

# Advertising Deadline

# AUGUST 1<sup>st</sup>

# WPMA NEWS

A Member Resource Magazine

Don't miss the most popular issue of the **WPMA News** Magazines, an overview of the WPMA Board and State Association Boards. This edition is distributed to WPMA marketers and associate members throughout the USA and Canada; an opportunity for your advertising dollar to go further. For your exclusive advertising - please complete the form below. A WPMA Media Guide with complete specifications is available on-line at [www.wpma.com/advertising](http://www.wpma.com/advertising).

**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:** x1 ISSUE x2 ISSUES x3 ISSUES x4 ISSUES

<b>Full Page</b>	\$800	\$720	\$680	\$600
<b>Half Page</b>	600	540	510	450
<b>Quarter Page</b>	400	360	340	300
<b>Business Card Ad</b>	200	180	170	150

**Color (CMYK) Rates:** x1 ISSUE x 2 ISSUES x3 ISSUES x4 ISSUES

<b>Full Page</b>	\$1,500	\$1,350	\$1,275	\$1,125
<b>Half Page</b>	1,200	1,080	1,020	900
<b>Quarter Page</b>	1,000	900	850	750
<b>Business Card Ad</b>	800	720	680	600

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

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

*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**

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 \_\_\_\_\_

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 additional questions:  
(801) 263-9762.  
You may **DOWNLOAD** a complete Print Media Guide at [www.wpma.com/advertising](http://www.wpma.com/advertising).

CHECK ONE:  Black & White  Color (CMYK) **WPMA MAGAZINE**  
issue(s)/year **1X** 2 X 3 X 4 X

<b>Full Pg:</b> (7½" wide X 10" - bleed 8¼ wide X 11¼).....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Half Pg Hzl:</b> (7½" wide X 4½").....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Half Pg Vrt:</b> (3½" wide X 10").....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Quarter Pg:</b> (3½" wide X 4½").....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Business Card:</b> (3½" wide X 2") or (2" wide X 3½")..	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

\* Full year contract (✓ details on back) \*\* I Agree to contract terms and conditions on back. \*\*\* Reserved for full page, full color (CMYK) ads only. Ads can not be cancelled once contracted.

# 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, 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, 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. 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.

# All Ad Specs are on-line at [www.wpma.com/advertising](http://www.wpma.com/advertising)



\*\*\*With a full year that includes **ALL** consecutive **Magazine** issues (4 per year), the **Membership Directory** (1 per year), and **WPMAEXPO Program** (1 per year) a total of **six (6) publications** receive an additional **10% discount**.

**Fall Issue Ad contract due August 1**

## WPMAEXPO PROGRAM and MEMBERSHIP DIRECTORY (Check a box for each publication for size / color)

### WPMAEXPO PROGRAM (Ad Deadline January 1)

	Color Only	
Full Page	\$1,500	<input type="checkbox"/>
Half Page	1,200	<input type="checkbox"/>

**WPMAEXPO PROGRAM!**

### MEMBERSHIP DIRECTORY (Ad Deadline October 1)

	Black/White	Color
Full Page	\$900 <input type="checkbox"/>	\$1,500 <input type="checkbox"/>
Half Page	600 <input type="checkbox"/>	1,200 <input type="checkbox"/>

**\*TO ADVERTISE IN THE WPMAEXPO PROGRAM or MEMBERSHIP DIRECTORY**  
 – Go to [www.wpma.com/advertising](http://www.wpma.com/advertising) and download the **WPMA Media Guide for specifications**.  
 Details for Digital Advertising opportunities are also in the **Media Guide**.