale Photoshop, TIFF, EPS or PSD files within your layout program. Duotones are also acceptable saved as Photoshop PSD or EPS files.
- Images should be a minimum of 300 dpi/ppi at 100%. Images may appear darker in print than on screen. Please make sure to edit your images accordingly.

#### White Elements

White elements SHOULD NOT be set to overprint. Please check your separations to ensure all elements are visible on either the black or Pantone separation.

#### Design and Production Assistance

ARCADE can provide design and production services at our \$75 per hour rate. This includes spot color updates to previously run ads or building files for printing.

#### Artwork Submission + Assistance

Please submit your art and questions to:  
Sean Wolcott, Design Editor [sean@rationale-design.com](mailto:sean@rationale-design.com)

### Important Color Information

When printed, ARCADE typically prints on uncoated paper with two inks chosen by ARCADE that changes each issue (See issue colors below). These two colors are the only ones that may be in your file or your ad will not print correctly. The file should NOT include CMYK or RGB values, only appropriate spot colors per each issue. Before submitting your file, ensure that black and white photos are set to grayscale and that elements are only percentages of issue colors.

Pantone colors may appear different on screen than in print. Refer to a Pantone swatch book for accurate color representation.

Please review your PDF file before submission. Preview your color separations in Acrobat using the "separations preview" function. In Acrobat, within Tools > Print Production > Output Preview you can view your inks individually. You can also view your colors in InDesign under "separations preview." You should have only Black and the issue Pantone color in your ad. Other colors in your file will not print.

#### 41.1 Colors

Ensure that your submissions for 41.1 are in accordance with all guidance above and when applicable, use the following Pantone colors in Uncoated values only.

**Black**



**Pantone 1235 (Uncoated)**



## Contact

Thank you for supporting ARCADE's mission to reinforce the principle that thoughtful design at every scale of human endeavor improves our quality of life.  
We could not do it without you.

Ad opportunities:  
zoya@arcadenw.org

Sponsorship / annual giving opportunities:  
zoya@arcadenw.org

Hosting inclusive and insightful dialogue on the designed environment since 1981

