



Courtesy of Seafair

Seafair Commemorative Magazine

Reach thousands as they gather to celebrate Seattle's summer across the many Seafair events and festivals.

Official Seafair Commemorative Program

Since 1950, nothing has been more synonymous with summer in Seattle than Seafair. The annual non-profit festival spans ten weeks and touches more than two million people through 75 sanctioned events all culminating at Seafair weekend on Lake Washington. Seafair is committed to uniting and celebrating all of Seattle's diverse communities by offering fun and affordable activities where differences are welcomed, and every individual feels a sense of belonging to make memories that last a lifetime.

Alaska Airlines Torchlight Parade: July 25

Thousands of spectators will gather to watch as parade units march, float and dance in celebration of Seattle.

Seafair Weekend: July 31–August 2

Featuring the Boeing Air Show with the Blue Angels, Seafair Cup H1 Hydroplane racing, Graham Trucking Seafair Cup, Hyperlite World Class Wakeboarding, Monster Energy's BMX Stunt Bikes, Kids Zone with inflatables and games and more!



Ad Rates & Specifications

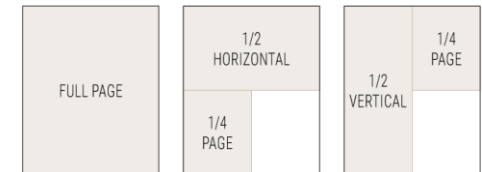
Official Seafair Commemorative Magazine Ad Sizes

Standard ads may be submitted in PDF or alternate formats in the following sizes (Measured in Inches, W x H):

	Trim Size	Live Area	Bleed Size
Full page	8.375 x 10.875	7.375 x 9.875	8.625 x 11.125
1/2 vertical	4.1875 x 10.875	3.6875 x 9.875	4.4375 x 11.125
1/2 horizontal	8.375 x 5.4375	7.875 x 4.9375	8.625 x 5.6875
1/4 page	4.1875 x 5.4375	3.6875 x 4.9375	4.4375 x 5.6875

Rate Card

Full Page	\$2,500
1/2 vert / horiz	\$1,700
1/4 page	\$1,000
Inside Front Cover	\$3,000
Back Cover	\$3,125



Circulation & Distribution

20,000 through all ticketed, seated events including:

- Seafair Torchlight Parade
- Seafair Weekend
- Fleet Week
- Visit Seattle
- Hotel concierge
- Tourism kiosks

*Premium positions offered (pending availability)

Space reservation: June 5

Materials due: June 12

On stands: July 18

*Dates subject to change

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