



GROWING FORWARD AND ADAPTING FOR THE FUTURE

WHY ADVERTISE WITH US?

- **Position your company** with the businesses and people creating change in our community.
- **Support** the continued development of our **business climate.**
- **Reach** more than **30,000** decision makers throughout the year.





Dear Business Partner:

Over the last year, our business community moved through remarkable challenges, working to survive, re-think, re-create, and in many cases, rebuild themselves in a shifting environment in the face of many unknowns. All of us have had to adapt and move forward differently – but still together - to navigate through to the next normal.

Each year GSI partners with the Spokane Journal of Business to create the GSI Connect magazine to share stories about the people and businesses that drive business and support a thriving economy. This year, GSI is focusing on the stories about how members of the business community have adapted, survived, and in many cases, established themselves as stronger than before. GSI will help tell the stories about how our region is “Growing Forward and Adapting for the Future”.

GSI invites you to advertise in the 2021 edition and partner with us to help deliver this valuable information to our Spokane community. The magazine debuts in the September 23rd edition of the Journal of Business, giving you advertising access to more than 30,000 business leaders and decision-makers throughout the region. We will also distribute the magazine throughout the year locally as well as nationally to various groups and businesses.

I hope you'll join us to make this a publication that resonates throughout our community. The Journal of Business has shared that advertising positions are limited and are sold on a “first-reserved basis”. The advertising deadline for this publication is August 6, 2021.

We appreciate your support and partnership.
Best regards,

Alisha Benson
CEO, GSI

TOGETHER WE'RE GREATER
801 W RIVERSIDE | SPOKANE, WA 99201 | GREATERSPOKANE.ORG | ADVANTAGESPOKANE.COM

ELECTRONIC AD SPECIFICATIONS

COVER DATE

September 23

SPACE RESERVATION

August 6

AD ART DUE

August 30

The GSI magazine will be printed in web offset using 150 line screen. Preferred format is a high resolution PDF with fonts embedded. We also accept TIF, JPG and EPS files. All files must be submitted in CMYK color mode at 300 dpi.

The new GSI Magazine will be distributed through the Journal of Business on September 23, 2021 and will be showcased throughout the community in 2021 and 2022.

Back Cover.....	\$ 2,305
Inside Covers & Page 1.....	\$ 2,075
Double Truck (Call for size info).....	\$ 3,140
Full Page.....	\$ 1,810
2/3 Page.....	\$ 1,480
1/2 Page (Only ad on page).....	\$ 1,390
1/2 Page.....	\$ 1,275
1/3 Page Horizontal.....	\$ 985
1/6 Page.....	\$ 750

MECHANICAL SPECIFICATIONS

For more information, please contact your advertising agency or Journal representative.

509.456.5257

SpokaneJournal.com

FULL PAGE
(8" X 10.75")

1/4" bleed
on all sides

1/6 VERTICAL
(2.25" X 4.75")

1/3 BLOCK
(4.625" X
4.75")

1/2 HORIZONTAL
(7" X 4.75")

2/3 VERTICAL
(4.625" X 9.75")

1/3 VERTICAL
(2.25" X 9.75")

1/6 HORIZONTAL
(4.625" X 2.25")

1/2 VERTICAL
(4.625" X 7.25")