

# WPMA 2020 - 2021

## Membership Directory

### 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 Guide on-line at [www.wpma.com/advertising](http://www.wpma.com/advertising).

**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 | \$900       | \$1,500 |
| Half Page | \$600       | \$1,200 |

### 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 can not be cancelled once contracted.

### MEMBERSHIP DIRECTORY FEATURES:

- Officers & staff
- Leadership lists
- Membership by state and city
- Associate Members by Category and Company, web and contact information
- Members in other states and Canada
- Past Presidents' & Hall of Fame Recipients' Photos

### 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 trim sides; for bleeds see specifications above. Digital artwork may be in one or all of the following: *Press Quality* cmyk PDF, Jpeg, or Tiff. Extra mechanical work such as enlargements, reductions, duplications, illustration changes, or separation corrections will be billed at printer's current rates. If you would like WPMA to create your Ad, Ad creations by WPMA are \$120/hr, minimum 1-hr. Ad creation arrangements must be made 2 or more weeks before materials deadline.

\* I Agree to contract terms and conditions \*\* Reserved for full page, full color (CMYK) ads only. \*\*\* Full year contract/6 publications  (go to the WPMA Website listed above)

Ad and Contract  
DUE  
**October 15**

Please **FAX** completed form to: WPMA Publications (801) 262-9413. Or **MAIL** to attention: WPMA Pubs, P.O. Box 571500, Murray, UT 84157-1500. **CALL** WPMA for any additional questions: (801) 263-9762. You may **DOWNLOAD** additional advertising forms from: [www.wpma.com/advertising](http://www.wpma.com/advertising).