

# WPMA NEWS

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A Member Resource Magazine

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

AD DUE **November 1**

*Celebrate the Season  
Let your customers know You Care!*

The WPMA Holiday Magazine is exclusive to marketers and associate members. For your elite Holiday Magazine advertising please complete the form below. A Media Guide is available online at [www.wpma.com/advertising](http://www.wpma.com/advertising) for additional publication information.

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

Color (CMYK) Rates:	x1 ISSUE	x2 ISSUES	x3 ISSUES	x4 ISSUES
Full Page	\$1,500	\$1,350	\$1,275	\$1,125
Half Page	1,200	1,080	1,020	900
Quarter Page	1,000	900	850	750
Business Card Ad	800	720	680	600

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

CHECK ONE:  Black & White  Color (CMYK) **WPMA MAGAZINE**

issue(s)/year	1X	2 X	3 X	4 X
Full Pg: (7½" wide X 10" - add 1.25" for bleeds).....	<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"/>

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

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 \_\_\_\_\_

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 **website** above.

\* I Agree to contract terms and conditions found at [www.wpma.com/advertising](http://www.wpma.com/advertising) \*\* Full color (CMYK) page ads only. Can not be cancelled. \*\*\* Full Year Discount (go to [www.wpma.com](http://www.wpma.com))