

WPMA
WESTERN PETROLEUM MARKETERS ASSOCIATION

REV UP REVENUE

with WPMA PUBLICATIONS!

Serving the Petroleum and Convenience Industry for Over Fifty-Five Years.

Advertising Rates & Specifications

Table of Contents

REV UP REVENUE WITH WPMA PUBLICATIONS

1. WESTERN PETROLEUM MARKETERS NEWS (WPM News) Magazine	3
2. WPMA WEB Advertising	4
3. WPMA MEMBERSHIP Directory	4
4. WPMA EXPO Program	4
5. WPMA CLASSIFIED Advertising	4

WPMA PUBLICATIONS SCHEDULE.....5

WPM NEWS MAGAZINE

AD DEADLINES	6
QUARTERLY MAGAZINE RATES.....	6
Ad Specifications	7
Mechanical Requirements	7
File Transfer Requirements	7

MAGAZINE CONTRACT FORMS

SPRING Issue	8
SUMMER Issue	9
FALL Issue	10
WINTER Issue	11

WPMA.COM WEB BANNER

AD DEADLINE	12
MONTHLY RATES	12
AD CREATION	12
Ad Specifications	12
Mechanical Requirements	12
File Transfer Requirements	12

WEB BANNER ADVERTISING CONTRACT FORM ... 13

MEMBERSHIP DIRECTORY ADVERTISING

AD DEADLINES	14
MEMBERSHIP DIRECTORY RATES	14
Ad Specifications	14
File Transfer Requirements	14
Mechanical Requirements	14

MEMBERSHIP DIRECTORY CONTRACT FORM 15

WPMA CONVENTION & EXPO PROGRAM

AD DEADLINES	16
EXPO PROGRAM RATES	16
Ad Specifications	16
File Transfer Requirements	16
Mechanical Requirements	16
EXPO PROGRAM CONTRACT FORM	17

CLASSIFIED ADVERTISING

AD DEADLINES	18
WEEKLY UPDATE RATE & CLASSIFIED AD BILLING.....	18
Specifications / Mechanical / Guidelines	18
Information Transfer Requirements	18
CLASSIFIED AD CONTRACT FORM	19

FULL YEAR ADVERTISING!20

AD DEADLINES	20
ADVERTISING RATES	20
Specifications / Mechanical / Guidelines	20
Ad File(s) Transfer Requirements	20

FULL YEAR OF PUBLICATIONS CONTRACT FORM..... 21

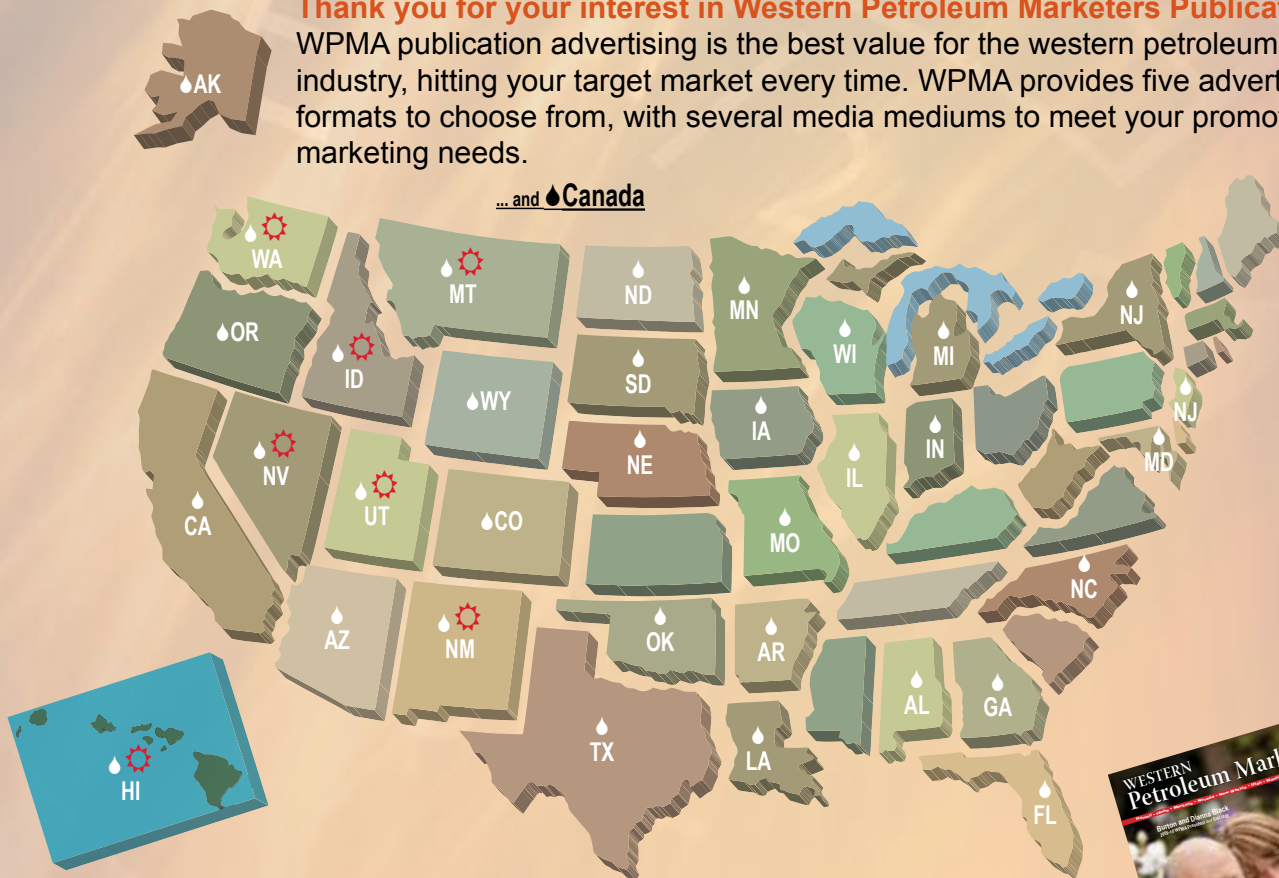
GENERAL INFORMATION.....22

CONTRACT TERMS.....22

REV UP REVENUE WITH WPMA PUBLICATIONS!

Thank you for your interest in Western Petroleum Marketers Publications.

WPMA publication advertising is the best value for the western petroleum industry, hitting your target market every time. WPMA provides five advertising formats to choose from, with several media mediums to meet your promotional marketing needs.



WPMA Provides Five Options to Target Your Industry's Market:

1. WESTERN PETROLEUM MARKETER NEWS (WPM News)

This informative trade magazine is currently distributed across thirty-four states and Canada to WPMA members (☰). The WPM News serves seven western state petroleum and convenience store associations (⚙)

– **Hawaii, Idaho, Montana, Nevada, New Mexico, Utah and Washington.**

Each state reports its most current legislative issues, state policies and association events in each issue. The magazine includes coverage of national issues and regulations, convention updates, the WPMA scholarship program, regional and state calendar events, networking opportunities and much more. WPMA members are people and/or organizations directly involved in the business of marketing petroleum products and convenience services: • *Distributors* • *Bulk plant owners* • *Convenience - store/car wash owners/operators* • *Co-branded convenience stores, quick serve restaurants, and car wash stations* • *Oil jobbers/Petroleum Marketers* • *And more.* WPM News is in the hands of qualified decision-makers, which guarantees your ad is **“on-track”** every time — *A wise investment for your advertising dollars!*

- **SPRING** - Post Convention Issue
- **SUMMER** - Scholarship Recipient Issue
- **AUTUMN** - Officers and Directors Issue
- **WINTER** - Holiday Greetings Issue



REV UP REVENUE WITH WPMA PUBLICATIONS! *continued*

2. WPMA WEB Advertising

– **72.5%** of those surveyed during the 2010 WPMA Convention accessed the WPMA web site for information.



Reach your target audience and catch the attention of international web site visitors 24/7 by placing a web banner ad on www.wpma.com.

Increase your market visibility among the industries distributors, bulk plant owners, convenience owner/operators, co-branded operations, oil jobbers/petroleum markets and more. A sure way to reach the decision makers of your target industry audience.

Receive a 10% discount on a banner ad with any WPMA publication contract or a 50% banner ad discount with a full year publication contract. WPMA offers Web banner ad design and production assistance.

3. WPMA MEMBERSHIP Directory

– The WPMA Membership Directory is kept and used by WPMA marketers and associate members throughout the year. Published annually, the directory is exclusive to all WPMA marketers and associate members. The Membership Directory offers another great opportunity for your advertising dollar to go further with frequent use.



4. WPMA EXPO Program

– The National WPMA Convention and Expo, held every February, draws crowds from across the United States and Canada. Over 50% of attendees attend yearly, with another half coming frequently. Each year many first time attendees seek out the show. Great speakers, workshops and management sessions covering for the most current topics in the industry are a benefit to all that attend. The WPMA Expo program ensures that your customers find you "First" at the show. The program delivers your advertising message in a high-quality program that contains all the convention and trade show information from schedules and maps to who is attending the event. Many attendees use the theme program during the show, then take it home for post-show perusal.



5. WPMA CLASSIFIED Advertising

– **CLASSIFIED ADS** of 50 words or less are *free* to WPMA members. For non-members, classified ads carry a minimum charge for 50 words or less; each additional 50 words earn an additional charge. All classified ads must be "true" classified ads. Ad size is limited to no more than ¼ page. The actual size will be dictated by space available. Members' classified ads will run until the item is sold, but no longer than three (3) months. **CLASSIFIED ADS** are placed in our WPMA Weekly Update, which is e-mailed/faxed to all members weekly. Classified ads running in March/April, May/June, August/September or November/December are published in the quarterly *WPM News Magazine*.



If your target audience is a part of the petroleum industry – we have a publication medium to reach them and get their attention!

REV UP REVENUE WPMA PUBLICATIONS SCHEDULE!

FEBRUARY	APRIL	JUNE	SEPTEMBER	NOVEMBER	DECEMBER
EXPO PROGRAM Mirage Las Vegas	MAGAZINE Convention Issue	MAGAZINE Scholarship Issue	MAGAZINE WPMA Officers & Directors	MEMBERSHIP DIRECTORY	MAGAZINE Holiday Issue
FEATURES:	FEATURES:	FEATURES:	FEATURES:	FEATURES:	FEATURES:
<ul style="list-style-type: none"> • Convention Speakers and information • Sponsors • Hall of Fame Recipients • Exhibitor list • Maps and details • Participation list 	<ul style="list-style-type: none"> • Convention highlights • Hall of Fame and other Awards • Sponsors • Convention Photos • Calendar of Events • Industry News 	<ul style="list-style-type: none"> • Scholarship recipient photos & biographies • Each state's Industry updates • Hall of Fame spotlight 	<ul style="list-style-type: none"> • Elected officers & directors with photos • List and photos of each state's current officers • Scholarship "Where are they Now?" 	<ul style="list-style-type: none"> • Officers & staff • Leadership lists • Membership lists • Associate Member lists • Advertisers • Bylaws 	<ul style="list-style-type: none"> • Business Card greetings from members and associate members • Members and Associates Anniversaries
<i>Ads due before January 1</i>	<i>Ads due before March 1</i> <i>Spring Quarter</i>	<i>Ads due before May 1</i> <i>Summer Quarter</i>	<i>Ads due before August 1</i> <i>Fall Quarter</i>	<i>Ads due before October 15</i>	<i>Ads due before November 1</i> <i>Winter Quarter</i>

JANUARY						
S	M	T	W	T	F	S
1 - EXPO Advertising contracts and Ad art due • Weekly Update Classified Ads are due on Thursday of each week. • Banner Ads - contract per requests						

FEBRUARY						
S	M	T	W	T	F	S
• Day after President's Day - WMPA National Convention begins • Weekly Update Classified Ads are due on Thursday of each week. • Banner Ads - contract per requests						

MARCH						
S	M	T	W	T	F	S
1 - WPM News Post Convention issue Advertising contracts and Ad art due • Weekly Update Classified Ads are due on Thursday of each week. • Banner Ads - contract per requests						

APRIL						
S	M	T	W	T	F	S
• WPM News Spring Issue delivered to all WPMA members and Associate members • Weekly Update Classified Ads are due on Thursday of each week. • Banner Ads - contract per requests						

MAY						
S	M	T	W	T	F	S
1 - WPM News Scholarship Recipient Issue Advertising contracts and Ad art due • Weekly Update Classified Ads are due on Thursday of each week. • Banner Ads - contract per requests						

JUNE						
S	M	T	W	T	F	S
• WPM News Summer Issue delivered to all WPMA members and Associate members • Weekly Update Classified Ads are due on Thursday of each week. • Banner Ads - contract per requests						

JULY						
S	M	T	W	T	F	S
• WPMA State boards change of guard are made in each state association and WPMA. • Weekly Update Classified Ads are due on Thursday of each week. • Banner Ads - contract per requests						

AUGUST						
S	M	T	W	T	F	S
1 - WPM News Officers and Directors issue Advertising contracts and Ad art due • Weekly Update Classified Ads are due on Thursday of each week. • Banner Ads - contract per requests						

SEPTEMBER						
S	M	T	W	T	F	S
• WPM News Autumn Issue delivered to all WPMA members and Associate members • Weekly Update Classified Ads are due on Thursday of each week. • Banner Ads - contract per requests						

OCTOBER						
S	M	T	W	T	F	S
1 - WPMA MEMBERSHIP DIRECTORY Advertising contracts due 15 - Membership Directory Ads due • Weekly Update Classified Ads are due on Thursday of each week. • Banner Ads - contract per requests						

NOVEMBER						
S	M	T	W	T	F	S
1 - WPM News Holiday Greetings Advertising contracts/Ad art due • Membership Directory delivered to WPMA members and Associate members • Classified Ads are due each Thursday. • Banner Ads - contract per requests						

DECEMBER						
S	M	T	W	T	F	S
• WPM News Winter Issue delivered to WPMA members and Associate members • Weekly Update Classified Ads are due on Thursday of each week. • Banner Ads - contract per requests						

Western Petroleum Marketers News

Hawaii • Idaho • Montana • Nevada • New Mexico • Utah • Washington

Western Petroleum Marketers News (WPM News) AD DEADLINES

Please complete Advertising Contract, sign and send with payment specified. Contract and usable ad files must be in-hand one month **prior to the month of WPM News publication distribution**; see distribution and due dates listed below.

	<i>Contract and Ad in-hand by:</i>	<i>Month Distributed:</i>
SPRING, SUMMER, FALL and WINTER MAGAZINE(S):		
<i>Convention Issue</i>	March 1	April
<i>Scholarship Issue</i>	May 1	June
<i>Officers & Directors</i>	August 1	September
<i>Holiday Issue</i>	November 1	December

Please **FAX** signed and completed form to: WPMA Publications (801) 327-9345
Or **MAIL** to attention: WPMA Publications, P.O. Box 571500, Murray, UT 84157-1500
E-MAIL: janr@wpma.com

Please **CALL** WPMA with any additional questions at: (801) 263-9762.



WPM News QUARTERLY MAGAZINE RATES

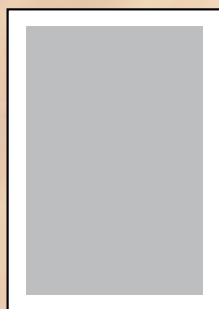
Black & White / Issue	X4 Issues	X3 Issues	X2 Issues	X1 Issue
Full Page	\$475.00	\$570.00	\$615.00	\$660.00
Half Page	305.00	380.00	410.00	440.00
Quarter Page	210.00	250.00	270.00	280.00
Business Card Ad	120.00	140.00	150.00	155.00

Color / Issue	X4 Issues	X3 Issues	X2 Issues	X1 Issue
Full Page*	\$970.00	\$1,065.00	\$1,110.00	\$1,155.00
Half Page	800.00	875.00	905.00	935.00
Quarter Page	705.00	745.00	765.00	775.00
Business Card Ad	610.00	630.00	640.00	645.00

* Magazine full color back cover ad is an additional 20%,
inside front or inside back cover ads are an additional 10%.

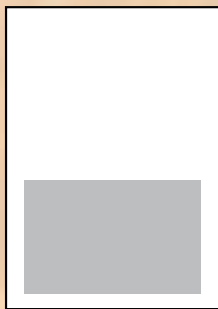
Ad Specifications for WPM News Magazine

	Live Area	Trim Size	Bleed
Full Page	7 1/2" wide X 10"	8 1/2" wide X 11"	+1/8" per side
Half Page Horizontal	7 1/2" wide X 4 1/2"		
Half Page Vertical	3 1/2" wide X 10"		
Quarter Page	3 1/2" wide X 4 1/2"		
Business Card Ad	3 1/2" wide X 2" or 2" wide X 3 1/2"		



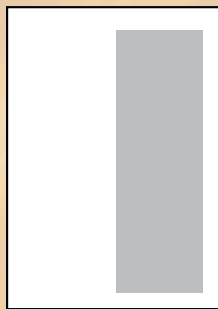
Full Page

Live area
7.5"X10"



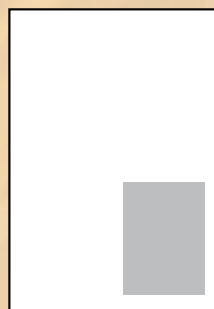
1/2 Page Horizontal

Live area
7.5"X4.5"



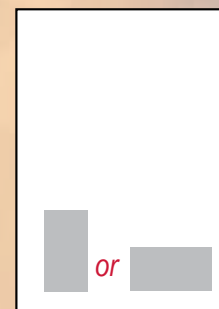
1/2 Page Vertical

Live area
3.5"X10"



1/4 Page Vertical

Live area
3.5"X4.5"



Business Card

Live area
3.5" X 2"
or
2" X 3.5"

WPM News Magazine Mechanical Requirements

All live matter (information) must be 1/2 inch from all sides; for bleeds on cover and full page ads see specifications above. Please send *press quality* digital artwork in one or all of the following: PDF, Jpeg, Tiff, CS4 (Packaged Adobe Creative Suite 4).

If color matching is requested, please specify Pantone "process" color(s) with hard copy to be included with job and make note in the special instructions section of the order form and all communications. Extra mechanical work such as enlargements, reductions, duplications, illustration changes, or separation corrections will be billed at printer's current rates.

Ad creation for publishing by WPMA is \$120/hour, minimum 1-hour. If requesting an ad creation, please allow 2 or more weeks for ad production before the *WPM News Ad* deadline.

WPM News Magazine File Transfer Requirements

If a FTP site is preferred you may use www.yousendit.com. Publication Contract and press files 4 MB or smaller may be e-mailed to janr@wpma.com (cc- chrism@wpma.com). Disk with hard copy proof may be mailed to P.O. Box 571500, Murray, UT 84157-1500. For overnight instructions or if you have any additional questions you may call (801) 263-9762.

Western Petroleum Marketers News

Hawaii • Idaho • Montana • Nevada • New Mexico • Utah • Washington

SPRING Issue

WPMA Post Convention Issue

The WPMA Post Convention Magazine is exclusive to marketers and associate members, an opportunity for your **advertising dollar** to go further. For your post convention magazine advertising please complete the form below. For full instructions please refer to the WPM News magazine section of the Media Kit.

ADVERTISER CONTRACT/Billing Information: _____

Street _____ City _____ State _____ ZIP _____

Contact _____ E-mail _____

Phone _____ Fax _____

AGENCY: _____ Date _____

Contact _____ E-mail _____

Phone _____ Fax _____ *Signature _____

WPMA MAGAZINE ADVERTISING AND AD SCHEDULE

Black & White Rates/Issue:	4 ISSUES	3 ISSUES	2 ISSUES	1 ISSUE
Full Page	\$475	\$570	\$615	\$660
Half Page	305	380	410	440
Quarter Page	210	250	270	280
Business Card Ad	120	140	150	155

Color Rates/Issue:	4 ISSUES	3 ISSUES	2 ISSUES	1 ISSUE
Full Page	\$970	\$1,065	\$1,110	\$1,155
Half Page	800	875	905	935
Quarter Page	705	745	765	775
Business Card Ad	610	630	640	645

Please check all applicable boxes

- April Spring Magazine
 - June Summer Magazine
 - September Fall Magazine
 - DECEMBER Winter Magazine
- POST CONVENTION Scholarship**
Ad due MARCH 1 Ad due May 1
- Officers & Directors Holiday**
Ad due August 1 Ad due November 1

***Full year contract/6 publications

Please FAX completed form to: WPMA Publications (801) 327-9345. Or MAIL to: WPMA, P.O. Box 571500, Murray, UT 84157-1500. CALL WPMA with any additional questions: (801) 263-9762.

I am authorized by the company/agency to place this ad, and agree to payment for the ad placement.

PAY BY CREDIT CARD:

Please charge \$ _____

To my: VISA MasterCard Discover American Express

Card # _____ Exp. Date: _____

Client/Agency Signature _____

Premium Positions: Back Cover ad is an additional 20% **
 Inside Front and Inside Back cover ads are an additional 10% **

CHECK ONE: <input type="checkbox"/> Black & White <input type="checkbox"/> Color	WPMA MAGAZINE	issue(s)/year			
		4 X	3 X	2 X	1 X
Full Pg: (8½" wide X 11")	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Half Pg Hzl: (7½" wide X 4½")	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Half Pg Vrt: (3½" wide X 10")	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quarter Pg: (3½" wide X 4½")	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Business Card: (3½" wide X 2") or (2" wide X 3½")	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

* I Agree to contract terms and conditions on page 22.
** Reserved for full page, full color ads only. Ads cannot be cancelled once contracted.
*** Full year contract (form on page 21).

Western Petroleum Marketers News

SUMMER Issue

WPMA Scholarship Recipient Issue

Hawaii • Idaho • Montana • Nevada • New Mexico • Utah • Washington

Distributed to all WPMA marketers and associate members, the Scholarship edition of the WPM News Magazine is an opportunity for your advertising dollar to go further. For your exclusive scholarship magazine advertising please fill out the form below. For full instructions please refer to the WPM News magazine section of the Media Kit.

ADVERTISER CONTRACT/Billing Information: _____

Street _____ City _____ State _____ ZIP _____

Contact _____ E-mail _____

Phone _____ Fax _____

AGENCY: _____ **Date** _____

Contact _____ E-mail _____

Phone _____ Fax _____ *Signature _____

WPMA MAGAZINE ADVERTISING AND AD SCHEDULE

Black & White Rates/Issue: 4 ISSUES 3 ISSUES 2 ISSUES 1 ISSUE

Full Page	\$475	\$570	\$615	\$660
Half Page	305	380	410	440
Quarter Page	210	250	270	280
Business Card Ad	120	140	150	155

Color Rates/Issue: 4 ISSUES 3 ISSUES 2 ISSUES 1 ISSUE

Full Page	\$970	\$1,065	\$1,110	\$1,155
Half Page	800	875	905	935
Quarter Page	705	745	765	775
Business Card Ad	610	630	640	645

Please check applicable box(es)

April
Spring Magazine
Post Convention
Ad due March 1

June
Summer Magazine
Scholarship
Ad due **MAY 1**

September
Fall Magazine
Officers & Directors
Ad due August 1

December
Winter Magazine
Holiday
Ad due November 1

*****Full Year contract/6 publications**

Please **FAX** completed form to:
WPMA Publications
(801) 327-9345.
Or **MAIL** to:
WPMA,
P.O. Box 571500,
Murray, UT
84157-1500.
CALL WPMA for
any additional
questions:
(801) 263-9762.

I am authorized by the company/agency to place this ad, and agree to payment for the ad placement. _____ publication(s) X \$ _____ = ~
*** _____ - _____ (full year contract subtract 10%) = #

PAY BY CREDIT CARD:

Please charge ~ or # **Total = \$** _____
To my: VISA MasterCard Discover American Express
Card # _____ Exp. Date: _____
Client/Agency Signature _____

Premium Positions: Back Cover ad is an additional 20% **
 Inside Front and Inside Back cover ads are an additional 10% **

CHECK ONE: <input type="checkbox"/> Black & White <input type="checkbox"/> Color	WPMA MAGAZINE	issue(s)/year			
		4 X	3 X	2 X	1 X
Full Pg: (8½" wide X 11")		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Half Pg Hzl: (7½" wide X 4½")		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Half Pg Vrt: (3½" wide X 10")		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quarter Pg: (3½" wide X 4½")		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Business Card: (3½" wide X 2") or (2" wide X 3½")		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

* I Agree to contract terms and conditions on page 22.
** Reserved for full page, full color ads only. Ads cannot be cancelled once contracted.
*** Full year contract (form on page 21).

Western Petroleum Marketers News

Hawaii • Idaho • Montana • Nevada • New Mexico • Utah • Washington

WPMA & State Association Officers

Don't miss the most popular issue of the WPM News Magazines, the introduction of the new WPMA Board and State Association Boards. This edition is limited to marketers and associate members, an opportunity for your advertising dollar to go further. For your exclusive advertising - please complete the form below. For full instructions please refer to the WPM News magazine section of the Media Kit.

ADVERTISER CONTRACT/Billing Information: _____

Street _____ City _____ State _____ ZIP _____

Contact _____ E-mail _____

Phone _____ Fax _____

AGENCY: _____ **Date** _____

Contact _____ E-mail _____

Phone _____ Fax _____ *Signature _____

WPMA MAGAZINE ADVERTISING AND AD SCHEDULE

Black & White Rates/Issue:	4 ISSUES	3 ISSUES	2 ISSUES	1 ISSUE
Full Page	\$475	\$570	\$615	\$660
Half Page	305	380	410	440
Quarter Page	210	250	270	280
Business Card Ad	120	140	150	155

Color Rates/Issue:	4 ISSUES	3 ISSUES	2 ISSUES	1 ISSUE
Full Page	\$970	\$1,065	\$1,110	\$1,155
Half Page	800	875	905	935
Quarter Page	705	745	765	775
Business Card Ad	610	630	640	645

Please check applicable box(es)

April Spring Magazine Post Convention Ad due March 1

June Summer Magazine Scholarship Ad due May 1

SEPTEMBER Fall Magazine Officers & Directors Ad due **AUGUST 1**

December Winter Magazine Holiday Ad due November 1

***Full year contract/6 publications

Please FAX completed form to: WPMA Publications (801) 327-9345. Or MAIL to: WPMA, P.O. Box 571500, Murray, UT 84157-1500. CALL WPMA for any additional questions: (801) 263-9762.

I am authorized by the company/agency to place this ad, and agree to payment for the ad placement. _____ publication(s) X \$ _____ = ~
*** _____ - _____ (full year contract subtract 10%) = #

Premium Positions: Back Cover ad is an additional 20% **
 Inside Front and Inside Back cover ads are an additional 10% **

PAY BY CREDIT CARD:

Please charge ~ or # Total = \$ _____
To my: VISA MasterCard Discover American Express
Card # _____ Exp. Date: _____
Client/Agency Signature _____

CHECK ONE: <input type="checkbox"/> Black & White <input type="checkbox"/> Color	WPMA MAGAZINE	4 X	3 X	2 X	1X
issue(s)/year					
Full Pg: (8½" wide X 11")		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Half Pg Hzl: (7½" wide X 4½")		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Half Pg Vrt: (3½" wide X 10")		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quarter Pg: (3½" wide X 4½")		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Business Card: (3½" wide X 2") or (2" wide X 3½")		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

* I Agree to contract terms and conditions on page 22.
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*** Full year contract (form on page 21).

Western Petroleum Marketers News

WINTER Issue

Hawaii • Idaho • Montana • Nevada • New Mexico • Utah • Washington

*Celebrate the season of cheer,
Let your customers know you're Here!*

The WPMA Holiday Magazine is exclusive to marketers and associate members, an opportunity for your **advertising dollar** to go further. For your holiday magazine advertising please complete the form below. For full instructions please refer to the WPM News magazine section.

ADVERTISER CONTRACT/Billing Information: _____

Street _____ City _____ State _____ ZIP _____

Contact _____ E-mail _____

Phone _____ Fax _____

AGENCY: _____ Date _____

Contact _____ E-mail _____

Phone _____ Fax _____ *Signature _____

WPMA MAGAZINE ADVERTISING AND AD SCHEDULE

Black & White Rates/Issue:	4 ISSUES	3 ISSUES	2 ISSUES	1 ISSUE
Full Page	\$475	\$570	\$615	\$660
Half Page	305	380	410	440
Quarter Page	210	250	270	280
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Half Page	800	875	905	935
Quarter Page	705	745	765	775
Business Card Ad	610	630	640	645

Please check all applicable boxes

- April Spring Magazine Post Convention Ad due March 1
- June Summer Magazine Scholarship Ad due May 1
- September Fall Magazine Officers & Directors Ad due August 1
- DECEMBER Winter Magazine HOLIDAY Ad due November 1**
- ***Full year contract/6 publications

Please FAX completed form to:
WPMA Publications
(801) 327-9345.
Or MAIL to:
WPMA,
P.O. Box 571500,
Murray, UT
84157-1500.
CALL WPMA with any additional questions:
(801) 263-9762.

Premium Positions: Back Cover ad is an additional 20% **
 Inside Front and Inside Back cover ads are an additional 10% **

CHECK ONE: <input type="checkbox"/> Black & White <input type="checkbox"/> Color	issue(s)/year	WPMA MAGAZINE			
		4 X	3 X	2 X	1 X
Full Pg: (8½" wide X 11")	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Half Pg Hzl: (7½" wide X 4½")	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Half Pg Vrt: (3½" wide X 10")	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quarter Pg: (3½" wide X 4½")	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Business Card: (3½" wide X 2") or (2" wide X 3½")	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

I am authorized by the company/agency to place this ad, and agree to payment for the ad placement.

PAY BY CREDIT CARD:

Please charge \$ _____

To my: VISA MasterCard Discover American Express

Card # _____ Exp. Date: _____

Client/Agency Signature _____

* I Agree to contract terms and conditions on page 22.
** Reserved for full page, full color ads only. Ads cannot be cancelled once contracted.
*** Full year contract (form on page 21)

REV UP REVENUE TARGET AUDIENCE - WEB BANNERS!

WWW.WPMA.COM WEB BANNER AD DEADLINE 24 HOURS / 7 DAYS A WEEK

Please complete Advertising Contract, sign and send with payment specified on this page. Contract and usable ad file(s) must be in-hand **72 hours** before contracted Ad is scheduled to go live on web site; see banners schedule and view information listed below.

BANNER AD(S):	<i>Contract* and Ad in-hand by:</i>	<i>Ad Viewed:</i>
	Day 1 , contract & art approved	1 Month
	48 hours or sooner, Banner will appear on WPMA's web site	24/7 30 days

Please **FAX** signed and completed Advertising form to: WPMA Publications (801) 327-9345
Or **MAIL** to attention: WPMA Publications, P.O. Box 571500, Murray, UT 84157-1500
Please **CALL** WPMA with any additional questions at: (801) 263-9762.

Full Color Banner Ads MONTHLY RATES 24 HOURS / 7 DAYS A WEEK

COLOR BANNER

30 days live

30 days live with web link

Provided 464x72, RGB, 90k

\$34.00/month

\$50.00/month



Web Advertising standard banner without link \$34.00 per contract month. Banner with link \$50.00 per contract month. (Please provide Web link with banner ad.) Ads run minimum 30 days.

*With any WPMA FULL YEAR publication contract receive a 50% DISCOUNT on your Web banner ad.

*With any current WPMA publication contract receive a 10% DISCOUNT on your Web banner ad.



Ad Specifications for WPMA Web Banners

Web Banner size: 464X72 pixels

Web Banner Mechanical Requirements

Please submit 464x72 pixel, RGB, 90k or smaller banner ad, in jpeg, png or gif formats.

Web Banner File Transfer Requirements

E-mail a 90K file per specs above with publication banner contract to janr@wpma.com. Contract may be faxed to (801) 262-9413

Web Banner AD CREATION

Need a banner ad created? Please provide photos, logos and a desired layout. The static web banner ad production charges are additional to above rates. Ad proofs are provided via fax or e-mail.

Composition and Layout: \$120 per hour, 1/2 hour minimum.

Color Scans: \$25 per image (web)

No discount on Web Ad creation charges.



Web Banner Advertising

WESTERN PETROLEUM MARKETERS ASSOCIATION

Serving the Petroleum and Convenience Store Industry for Over Fifty-Five Years

HAWAII • IDAHO • MONTANA • NEVADA • NEW MEXICO • UTAH • WASHINGTON

WEB ADVERTISING CONTRACT

P.O. Box 571500, Murray, UT 84157-1500 • Tel: (801) 263-9762 • Fax: (801) 327-9345 • www.wpma.com

ADVERTISER/Billing Information: _____

Street _____ City _____ State ____ Zip _____

Contact _____ E-mail _____

Phone _____ Fax _____

AGENCY: _____

Contract Date _____

Web Live/Start Date _____ *

Once web banner file is approved, there is a 48 hour process time before banner starts live time on WPMA's web site www.wpma.com.

Street _____ City _____ State ____ Zip _____

Contact _____ E-mail _____

Phone _____ Fax _____ Signature** _____

Web Banner Ad: Web ready Ad provided by Date _____ (72 hours before *Web Live/Start Date)

Please Create Web Ad - materials to be provided by date _____

Please allow a week or two for proofing process before noted above *Web Live/Start Date. E-mail or mail banner materials (logos, images and simple text information) with instructions. Ad production to be billed separately after approved ad completion.

Standard Banner (\$34/mo. x mos. _____ = TOTAL _____)

Banner with Link (\$50/mo. x mos. _____ = TOTAL _____)

Web Banner Ad Discount:

10% discount for current publication contract sent (date) _____ (Web Banner Ad \$ _____) – (Discount \$ _____)

50% discount for full year publication contract sent (date) _____ = DISCOUNT TOTAL \$ _____

All digital ad files are due as contracted above. If usable ad file(s) do not arrive by deadline noted, previous ad will be used as a substitute. If no other ad is available, the advertiser assumes full responsibility for reserved space and will be billed. Ads cannot be cancelled once contracted.

I am authorized by the company/agency to place this ad, and agree to payment for the ad placement.

PAY BY CREDIT CARD:

Please charge \$ _____ to my VISA MasterCard American Express Discover

Card # _____ Exp. Date: _____

Client / Agency Signature _____

REV UP REVENUE Membership Directory Advertising!

WPMA Membership Directory AD DEADLINES

Please complete Advertising Contract on page 14, sign and send with payment specified on this page.

Contract by: MEMBERSHIP DIRECTORY **October 1** **Ad in-hand by:** **October 15** **Month Distributed:** November/December

Please **FAX** signed and completed form to: WPMA Publications (801) 327-9345
 Or **MAIL** to attention: WPMA Publications, P.O. Box 571500, Murray, UT 84157-1500
 Or **E-MAIL:** janr@wpma.com. Please **CALL** WPMA with any additional questions at: (801) 263-9762.

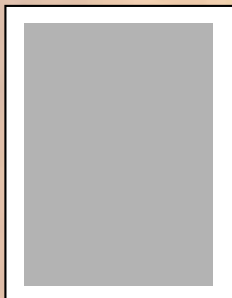
Membership Directory ANNUAL DIRECTORY RATES (One-time black/white or full color ad)

MEMBERSHIP DIRECTORY (November)

	Black/White	Color
Full Page	\$720.00	\$1,215.00
Half Page	480.00	975.00

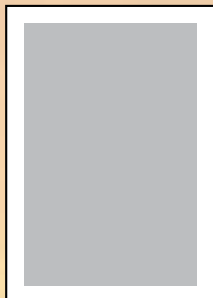
Specifications for Membership Directory

	Live Area	Trim Size	Bleed
Premium Directory Cover*	4 3/4" wide X 7 1/2"	5 3/4" wide X 8 1/2"	+ 1/8" per side
Full Directory Tab	4 1/2" wide X 7 1/2"	5 1/2" wide X 8 1/2"	+ 1/8" per side
Full Directory Page	4 1/2" wide X 7 1/2"		
Half Directory Page	4 1/2" wide X 3 1/4"		



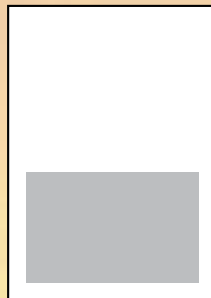
Inside or Back COVER

Live area
4.75"X7.5"



Full Page or Tab

Live area
4.5"X7.5"



1/2 Page Horizontal

Live area
4.5"X3.25"

Mechanical Requirements

All live matter must be 1/2 inch from all sides; for bleeds on cover and tabs see specifications above. Please send *press quality* Digital artwork in one or all of the following: PDF, Jpeg, Tiff, CS4 (packaged InDesign, Photoshop, or Illustrator press files). If color matching is requested, please specify Pantone "process" color(s) with hard copy to be included with job and note in the special instructions section of the order form. Extra mechanical work such as enlargements, reductions, duplications, illustration changes, or separation corrections will be billed at printer's current rates. Ad creation for print by WPMA is \$120/hr, minimum 1-hr. Ads should be requested 2 weeks or more before *Member Directory Ad* deadline.

File Transfer Requirements

Press files 4 MB or smaller may be e-mailed to janr@wpma.com. Or please mail disk with hard copy proof to: Publications - P.O. Box 571500, Murray, UT 84157-1500. For overnight instructions or if you have any additional questions you may call (801) 263-9762. Use www.yousendit.com as FTP, if preferred.

* *Directory full color back cover ad is an additional 20%, inside front or inside back cover ads are an additional 10%.*



WESTERN PETROLEUM MARKETERS ASSOCIATION

MEMBERSHIP DIRECTORY

CONTRACT - Exclusive Advertising

The WPMA Directory is exclusive to marketers and associate members, an opportunity for your advertising dollar to go further. For your exclusive WPMA Directory advertising please fax or mail completed form (instructions below). You will find a detailed WPMA media kit online at www.wpma.com.

ADVERTISER/Billing Information: _____

Street _____ City _____ State _____ ZIP _____

Contact _____ E-mail _____

Phone _____ Fax _____

AGENCY: _____ Date _____

Contact _____ E-mail _____

Phone _____ Fax _____ Signature* _____

WPMA DIRECTORY ADVERTISING AND AD SCHEDULE

MEMBERSHIP DIRECTORY (Circle Color/Price)

	Black/White	Color
Full Page	\$720	\$1215
Half Page	\$480	\$ 975

PREMIUM POSITION ** (cover only, check one)

BACK COVER (20% additional) INSIDE FRONT COVER (10% additional) INSIDE BACK COVER (10% additional)

Note: Premium positions are for full color ads only. Ads cannot be cancelled once contracted.

Specifications for Membership Directory Ads (Check desired color/size)

	Live Area	Trim Size	Bleed	Black/White	Color
Premium Directory Cover**	4 3/4" wide X 7 1/2"	5 3/4" wide X 8 1/2"	+ 1/8" per side	N/A	<input type="checkbox"/>
Full Directory Tab	4 1/2" wide X 7 1/2"	5 1/2" wide X 8 1/2"	+ 1/8" per side	N/A	<input type="checkbox"/>
Half Directory Page	4 1/2" wide X 3 1/4"			<input type="checkbox"/>	<input type="checkbox"/>
Full Directory Page	4 1/2" wide X 7 1/2"			<input type="checkbox"/>	<input type="checkbox"/>

Mechanical Requirements

All live matter must be 1/2 inch from all sides; for bleeds see specifications above. Digital artwork may be Mac or PC in one or all of the following: *press quality* PDF, Jpeg, Tiff, or CS4 (InDesign, Photoshop, or Illustrator). Extra mechanical work such as enlargements, reductions, duplications, illustration changes, or separation corrections will be billed at printer's current rates. Ad creations by WPMA are \$120/hr, minimum 1-hr. Ad creation arrangements must be made 2 weeks before materials deadline.

* I Agree to contract terms and conditions

** Reserved for full page, full color ads only.

Full year contract/6 publications
See page 21 for contract form

Please **FAX** completed form to: WPMA Publications (801) 327-9345. Or **MAIL** to attention: WPMA Pubs, P.O. Box 571500, Murray, UT 84157-1500. **CALL** WPMA for any additional questions: (801) 263-9762.

NOVEMBER MEMBERSHIP DIRECTORY

FEATURES:

- Officers & staff
- Leadership lists
- Membership by state and city
- Associate Members web and contact information by category
- Members in other states
- Bylaws & Articles of Incorporation
- ... and more

Ad Contract due before

October 1
Materials due
October 15

REV UP REVENUE WPMA Convention & Expo Program!

WPMA EXPO PROGRAM AD DEADLINES

Please complete Advertising Contract on page 16, sign and send with payment specified on this page. Contract and usable ad files must be in-hand by date **prior to the month of WPMA Expo Program publication distribution**; see distribution and due dates listed below.

Contract and Ad in-hand by: **Month Distributed:**

WPMA CONVENTION & EXPO PROGRAM: **January 1** February

Please **FAX** signed and completed form to: WPMA Publications (801) 327-9345
 Or **MAIL** to attention: WPMA Publications, P.O. Box 571500, Murray, UT 84157-1500
 Please **CALL** WPMA with any additional questions at: (801) 263-9762.

EXPO PROGRAM ANNUAL PROGRAM RATE (One-time black/white or full color ad)

EXPO PROGRAM (February)

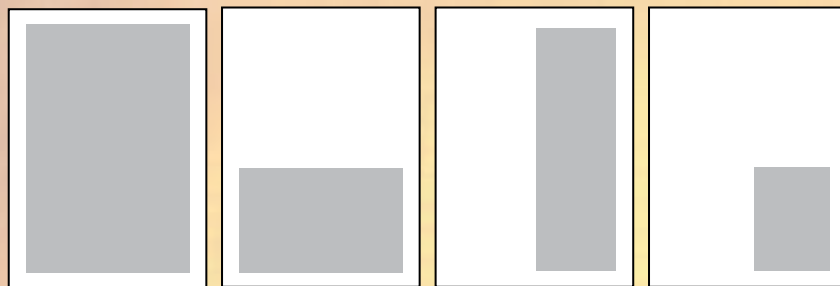
	Black/White	Color
Full Page	\$725.00	\$1,220.00
Half Page	485.00	980.00
Quarter Page	295.00	790.00

File Transfer Requirements

Press files 4 MB or smaller may be e-mailed to janr@wpma.com (cc- chrisn@wpma.com). Or please mail disk with hard copy proof to P.O. Box 571500, Murray, UT 84157-1500. For overnight instructions or if you have any additional questions you may call (801) 263-9762.. Use www.yousendit.com as FTP, if preferred.

Ad Specifications for Expo Program

	Live Area	Trim Size	Bleed
Full Page	7 1/2" wide X 10"	8 1/2" wide X 11"	+1/8" per side
Half Page Horizontal	7 1/2" wide X 4 1/2"		
Half Page Vertical	3 1/2" wide X 10"		
Quarter Page	3 1/2" wide X 4 1/2"		



Full Page	1/2 Page Horizontal	1/2 Page Vertical	1/4 Page Vertical Only
Live area 7.5"X10"	Live area 7.5"X4.5"	Live area 3.5"X10"	Live area 3.5"X4.5"

Mechanical Requirements

All live matter must be 1/2 inch from all sides; for bleeds on cover and full page ads see specifications above. Please send *press quality* digital artwork in one or all of the following: PDF, Jpeg, Tiff, CS4 (Packaged Adobe InDesign). If color matching is requested, please specify Pantone "process" color(s) with hard copy to be included with job and note in the special instructions section of the order form and all communications. Extra mechanical work such as enlargements, reductions, duplications, illustration changes, or separation corrections will be billed at printer's current rates.

Ad creation for print by WPMA is \$120/hour, minimum 1-hour. Ads should be requested 2 or more weeks, before *Expo Program* publication Ad deadline.

NATIONAL CONVENTION & CONVENIENCE STORE EXPO PROGRAM CONTRACT

The WPMA Convention and Convenience Store Expo Program ensures that your customers find you "FIRST" at the 2010 show. This informative program delivers your advertising message in a high-quality publication. To advertise in the Expo Program please complete the form below.

ADVERTISER CONTRACT/Billing Information: _____

Street _____ City _____ State _____ ZIP _____

Contact _____ E-mail _____

Phone _____ Fax _____

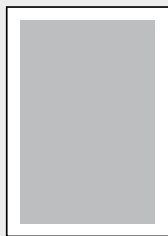
AGENCY: _____ Date _____

Contact _____ E-mail _____

Phone _____ Fax _____ Signature* _____

WPMA EXPO PROGRAM AND SCHEDULE

[✓ box(s) for the size/color and position per contract - note 1-time ad price]

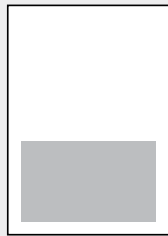


Full 1 Page

7.5"X10"

B/W \$725

FC \$1,220



1/2 Page Horizontal

7.5"X4.5"

B/W \$485

FC \$980



1/2 Page Vertical

3.5"X10"

B/W \$485

FC \$980



1/4 Page Vertical

3.5"X4.5"

B/W \$295

FC \$790

B/W = Black & White Ad • FC = Full Color Ad

Premium Positions: Back Cover ad is an additional 20% **

Inside Front and Inside Back cover ads are an additional 10% **

Expo 2010 Advertising Deadlines:

- Deadline for ad space contractJanuary 1
- Deadline for advertising materialsJanuary 2,

Please **FAX** completed form to: WPMA Publications (801) 262-9413. Or **MAIL** to: WPMA, P.O. Box 571500, Murray, UT 84157-1500. **CALL** WPMA with any questions: (801) 263-9762.

Receive a **10% discount** on advertising with a full year contract. For more details on discount and advertising see page 21

I am authorized by the company / agency to place this ad, and agree to payment for the ad placement.

BILL ME: at above address (Please sign above)

PAY BY CREDIT CARD:

Please charge \$ _____ to my:

VISA MasterCard Discover American Express

Card # _____

Exp. Date: _____

Client/Agency Signature* _____

* I Agree to contract terms and conditions on page 22. ** Reserved for full page, full color ads only. Premium Ads cannot be cancelled once contracted.

REV UP REVENUE Classified Advertising!

WPMA CLASSIFIED AD DEADLINES

Please send Classified Advertising Contract on page 18, Advertisement text information and Ad payment specified on this page. Classified Ads are placed weekly in our *WPMA Weekly Update*. The *Weekly Update* is e-mailed, mailed or faxed to all members weekly and is placed on WPMA's web site under "Classified." Quarterly classified ads are published in the WPMA Magazine (*WPM News*). Same text information is used for all medias.

Day Contract and Ad in-hand by: *Day Distributed:*

Classified Advertising..... **Thursday**..... Friday

Please **FAX** completed form to: WPMA Publications (801) 327-9345
Or **MAIL** to attention: WPMA Publications, P.O. Box 571500, Murray, UT 84157-1500
Or **E-MAIL** information to: janr@wpma.com

Please **CALL** WPMA with any additional questions at: (801) 263-9762.

Classified Ads WEEKLY UPDATE RATE & BILLING

	<u>Members</u>	<u>Non-Members</u>
50 Words or less	Free / 3 mos.*	\$25.00 / week
Additional 50 Words	@\$25.00 / week	@\$25.00 / week
*Members Additional weeks	\$25.00 / week	

- Billing for classified ads will be on a monthly basis.
- Free member classified ads will run until item is sold, but no longer than three (3) months. If longer advertising is requested after initial three (3) months, a *\$25/week payment will occur.

Specifications / Mechanical / Guidelines for Classified Ads

- The ad must be a "true" classified ad. If WPMA feels the contents of an ad do not meet this description, we reserve the right to not print the ad.
- Text for ads can be mailed, faxed, or e-mailed to WPMA. If copy is not received by **THURSDAY** before the date of the WPMA Update issue, it will be printed in the following week's Update. The text will NOT be printed under 8 point or over 12 point type.
- Ad size is limited to no more than **¼ page**. The actual size will be dictated by space available.
- If a recognized holiday falls on a Friday, text is due **WEDNESDAY** of that week.

Information Transfer Requirements

Please e-mail text information to attention of Jan Roothoof at janr@wpma.com; or fax the legible information to (801) 327-9345; or mail a legible hard copy to: P.O. Box 571500, Murray, UT 84157-1500.
If you have any additional questions you may call (801) 263-9762



CLASSIFIED Ad CONTRACT

P.O. Box 571500, Murray, UT 84157-1500 • Tel: (801) 263-9762 • Fax: (801) 327-9345 • www.wpma.com

Advertiser/Billing Information: _____

Street _____ City _____ State ____ Zip _____

Contact _____ E-mail _____

Phone _____ Fax _____

Classified Ad Contract Date _____ Signature* _____

Member: Non-member

Please run Ad: for _____ week(s)

I will send a notification in writing to attention Jan Roothoff or e-mailed information and the request date to janr@wpma.com.

Classified Ad: Please type, print and fax or mail hard copy. Or e-mail the above contract information and text for classified ad to janr@wpma.com.

Billed monthly (Classified Ad \$ _____) X (Week(s) _____) = TOTAL \$ _____

Classified Ads are due on **THURSDAY** of each week. Text for ads can be mailed, faxed to WPMA, or e-mailed to janr@wpma.com. If copy is not received by **THURSDAY** before the date of the WPMA Update issue, it will be printed in the following week's Update. If a recognized holiday falls on a Friday, text is due **WEDNESDAY** of that same week.

I am authorized by the company/agency to place this ad, and agree to payment for the ad placement.

PAY BY CREDIT CARD:

Please charge \$ _____ to my VISA MasterCard American Express Discover

Card # _____ Exp. Date: _____

Client / Agency Signature _____

* I Agree to contract terms and conditions, my e-mail is also an agreement to contract and conditions on page 22.

REV UP REVENUE Full Year Advertising!

WPMA FULL YEAR AD DEADLINES

Please see page 4 of this media kit for the full year of publication deadlines. A full year contract includes **ALL** consecutive **WPM News Magazine** issues (total 4 time per year), the **Membership Directory** (annual), and the **Expo Program** (annual) totalling six (6) publications in one year.

Full Year Ads

ADVERTISING RATES

Please see page 6 of this media kit for **WPM News Magazine** (quarterly) publication rates per ad size and color. See page 14 for **Membership Directory** (annual) for ad size and color, and see page 16 for the **Expo Program** (annual) for ad size and color. Fill in the information below to total the six (6) publications for your contract year. With a full year contract you will receive an additional 10% Discount. **A Great Savings! Plus if you choose, 50% off a Web Banner Ad** (see page 12)!

1 YEAR CONTRACT - CALCULATION OUTLINE:

\$ _____ x 4 magazines = \$ _____ Quarterly Magazine
 \$ _____ Membership Directory
 \$ _____ Expo Program
 = Total \$ _____ (1 year of publications)
 (minus discount) — \$ _____ (10% for 1 year contract)
 = **DISCOUNT TOTAL** \$ _____ (1 year of publications)

Optional: 50% off web banner (\$ _____ x _____ months) / 2
 = Discount Web Banner Ad _____ + above total
 = **GRAND TOTAL** \$ _____

(1 year of publications, plus web banner per specified time _____ to _____).

Please fill out Full Year Advertising Contract on page 21 with the above information and fax to (801) 327-9345. If you have any additional questions you may call (801) 263-9762

Specifications / Mechanical / Guidelines for Full Year Advertisements

Please see page 7 of this media kit for **WPM News Magazine** (quarterly) publication ad specifications. See page 14 for **Membership Directory** (annual) ad specifications, and see page 16 for the **Expo Program** (annual) ad specifications. See page 12 for **Web Banner Ad** specifications.

Ad File(s) Transfer Requirements

If a FTP site is preferred you may use **www.yousendit.com**. Publication Contract and press files 4 MB or smaller may be e-mailed to **janr@wpma.com** (cc- **chrism@wpma.com**). A disk with hard copy proof may be mailed to P.O. Box 571500, Murray, UT 84157-1500. If you have any additional questions you may call (801) 263-9762. See page 22 for general information.

HAWAII • IDAHO • MONTANA • NEVADA • NEW MEXICO • UTAH • WASHINGTON

ADVERTISING CONTRACT

P.O. Box 571500, Murray, UT 84157-1500 • Tel: (801) 263-9762 • Fax: (801) 327-9345 • www.wpma.com

ADVERTISER/Billing Information: _____

Street _____ City _____ State _____ Zip _____

Contact _____ E-mail _____

Phone _____ Fax _____

AGENCY: _____ **Contract Date** _____

Street _____ City _____ State _____ Zip _____

Contact _____ E-mail _____

Phone _____ Fax _____ Signature** _____

Web Banner Ad: \$34/mo. or with link \$50/mo. X mo(s).

Ad Start date _____

Ad provided WPMA's help to Create Ad

With any current WPMA publication contract receive a 10% discount or Full year contract receive a 50% discount on your WPMA Banner Ad. Publication contract as noted below for 10% banner discount. Full year Publication contract as noted below for 50% banner discount.

PUBLICATION(S) (check all months desired)

February

April

June

September

November*

December

or here for ALL Six (6) Publications 10% discount ✓ details below

Expo Program

(B/W One-time rate of \$725/full pg, \$485/half pg, \$295/qtr pg, or COLOR One-time rate of \$1,220/full pg, \$980/half pg, \$790/qtr pg)

Post Convention Scholarship Issue

(for Magazine Black & White (B/W) or COLOR rates, to select price per issue per year, see pg 6)

New Officers Issue

Membership Directory

(B/W One-time rate of \$720/full pg, \$480/half pg or COLOR One-time rate of \$1,215/full pg, \$975/half pg)

Holiday Issue

(Mag B/W or COLOR see pg 6)

SIZE(S)

[✓ check size(s), black/white or color per contract]

Note pricing and ad instructions.

Black & White Color **EXPO PROGRAM**

Full Pg: (8 1/2" wide X 11") Quarter Pg: (3 1/2" wide X 4 1/2")

Half Pg: Vertical (3 1/2" wide X 10") Horizontal (7 1/2" wide X 4 1/2")

DIRECTORY*

Color only

Cover: (5 3/4" wide X 8 1/2")

Full Tab: (5 1/2" wide X 8 1/2")

Black & White Color

Full Pg: (4 1/2" wide X 7 1/2")

Half Pg: (4 1/2" wide X 3 1/4")

Black & White Color **WPMA NEWS MAGAZINE**

issue(s)/year 4 X 3 X 2 X 1 X

Full Pg: (7 1/2" wide X 10")

Half Pg Hzl: (7 1/2" wide X 4 1/2")

Half Pg Vrt: (3 1/2" wide X 10")

Quarter Pg: (3 1/2" wide X 4 1/2")

Business Card: (3 1/2" wide X 2") or (2" wide X 3 1/2")

PREMIUM POSITION (color only, check one)

BACK COVER (20% additional) INSIDE FRONT COVER (10% additional) INSIDE BACK COVER (10% additional)

Note: Premium positions are for full color ads only. Special Notes (color match, etc.): _____

All digital ad files are due on the **date noted** prior to month of publication (see page 5 schedule). If usable ad file(s) do not arrive by deadline noted, previous ad will be used as a substitute. If no other ad is available, the advertiser assumes full responsibility for reserved space and will be billed. Ads cannot be cancelled once contracted.

I am authorized by the company/agency to place this ad, and agree to payment for the ad placement.

PAY BY CREDIT CARD:

PLEASE CHARGE \$ _____ to my VISA MasterCard American Express Discover

Card # _____ Exp. Date: _____

Client / Agency Signature _____

GENERAL INFORMATION

- Advertisements received after the closing date will be carried in the next issue, unless other arrangements are made. If no ad is available, the advertiser assumes full responsibility for reserved space and will be billed.
- When space is contracted and no copy instructions are received by the closing date, previous copy will be repeated.
- The publisher reserves the right to reject or discontinue any advertisement at any time.
- Cancellation of contract **MUST BE IN WRITING** — verbal cancellation will not be accepted. Frequency rate will be prorated and billed accordingly.
- **ALL RATES ARE NET** — Agency commission is not included and is not deducted from this amount.
- Advertiser and agency accept dual liability for payment for all insertions. All of aforementioned supersedes any terms stated in contracts and insertion orders. Frequency rate must be earned within one year from first insertion.
- Advertisers will be short rated and rebilled at the earned frequency rate immediately following cancellation or curtailment of space frequency contracted for. The right to reject any advertising material remains the sole discretion of the publisher.
- Billing will not occur until after the publication is printed.

CONTRACT TERMS

SUMMARY DISCLOSURE STATEMENT AND AGREEMENT TO ACCOUNT TERMS.

- 1. Promise to Pay.** You promise to pay us for all goods and services purchased on your Account, plus any finance charge or other amounts or charges which may be due. You promise to make such payments on or before the due date.
- 2. Liability of Each.** If more than one person has signed or is otherwise bound by the terms of the Agreement, then each of you will be jointly and severally liable for all sums due under the Agreement. If you authorize anyone else to use your Western Petroleum Marketers Association Account, you will be liable for all credit extended to him or her.
- 3. Payment Due Date.** All payments for advertising are due upon receipt. Payments for finance charges, returned checks and other amounts are due upon receipt after such amounts are assessed against the account. Any amount due on your Account will be shown as "Required Payment Due" on the Periodic Statement we will send to you each month.
- 4. Finance Charge.** A periodic FINANCE CHARGE of 1.75% will be assessed on the balance subject to finance charges as determined on the last business day of the monthly billing cycle. This corresponds to an ANNUAL PERCENTAGE RATE OF 21%. Your monthly Periodic Rate with the corresponding Annual Percentage Rate will be shown on each Periodic Statement you receive. If the amount of the finance charge for any one month is less than \$1.00, no finance charge will be assessed for that month. Finance charges begin to accrue as follows: (a) on the first day of the second month commencing after Delivery or after the performance of Services; and (b) on the first day of the second month commencing after an assessment against the Account for finance charges, returned check charges and other charges and costs. No finance charge is assessed on the following: (a) charges arising from Deliveries and/or Services paid on or before the last day of the month following the month the goods are delivered or the services are performed; and (b) finance charges, returned check charges and other charges and costs paid on or before the last day of the month following the month during which such amounts are assessed against the Account.
- 5. Balance Subject to Finance Charges.** The balance subject to finance charges is identified on your Periodic Statements as "Balance Subject to Finance Charge." To determine this balance we take the beginning balance due for that month as defined below and subtract any payments or credits received during that month. The beginning balance for the month (shown as "Previous Balance" on your Periodic Statement) is determined by taking the beginning balance for the prior month, subtracting payments and credits received during the prior month, adding all purchases made during the prior month, and adding all returned check charges and other charges and costs for the prior month.

6. Periodic Statement. Each month in which there is a debit or credit to your Account of more than \$1.00, or a finance charge has been imposed on your Account, you will receive a Periodic Statement from us. This statement will show, among other things, any purchases of goods or services made during that billing period, payments and credits you have made, and your "New Balance." Your statement will also identify the "Required Payment Due" that you must make to that billing period and the date it is due. You agree to pay the total amount of the "Required Payment Due" on your Account, as shown on your statement, on or before the due date shown.

7. Collection Costs. If this Agreement or the Account is referred for collection or we are forced to take other collection action, you agree to pay reasonable collection charges in addition to all court costs, including reasonable attorney fees, and any similar costs on appeal.

8. Returned Check Charges. If for any reason a check submitted to pay for Account or for cash or as payment for goods or services purchased from us is returned unpaid, you agree to pay us the full amount owed, including the returned check and our returned check service charge of \$25.00. This amount will be assessed against your Account for each check not honored.

9. Questions and Billing Errors. Please let us know as soon as possible if you have any questions about your Invoice. If you think we have made a mistake, please read the Billing Error Statement shown below, which explains your right to dispute billing errors.

IN CASE OF ERRORS OR QUESTIONS ABOUT YOUR BILL

If you think your ad is wrong, or if you need more information about an ad on your bill, write us on a separate sheet to the address listed on your bill as soon as possible. We must hear from you no later than 30 days after we send the first bill on which the error or problem appears. You can telephone us, but doing so will not preserve your rights.

In your letter, provide the following information:

- Your name and account number.
- The dollar amount of the suspected error.
- A description of the error and explanation of why you believe there is an error.
- If you need more information, describe the item you are unsure about.

You do not have to pay any amount in question while we are investigating, but you are still obligated to pay the parts of your bill that are not in question. While we investigate your question, we cannot report you as delinquent or take any action to collect the amount you question.