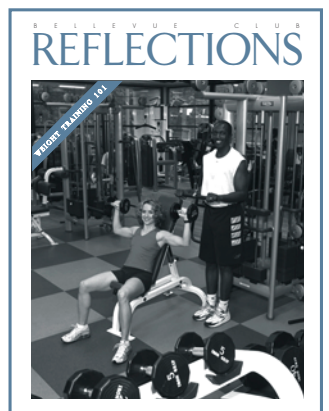
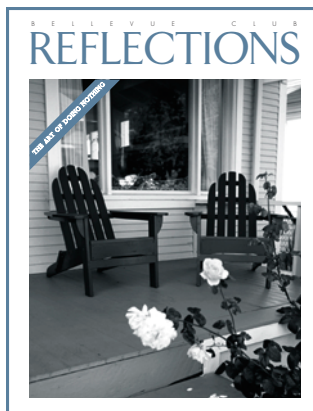
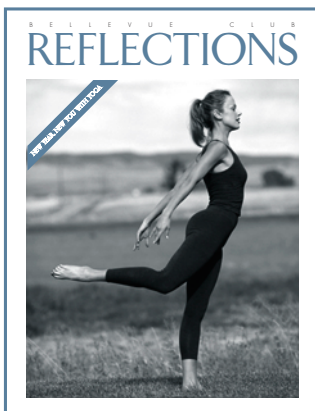


B E L L E V U E C L U B

# REFLECTIONS



## ADVERTISING RATE CARD # 20

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

*Effective January 1, 2005*

## DISPLAY ADVERTISING RATES

### 4-Color Process Rates

	1-2X	3-5X	6-8X	9-11X	12X
Double Truck	\$2870	\$2645	\$2275	\$2200	\$1995
Back Outside Cover	1820	1655	1500	1430	1360
Front Inside Cover	1660	1520	1400	1340	1250
Back Inside Cover	1550	1440	1310	1255	1185
Full Page	1490	1380	1225	1185	1120
1/2 Page	1125	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	\$950	\$850	\$715	\$675	\$615
1/2 Page	705	625	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.**

### Gift Guides: *Romantic Gifts & Getaways* in

February: \$475; *Mother's Day* in May: \$475; *Holiday* for both November & December: \$875.

**Service Network:** Six-month contract of business-card size ad running January-June or July-December. \$105 per month or \$550 due in January or July. For a full year: \$1,000 due in January.

## 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 2005	11/30/04	12/6/04
February 2005	12/30/04	1/5/05
March 2005	1/28/05	2/4/05
April 2005	2/28/05	3/4/05
May 2005	3/30/05	4/5/05
June 2005	4/29/05	5/5/05
July 2005	5/31/05	6/6/05
August 2005	6/30/05	7/5/05
September 2005	7/29/05	8/5/05
October 2005	8/30/05	9/5/05
November 2005	9/30/05	10/5/05
December 2005	10/28/05	11/4/05
January 2006	11/30/05	12/6/05
February 2006	12/30/05	1/5/06

## DIGITAL REQUIREMENTS

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

**Acceptable Media:** CD, 100 Mb Zip disks, or 3.5" Mac or PC format floppy disks.

**Fonts:** Include both screen & print versions of all fonts; include a complete list of all fonts used to create your document. Use only Postscript Type 1 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.

**Clipping Paths:** Please do not use clipping paths.

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

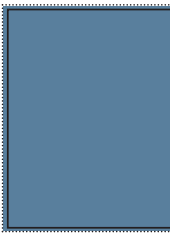
*“Nienaber Advertising is always a pleasure to do business with. The audience they reach are our friends, neighbors and clients. We share the same philosophy regarding customer service and results; that is to exceed expectations every time.”*

—Alvin Goldfarb  
Alvin Goldfarb Jewelers

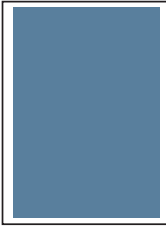
*“We selected REFLECTIONS magazine as one of our core advertising vehicles because it reaches a perfect demographic for our new homeowners here at Snoqualmie Ridge.”*

—Tom Nolan,  
Director of Sales  
Snoqualmie Ridge

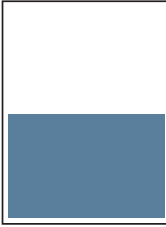
Full page  
trim plus  
1/4" bleed



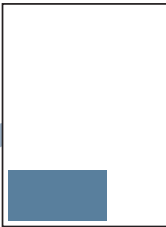
Full page  
no bleed



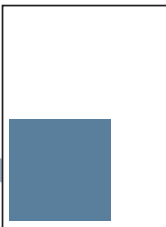
1/2 page  
horizontal



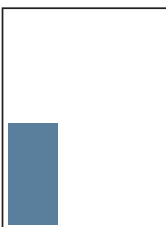
1/6 page  
horizontal



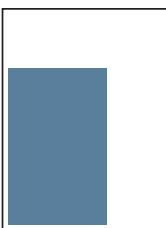
1/3 page  
square



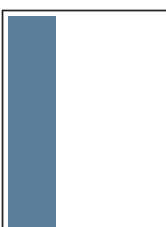
1/6 page  
vertical



1/2 page  
vertical



1/3 page  
vertical



## PRINTING PROCESS

REFLECTIONS is printed using four-color process colors only (CMYK) on a heat-set web offset press on 70 lb. matte stock. The publication is saddle-stitched with trim size of 8<sup>3</sup>/<sub>4</sub> x 10<sup>3</sup>/<sub>4</sub> inches. Please keep live matter 1/4 inch from trim. There are three columns per page, with a column size of 2<sup>1</sup>/<sub>4</sub> x 10 inches.

## AD SIZES

Size (in inches)	Width	x	Depth
Full Page Bleed	8 <sup>3</sup> / <sub>4</sub>	x	11 <sup>1</sup> / <sub>4</sub>
Full Page Non-Bleed	7	x	10
Double Truck	17	x	11 <sup>1</sup> / <sub>4</sub>
1/2 Page Vertical	4 <sup>1</sup> / <sub>2</sub>	x	7 <sup>1</sup> / <sub>2</sub>
1/2 Page Horizontal	7	x	5
1/2 Page Bleed	8 <sup>3</sup> / <sub>4</sub>	x	6 <sup>1</sup> / <sub>4</sub>
1/3 Page Square	4 <sup>1</sup> / <sub>2</sub>	x	5
1/3 Page Vertical	2 <sup>5</sup> / <sub>8</sub>	x	10
1/6 Page Horizontal	4 <sup>1</sup> / <sub>2</sub>	x	2 <sup>3</sup> / <sub>8</sub>
1/6 Page Vertical	2 <sup>5</sup> / <sub>8</sub>	x	5

*Top Producer and Associate Broker for Coldwell Banker Bain, 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 Broker/Associate Broker  
Coldwell Banker Bain

## 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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425.891.2653

michelle@nienaberadvertising.com

*fax* 425.646.8714  
7829 NE 14th Street  
Medina, WA 98039

**www.nienaberadvertising.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 membership families, corporations, hotel guests, advertisers and prospective members, reaching 18,000 individuals with each issue.

Subscriptions to the magazine are \$3 per issue. Members are billed on their monthly dues/fee statements. The majority of members choose to maintain their subscription. A total of 89% retain their individual copies for at least one month.



BELLEVUE CLUB  
11200 Southeast 6th  
Bellevue, WA 98004

## TERMS AND CONDITIONS

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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 at one-time rate until contract is signed and received. New clients (except Bellevue Club members) must pay up front 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

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