

# WPMA EXPO

## RETRO Convention Issue

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

# WPMA NEWS

The RETRO WPMAEXPO Magazine is exclusive to marketers and associate members, an opportunity for your **advertising dollar** to go further. For your magazine advertising please complete the form below. If you would like a complete Media Guide, you may find one 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

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)

issue(s)/year **1 X** 2 X 3 X 4 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"/>

Please check all applicable boxes

APRIL Spring Magazine  
RETRO WPMA EXPO  
Contract due **MARCH 1**

June Summer Magazine  
Scholarship  
Contract due May 1

September Fall Magazine  
Officers & Directors  
Contract due August 1

December Winter Magazine  
Holiday  
Contract 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  
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Or MAIL to:  
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CALL WPMA with any additional questions:  
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You may **DOWNLOAD** a complete Media Guide at [website](http://www.wpma.com) above.