



Advertising Rates and Guidelines for the Trade Development Alliance of Greater Seattle

- E-Newsletter | Crossroads
- Website | www.seattletradealliance.com
- Weekly Calendar of Events

Trade Alliance publicity channels reach all parts of the region and globe. Our advertising opportunities provide the opportunity to tap new markets through several electronic publications as well as our website.

Crossroads E-Newsletter

The Trade Alliance's newsletter, Crossroads is an electronic, monthly publication sent to around 1,000 and growing domestic and international contacts. Features include reports on outbound mission activity, top issues in international trade, updates from target international markets, letters from the president, trade resources, Patron and Champion membership profiles and new member listings as well as paid advertising. Advertisers are encouraged to work with the editor to ensure that messaging is consistent with the publication.

Newsletter Ads: These advertisements are included in the body of the online newsletter and can be linked to the advertiser's website. Placement varies depending on newsletter length and layout.

COST:

- \$200 per issue for members | \$350 2 issues for members
- \$400 per issue for non-members | \$750 2 issues for non-members

SIZE:

- 290 pixels x 360 pixels; JPEG format

Website Advertising

Our home page is our face to the world. It contains dynamic information such as international news, statistics on our region and state, photos of the week, outbound mission activity, and links to our featured Champion and Patron members.

Home page ad: This advertisement is placed in the lower left area of the Trade Alliance's home page and can be linked to the advertiser's website.

COST:

- \$250 per 30-day period for members | \$500 per 30-day period for non-members

SIZE:

- 175 pixels x 175 pixels, JPEG format
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Calendar of Events

The Trade Alliance's electronic calendar of events is distributed weekly to over 1,500 people worldwide. It contains information on upcoming Trade Alliance programs and inbound delegations; co-promoted programs; inbound and outbound mission activity and links to Champion and Patron members of the month.

Calendar advertisement: These advertisements are included in the framework of the calendar email and can be linked to the advertiser's website. Placement depends on calendar length and layout.

COST:

- \$135 per week for members | \$200 for 2 weeks for members
- \$270 per week for non-members | \$400 for 2 weeks for non-members

SIZE:

- 175 pixels x 175 pixels
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Please contact Samantha Paxton at samanthap@seattletradealliance.com / 206.389.7319 with questions or to reserve your advertising space.