

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

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

10% Discount

Contract for all consecutive Magazine issues, the Membership Directory and Expo Program and receive a 10% discount.

Over \$250 SAVINGS for a full color AD

AD RATES & SPECIFICATIONS

QUARTERLY MAGAZINE

Black & White / Issue	4 Issues	3 Issues	2 Issues	1 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	4 Issues	3 Issues	2 Issues	1 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

Color, full page magazine back cover ad is an additional 20%, inside front and back cover ads are an additional 10%.*

WEB BANNER AD

1 MONTH

24 HOURS / 7 DAYS A WEEK

Advertising \$300.00

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

WEB BANNER AD SPECIFICATIONS

Web Banner size:

464X72

See more details on page 2

50% Discount with Publication Contract

EXPO PROGRAM and/or MEMBERSHIP DIRECTORY (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

MEMBERSHIP DIRECTORY (November)

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

Color, full page Program and/or Directory back cover ad is an additional 20%, inside front and back cover ads are an additional 10%.*

AD SPECIFICATIONS (Web Banner Ad Specs see box above)

Specifications for Magazine and Expo Program

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

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"		

Mechanical Requirements

All live matter must be 1/2 inch from all sides; for bleeds see specifications above. Digital artwork can be Mac or PC in one or all of the following: *press quality* PDF, Jpeg, Tiff, QuarkXpress 4.0, or CS2 (InDesign, Photoshop, or Illustrator). If color matching is important, please specify Pantone "process" color(s) on hard copy for matching to be included with job and make 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 creations by WPMA are \$120/hr, minimum 1-hr. Ad creation arrangements must be made 2 weeks before deadline.

* Reserved for full color ads only.

CALENDAR, CLASSIFIED ADS & WEB BANNERS

FEBRUARY	APRIL	JUNE	SEPTEMBER	NOVEMBER	DECEMBER
EXPO PROGRAM	MAGAZINE	MAGAZINE	MAGAZINE	MEMBERSHIP DIRECTORY	MAGAZINE
Mirage Las Vegas	Convention Issue	Scholarship Issue	New Officers & Directors		Holiday Issue
FEATURES:	FEATURES:	FEATURES:	FEATURES:	FEATURES:	FEATURES:
<ul style="list-style-type: none"> • Convention information • Sponsors • Attendee list • Exhibitor list 	<ul style="list-style-type: none"> • Convention highlights • Awards • Sponsors • Photos from Convention 	<ul style="list-style-type: none"> • Scholarship recipients • Photos & biographies of scholarship recipients 	<ul style="list-style-type: none"> • Newly elected officers & directors with photos • List and photos of each state's current officers 	<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
<i>Ads due before January 1</i>	<i>Ads due before March 1</i>	<i>Ads due before May 1</i>	<i>Ads due before August 1</i>	<i>Ads due before October 1</i>	<i>Ads due before November 1</i>
	<i>Spring Quarter</i>	<i>Summer Quarter</i>	<i>Fall Quarter</i>		<i>Winter Quarter</i>

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.

CLASSIFIED ADVERTISING

CLASSIFIED ADS are placed in our weekly *WPMA Update*. Updates are e-mailed or faxed to all members weekly. Classified ads running in March, May, August and November are published in the quarterly *WPMA News Magazine*.

CLASSIFIED ADS of 50 words or less are **free to members**. Each additional 50 words will be charged at a \$25 minimum. For non-member classified ads, a minimum of \$25 for 50 words or less will be charged, each additional 50 words charged \$25 more.

All **CLASSIFIED ADS** must follow the guidelines below:

- 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 under 9 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.

Billing for classified ads will be on a monthly basis. Member classified ads will run until item is sold, but no longer than three (3) months.

WEB BANNER ADS

WEB BANNER ADS: Banner ads randomly rotate on each refresh 24 hours / 7 days a week on WPMA’s web site **www.wpma.com**.

BANNER SIZE: Please submit 90k or smaller banner ad in jpeg, png or gif at 464x72 RGB.

WPMA BANNER AD CREATION: Need a banner ad created? Please provide photos, logos and a sample layout. The static web banner ad production charges are additional. Proofs are provided via fax or PDF e-mail.

Composition/Layout \$120/hr., 1/2-hr min.

Scan (color) \$25/image

No discount on Web Ad creation charges.

Receive a **50% DISCOUNT** on your Web banner ad with any current WPMA publication contract.





Western Petroleum Marketers News

Western Petroleum Marketers Association

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

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: _____ x \$300/mo.

Start date _____

Ad provided Create Ad \$300 + Time (\$60 minimum)

With any current WPMA publication contract receive a 50% discount on your WPMA Banner Ad.

Yes, Banner Ad to arrive with Publication Ad \$150/mo.

Yes, Please create my Banner Ad, instructions and information enclosed. \$150 + Time (\$60 min.)

PUBLICATION(S) (check all months desired)

February 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)

April Spring Magazine Post Convention Scholarship Issue
(for Mag Black & White (B/W) or COLOR rates, select price per issue per year, see pg 1)

June Summer Magazine Scholarship Issue

September Fall Magazine New Officers Issue

November* 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)

December Winter Magazine Holiday Issue
(Mag B/W or COLOR, see pg 1)

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

SIZE(S) [✓ check size(s), black/white or color per contract] Note pricing and ad instructions on page 1

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 Black & White Color
 Cover: (5 3/4" wide X 8 1/2") Full Pg: (4 1/2" wide X 7 1/2")
 Full Tab: (5 1/2" wide X 8 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")	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Half Pg Hzl: (7 1/2" wide X 4 1/2")	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Half Pg Vrt: (3 1/2" wide X 10")	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quarter Pg: (3 1/2" wide X 4 1/2")	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Business Card: (3 1/2" wide X 2") or (2" wide X 3 1/2")	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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 2). 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 can not 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 _____

*Note: different "size" for directory ad

** I agree to deadline dates and contract terms listed on page 4

WPMA AD DEADLINES

Please complete Advertising Contract, sign and send with payment specified on page 3. Contract and usable ad files must be in-hand by date **prior to the month of publication**; see distribution and due dates listed below.

	<i>Contract and Ad in-hand by:</i>	<i>Month Distributed:</i>
EXPO PROGRAM	January 1	February
SPRING TO FALL MAGAZINE(S):		
<i>Convention Issue</i>	March 1	April
<i>Scholarship Issue</i>	May 1	June
<i>New Officers & Directors</i>	August 1	September
MEMBERSHIP DIRECTORY	October 1	November
WINTER MAGAZINE:		
<i>Holiday Issue</i>	November 1	December

For web advertising, materials must be provided one week prior to the scheduled appearance
Web Banner Ads will randomly rotate 24 hours / 7 days a week for 30 consecutive days.

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 complete **ON-LINE** at: www.wpma.com

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

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.