

# WPMA NEWS<sup>®</sup>

SPRING 2021

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

The SPRING Magazine is distributed to marketers and associate members across multiple states. Now the magazine is available on the WPMA website with an opportunity for your **advertising dollar** to go further. For your spring magazine advertising please complete the form below. If you would like a complete Media Guide, you may find a guide at [www.wpma.com/advertising](http://www.wpma.com/advertising).

## ADVERTISER CONTRACT/Billing Information: \_\_\_\_\_

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AGENCY: \_\_\_\_\_ Date \_\_\_\_\_

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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% \*\*

### Please check all applicable boxes

- ☐ **APRIL**  
Spring Magazine  
**Presidents**  
 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: \_\_\_\_\_

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Please FAX completed form to:  
 WPMA Publications  
 (801) 262-9413.  
 Or MAIL to:  
 WPMA,  
 P.O. Box 571500,  
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**CALL WPMA** with any additional questions:  
 (801) 263-9762.  
 You may **DOWNLOAD** a complete Media Guide at [website](http://www.wpma.com) above.

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"/>