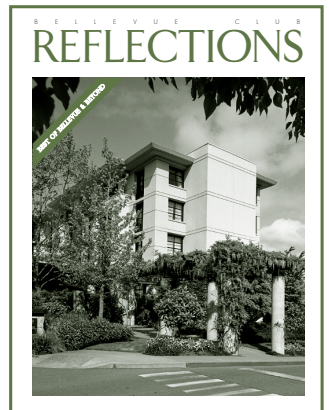
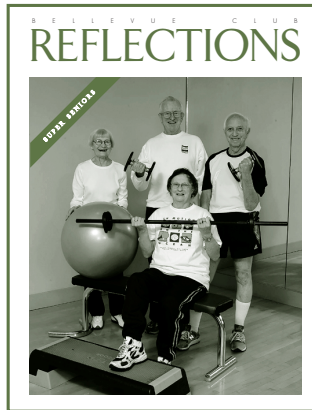
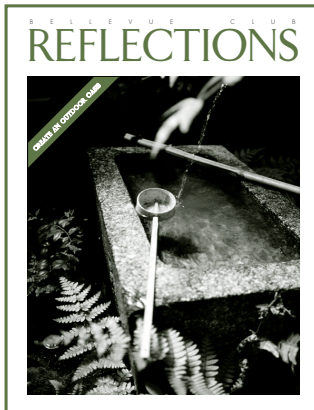


B E L L E V U E C L U B

REFLECTIONS



ADVERTISING RATE CARD # 21

*The exclusive Bellevue Club magazine with prime distribution
in the greater Seattle area's fastest growing market...
the Eastside.*

Effective January 1, 2006

DISPLAY ADVERTISING RATES

4-Color Process Rates

	1-2X	3-5X	6-8X	9-11X	12X
Double Truck	\$3100	\$2800	\$2400	\$2250	\$2150
Back Outside Cover	1980	1775	1590	1460	1375
Front Inside Cover	1790	1630	1475	1380	1260
Back Inside Cover	1690	1520	1375	1290	1190
Full Page	1600	1425	1290	1200	1130
1/2 Page	1150	1030	935	890	810
1/3 Page	800	735	645	630	565
1/6 Page	465	430	390	375	335

Guaranteed Placement:

½ page and larger, 4-color ads at 15% premium per availability and Editor's approval.

Black & White Rates

	1-2X	3-5X	6-8X	9-11X	12X
Full Page	\$1045	\$920	\$825	\$745	\$675
1/2 Page	750	630	535	510	465
1/3 Page	525	445	390	375	345
1/6 Page	340	300	270	255	225

Spot Color Rates

Single Process Colors: Black & White Rate + 10% (Magenta, Cyan or Yellow)

Single Matched Color: Black & White Rate + 20% (Except Metallics)

Other Rate Information

No extra charge for bleeds. Frequency discounts noted above may be earned with any combination of different-sized insertions. **Covers are non-cancelable.**

SPECIFICATIONS

Art

Digital art required. **A production fee will be charged to bring ad up to publication standards.**

REFLECTION

PUBLICATION & CLOSING DATES

REFLECTIONS magazine is published monthly and is issued on the first day of each month. See chart below for advertising closing dates.

ISSUE	SPACE RESERVATION CLOSE & AD MATERIAL REQUIRING PRODUCTION BY PUBLISHER	CAMERA-READY AD MATERIAL DUE AT PUBLISHER
January 2006	11/30/05	12/6/05
February 2006	12/30/05	1/5/06
March 2006	1/28/06	2/4/06
April 2006	2/28/06	3/4/06
May 2006	3/30/06	4/5/06
June 2006	4/29/06	5/5/06
July 2006	5/31/06	6/6/06
August 2006	6/30/06	7/5/06
September 2006	7/29/06	8/5/06
October 2006	8/30/06	9/5/06
November 2006	9/30/06	10/5/06
December 2006	10/28/06	11/4/06
January 2007	11/30/06	12/6/06
February 2007	12/30/06	1/5/07

DIGITAL REQUIREMENTS

Acceptable Platform & Software: Files may be produced on Macintosh or PC platform using Quark XPress™, Macromedia Freehand™, or Adobe: Photoshop™, Illustrator™, PageMaker, InDesign™ or Acrobat.

Acceptable Media: CD or DVD-R.

Fonts: Include both screen & print versions of all fonts; include a complete list of all fonts used to create your document. Use Postscript Type 1 or Open fonts (no True Type please).

Photos/Artwork: Include all graphics used in document. Photos must be high resolution (300 dpi) CMYK or grayscale TIFFs or EPS's. Black & white bitmapped line art must be 1200 dpi. Size & crop graphic files in original applications before placing in layout document.

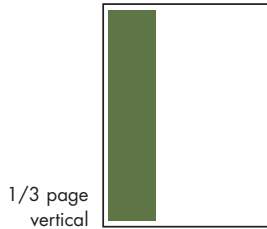
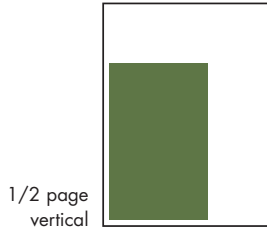
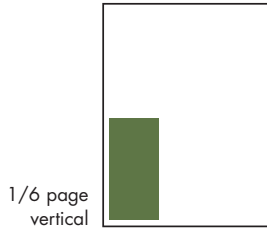
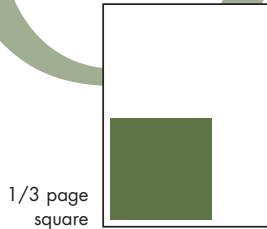
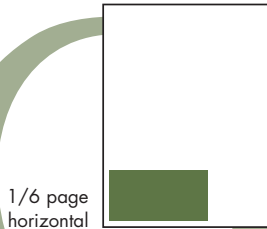
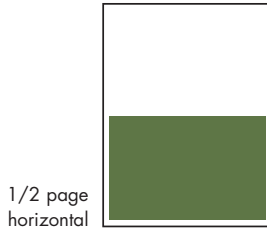
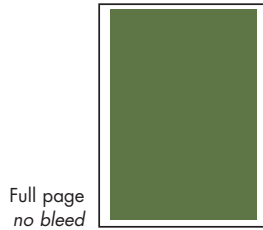
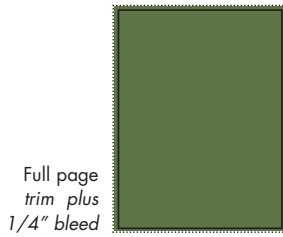
PDF Artwork: PDF must be "press" optimized with fonts embedded. Bleeds must be called out .25 inch. Do not use crop marks. Graphics must be 300 dpi and bitmapped items 1200 dpi. When exporting a PDF from Quark, under Options button then Job Options heading, use the following settings: Embed all Fonts; for both color and grayscale compression: Automatic ZIP/JPEG High; resolution: 300 dpi; monochrome compression: none; do not select compress text or ASCII format checkboxes. Under Output heading, use Composite, CMYK; registration Centered, Offset 18 points; bleed type Symmetric.

Clipping Paths: Please do not use clipping paths.

Laser Proofs: Please provide a hard-copy laser proof or digital color proof in 100 percent size.

“Nienaber Advertising is always a pleasure to do business with. The audience they reach are our friends, neighbors and clients. We share the same philosophy regarding customer service and results; that is to exceed expectations every time.”

—Alvin Goldfarb
Alvin Goldfarb Jewelers



SERVICE NETWORK

If you prefer a business card-size ad, the Service Network is your perfect choice. Choose a six-month contract, which runs January-June or July-December. The cost is \$105 per month or a flat \$550 with payment due in January or July. If you would rather run your ad for a full year, the cost is \$1,000 with payment due in January.

PRINTING PROCESS

REFLECTIONS is printed using four-color process colors only (CMYK) on a heat-set web offset press on 50 lb. satin stock. The publication is saddle-stitched with trim size of 8¼ x 10¾ inches. Please keep live matter ¼ inch from trim. There are three columns per page, with a column size of 2¼ x 10 inches.

AD SIZES

Size (in inches)	Width	x	Depth
Full Page Bleed	8¾	x	11¼
Full Page Non-Bleed	7	x	10
Double Truck	17	x	11¼
1/2 Page Vertical	4½	x	7½
1/2 Page Horizontal	7	x	5
1/2 Page Bleed	8¾	x	6¼
1/3 Page Square	4½	x	5
1/3 Page Vertical	2¾	x	10
1/6 Page Horizontal	4½	x	2¾
1/6 Page Vertical	2¾	x	5

REFLECTIONS

*Top Associate Broker for
Windermere Real Estate,*

Tere Foster utilizes

REFLECTIONS on a consistent basis every month because,

as she says, “Some publications market to the masses, but

REFLECTIONS magazine successfully delivers to the individuals that match our buyer

profile here on the Eastside.”

—Tere Foster

*Top Associate Broker
Windermere Real Estate*

THE MAGAZINE

REFLECTIONS is the monthly magazine for the members of the Bellevue Club, one of the nation's finest social and athletic clubs, and for guests of the 4-star, 4-diamond Bellevue Club Hotel, a member of the Small Luxury Hotels of the World. The magazine's editorial focuses on health and fitness, and Club activities and events.

*By advertising in
REFLECTIONS, you
will reach the affluent
consumers of high-end
products and services on
the Eastside.*

11200 SOUTHEAST 6TH
BELLEVUE, WA 98004

CONTACT

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michelle@nienaberadvertising.com

fax 425.646.8714

7829 NE 14th Street

Medina, WA 98039

www.bcreflections.com

THE AUDIENCE

REFLECTIONS readers represent a cross-section of active, professional, high-income, family-oriented and well-educated Bellevue Club members with upscale interests and lifestyles, and hotel guests who are frequent business travelers.

- 93% of our members live within 5 miles of downtown Bellevue.
- 69% of our readers earn \$100,000 or more per year; 59% have a net worth of more than \$500,000; several are local billionaires.
- 62% of our readers are 38-57 years of age.
- 46% own two or more homes/recreational properties; 62% list real estate as part of their investment portfolio.
- 86% are college graduates; 31% have advanced degrees.
- 39% of our readers are professionals (attorneys, physicians, architects, engineers); 37% are executive/managers; 21% are self-employed.
- Our readers are avid travelers; 78% have three or more weeks of vacation per year.

DISTRIBUTION

REFLECTIONS magazine is published 12 times per year. Monthly circulation is to all membership families, corporations, hotel guests, advertisers and prospective members, reaching 23,000 individuals with each issue. A total of 89 percent of Club members retain their individual copies for at least one month.

*For additional readership
demographics and magazine
information, visit*

WWW.BCREFLECTIONS.COM



BELLEVUE CLUB

11200 SOUTHEAST 6TH
BELLEVUE, WA 98004

TERMS AND CONDITIONS

1. All advertising is subject to acceptance as to character, including layout, text and illustration, at the publisher's discretion.
2. All advertising must be submitted camera-ready and correct size. **Advertiser must pay for any production charges required to bring ad up to publication standards.** *REFLECTIONS* magazine accepts no responsibility for the quality of reproduction of artwork or photos not meeting the stated specifications.
3. Any advertiser-requested alterations to artwork will be charged accordingly.
4. If an advertiser fails to provide art and/or copy in time to meet the closing date, *REFLECTIONS* reserves the right to pick up their previous ad or charge that advertiser for the reserved space at the regular rate. **Any materials arriving past the camera-ready deadline of the fifth day of the month will be charged a \$50 late fee.**
5. Payment is due on receipt of statement. **A finance charge of 1.5% (18% APR) will be assessed on the average daily balance of outstanding advertiser accounts over 30 days old.** Payment in full is due by the last day of the month to avoid a finance charge. **If payment has not been received after 90 days, advertisers will be suspended from advertising until their accounts are current.**
6. Receipt of ad copy will be regarded as proof of intent to publish. Clients will be billed a one-time rate until contract is signed and received. New clients (except Bellevue Club members) must pay upfront for first ad placement.
7. Advertisers will be short-rated if, within a 12-month period from the date of the first insertion, they do not use the amount of space upon which their billings have been based.
8. All printing materials will be stored by publisher at advertiser's risk for 12 months, then destroyed, unless otherwise instructed by the advertiser.

ADVERTISING REPRESENTATIVES

7829 NE 14th Street, Medina, WA 98039

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fax 425.646.8714

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