

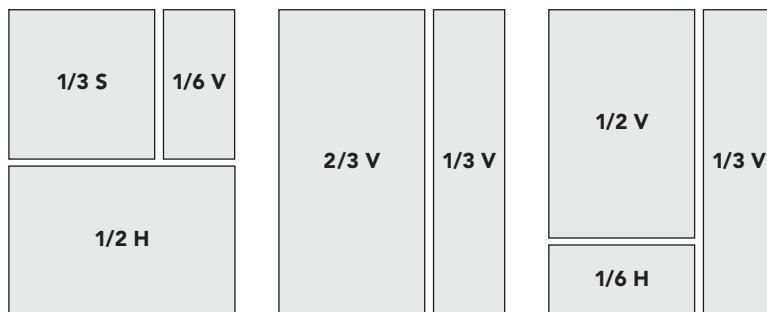
Washington CEO Magazine 12201 TUKWILA INTERNATIONAL BLVD. | SUITE 150 | SEATTLE, WA 98168

Four Color	Open Rate 1x	2-3x	4-7x	8-12x
Full Page	6,540	5,922	5,250	4,450
2/3 page	5,230	4,738	4,156	3,560
1/2 page	4,250	3,852	3,378	2,892
1/3 page	2,746	2,488	2,182	1,870
1/6 page	1,440	1,304	1,148	981
1/2 page spread	7,652	6,928	6,080	5,206
Full Page Spread	11,770	10,764	9,354	8,010

Anchored Positions	Open Rate 1x	2-3x	4-7x	8-12x
<i>Full page only</i>				
Inside Front Cover	8,178	7,402	6,494	5,563
Page 3	7,524	6,818	6,014	5,252
Page 5	7,148	6,472	5,712	4,990
Page 7	6,792	6,150	5,426	4,741
Inside Back Cover	7,850	7,106	6,236	5,340
Back Cover	8,504	7,700	6,756	5,785

AD DIMENSIONS

SIZE	WIDTH	HEIGHT
Two-page spread	15.75"	9.875"
Two-page spread (full bleed)*	17.25"	11.125"
Full-page	7.313"	9.875"
Full-page (full bleed)*	8.875"	11.125"
2/3 Vertical	4.813"	9.875"
1/2 Vertical	4.813"	7.313"
1/2 Horizontal	7.313"	4.813"
1/3 Vertical	2.313"	9.875"
1/3 Square	4.813"	4.813"
1/6 Vertical	2.313"	4.813"
1/6 Horizontal	4.813"	2.313"



TRIM SIZES: FULL-PAGE : 8.375" width X 10.875" height.
TWO-PAGE SPREAD : 16.75" width X 10.875" height.

BLEEDS: LIVE AREA: Keep all live material .25" away from all trim edges.
*Bleed dimensions listed include the .125-.25" bleed beyond trim size.

FOR MORE INFORMATION CONTACT YOUR ACCOUNT EXECUTIVE AT **206.441.8415** OR **888.860.9495**