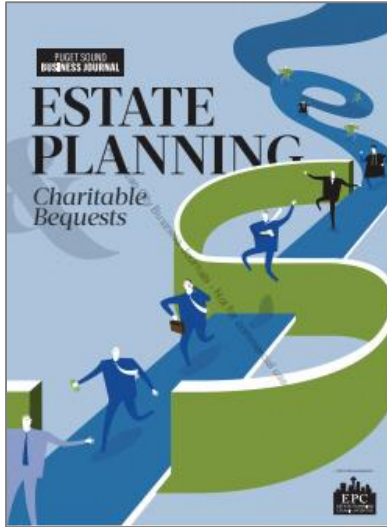


Estate Planning & Charitable Bequests – 2020



Once a year, the Puget Sound Business Journal, in partnership with the Estate Planning Council of Seattle, produces The Estate Planning & Charitable Bequests Special Section, a guide to the players and trends in estate planning and charitable bequests.

Puget Sound is a wealthy region, and this publication serves as a key resource for the management of that wealth. In it, PSBJ readers will find a remarkably wide range of resources and insights for individuals, families and businesses.

Reserve your space now. Digital advertising campaigns are also available, please contact me for options and rates.



Sponsored by:

Dates to Note

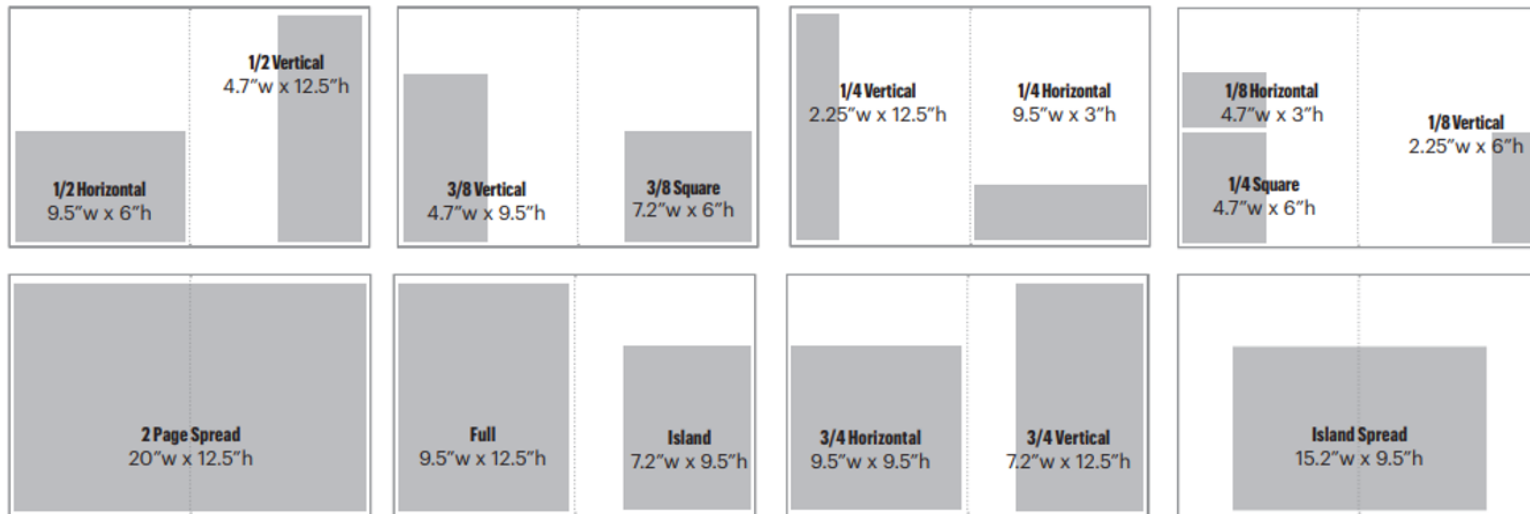
Publication Friday, March 6, 2020
 Space Deadline Wednesday, February 19, 2020
 Art Deadline Thursday, February 20, 2020*

**creative deadline may be extended if art is complete*

Ask your Account Executive for standard print and digital rates.
 Complimentary ad design service is available upon request.

Ad Size	EPC Rate with Color	Regular Rates with Color	Savings %
1/8-page	\$1,475	\$2,250	34%
1/4-page	\$2,575	\$3,900	34%
3/8-page	\$3,200	\$4,950	35%
1/2-page	\$4,225	\$6,550	35%
Island	\$5,050	\$7,925	36%
3/4-page	\$5,400	\$8,175	34%
Full-page	\$6,875	\$10,075	32%
Island Spread	\$9,775	\$14,500	33%
Two-page Spread	\$12,875	\$17,275	25%

Estate Planning 2020 – Special Ad Specs



Camera-ready files

- Ads must be submitted at size as PDF files.
- All color artwork must be saved in CMYK format. All spot or Pantone colors should be converted to CMYK.
- CMYK images should not exceed 240% maximum density at 200 dpi. Please allow for an average of 15% dot gain on screens and halftones.
- Macintosh OSX using Adobe InDesign, Photoshop, and Illustrator CS6 files are acceptable. Native files must include postscript fonts (embedded or converted to paths) and graphics. We are not able to accept Microsoft files.
- We require logos to be in vector format (.eps, native file Illustrator, Freehand, etc.), or high-resolution .tif.
- Line art must be at least 200 dpi and photos should be 200 dpi. Avoid using low-res images pulled from the Internet.

Submitting Files

We accept the following PDF and JPG files for print advertisements. Advertising files can be sent via email directly to your Account Executive and/or Advertising Coordinator, Shannon Lu at slu@bizjournals.com. Large files may be uploaded to our FTP site where files up to 1GB in size are accepted. Using your web browser:

- Go to <http://filetransfer.amcity.com>
- Fill in your contact information and select "Send ad files to ACBJ publications." Then select Puget Sound Business Journal and follow the instructions.
- The following restrictions must be followed: No special characters can be used in the file name, all files must have a file extension, and Stuffit (.sitx) files cannot be used.

Complimentary ad design service is available upon request.