MEDIA GUIDE WPMA

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

Amazing Digital/Electronic/Print Advertising that Reach Across the WESTERN STATES and Beyond:

1. ***WPMA NEWS* Magazine** – this informative quarterly trade magazine is distributed digitally and in print across the United States and Canada to WPMA marketers and associate members, and is accessible to everyone on the web. The *WPMA News* currently serves eight independent petroleum and convenience store associations in **Hawaii, Idaho, Montana, Nevada, New Mexico, Oregon, Utah,** and **Washington.** In every publication, member states report their current legislative issues, state policies, highlights, and updates on upcoming events. The magazine also covers national issues and regulations, WPMA officers, the *WPMAEXPO,* state scholarships, state conventions, associate featured articles, state fundraisers, associate listings, informative topics and more.

   WPMA marketers and associate members are people and/or organizations directly involved in the business of marketing petroleum/energy products and consumer convenience services.

2. **MEMBERSHIP Directory** – **ANNUALLY** the WPMA Membership Directory is an exclusive print-only publication delivered to all WPMA marketers and associate members, and is continually used throughout the year. Another great opportunity for your advertising dollar to go further, with the directory's office desk and/or travel companion appeal.

3. ***WPMAEXPO* Program** – For nearly **75 YEARS** the *WPMAEXPO* has been held in Las Vegas, Nevada, drawing crowds from across the United States and Canada. Great speakers, educational and management sessions cover the most current topics in the industry. The *WPMAEXPO* program ensures that customers find the advertiser "FIRST" at the *WPMAEXPO* show. The program delivers the advertising message in a high-quality pocket-size publication that contains all convention and trade show information, from schedules and session information to event maps during the show week.

4. **WEB Banners** – **TWENTY-FOUR/SEVEN (24/7)** Get the attention of national and international website visitors 24/7 by placing a Web banner ad on ***www.wpmaexpo.com*** and ***www.wpma.com***. Increase your market visibility in your target industry. WPMA offers assistance with Web banners and all ad designs for publication and internet (see page 5-6).

Note: *different "size" for directory and expo program ads*

If your target audience is a part of the PETROLEUM/ENERGY INDUSTRY – we have a media to reach them and get their ATTENTION!

WPMA NEWS MAGAZINE

WESTERN PETROLEUM MARKETERS ASSOCIATION

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

WPMA News AD DEADLINES (*WPMAEXPO*, SCHOLARSHIP, OFFICE/DIRECTORS & HOLIDAY MAGAZINES)

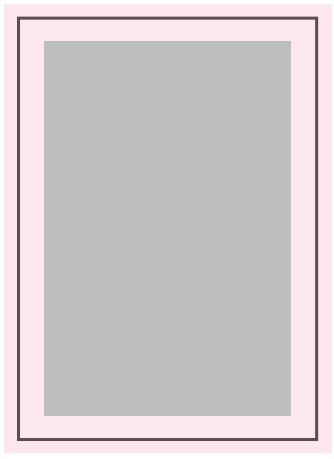
Issue (Print & Digital) *(Issue Focus)*: ****Contract/Materials:***	***Distributed:***
SPRING *(Post WPMAEXPO)* . . . . . **April 1**	May
SUMMER *(Scholarship Recipients)* . . . . . **July 1**	August
FALL *(Officers & Directors)* . . . . . **Sept 1**	October
WINTER *(Season's Greetings)* . . . . . **November 1**	December

The quarterly trade magazine is distributed digitally and in PRINT across the United States and Canada to WPMA marketers and associate members. Each Issue includes eight State Reports, Rules & Regulations, Messages from the WPMA President and Chief Executive Officer (CEO), WPMA Executive Committee, State Officer and Associate Member listings, Snippets from WPMA History, and many feature articles, along with the Issue's focus

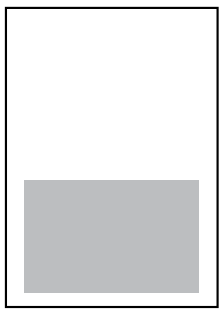
— see each issue listing at left.

WPMA News Magazine AD SPECIFICATIONS

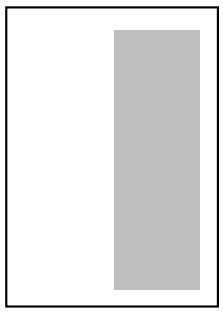
	Live Area (gray box)	Trim Size (outline)	Bleed (+1/8" per side)
Full Page	7.5" wide X 10"	8.5" wide X 11"	8.75" wide X 11.25"
Half Page Horizontal	7.5" wide X 4.5"		
Half Page Vertical	3.5" wide X 10"		
Quarter Page	3.5" wide X 4.5"		
Business Card	3.5" wide X 2" or 2" wide X 3.5"		



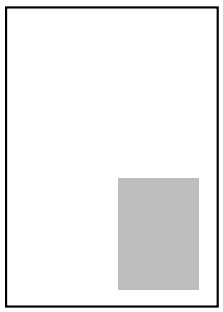
Full Page
Live area (gray) 7.5"X10"
Full Bleed (pink) 8.75X11.25



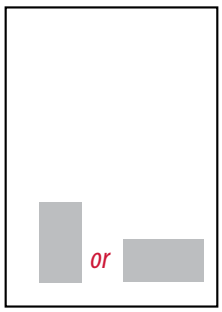
1/2 Page Horizontal
Live area (gray)7.5"X4.5"



1/2 Page Vertical
Live area (gray) 3.5"X10"



1/4 Page Vertical
Live area (gray) 3.5"X4.5"



Eighth Page
Live area (gray) 2" X 3.5" *or* 3.5" X 2"

* *Back cover additional 20%,*
inside front or inside back cover additional 10%.

(see page 6 for print mechanical requirements and specifications)

MEMBERSHIP DIRECTORY

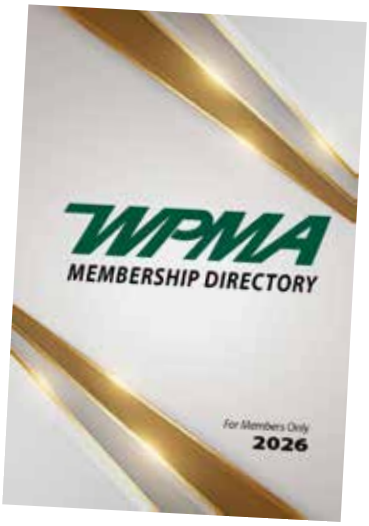
WESTERN PETROLEUM MARKETERS ASSOCIATION

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

Membership Directory AD DEADLINE

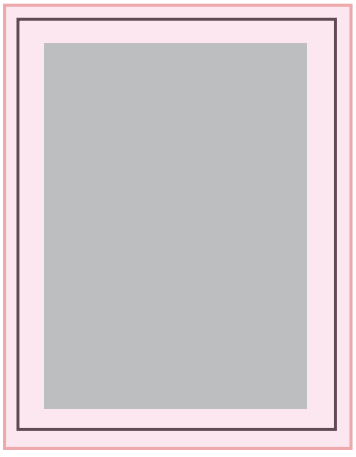
	Contract:	*Distributed:*
MEMBERSHIP DIRECTORY:	...**December 1**	January

The **WPMA Directory** is an exclusive printed directory delivered directly to marketers and associate members, an excellent opportunity for your advertising dollar to go further. The WPMA annual membership directory contains contact information for the WPMA Executive Committee, state boards, state association members by state, and associate members by state and by alphabetical listing.



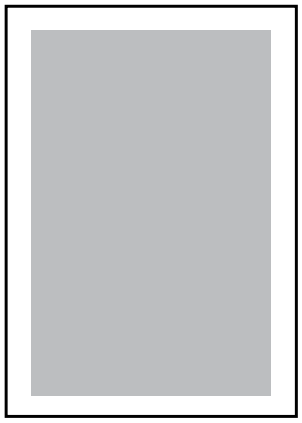
Membership Directory AD SPECIFICATIONS

	Live Area (gray box)	Trim Size (outline)	Bleed + 1/8" per side (red outline)
Premium Directory Cover (color only)*	4.75" wide X 7.5"	5.75" wide X 8.5"	6" wide X 8.75"
Full Directory Tab (color only)	4.5" wide X 7.5"	5.5" wide X 8.5"	5.75" wide X 8.75"
Full Directory Page (black only)	4.5" wide X 7.5"		
Half Directory Page (black only)	4.5" wide X 3.25"		



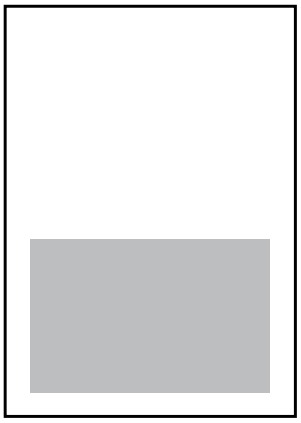
Inside or Back COVER*

Live area (gray)
4.75"X7.5"



Full Page or TAB

Live area (gray)
4.5"X7.5"



1/2 Page Horizontal

Live area (gray)
4.5"X3.25"

*Cover trim size is 5.75" x 8.5" (outline),
Full Bleed size is 6" x 8.75" (pink)

(see **page 6** for print mechanical requirements and specifications)

**Back cover, inside front or inside back ads are an additional 10%.*

WPMAEXPO PROGRAM

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

WPMAEXPO Program AD DEADLINE

	Contract:	Distributed:
WPMAEXPO PROGRAM:	January 1	February

The *WPMAEXPO* Program includes the current WPMA President's Welcome to the show with photographs of WPMA State Executive Committees and Executive Directors, *WPMAEXPO* Sponsors and Donors, the *WPMAEXPO* Schedule, Educational Sessions and highlights, General Information, Trade Show and Site Event Maps, Exhibitors listed by Company and Product Category, along with WPMAEXPO APP information. The Scholarship Foundation Trustees and Charter Members are also listed. A program packed with details and information for the convention and every expo participant.

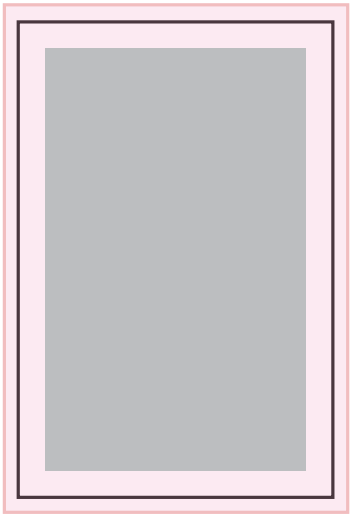
WPMAEXPO Program AD SPECIFICATIONS

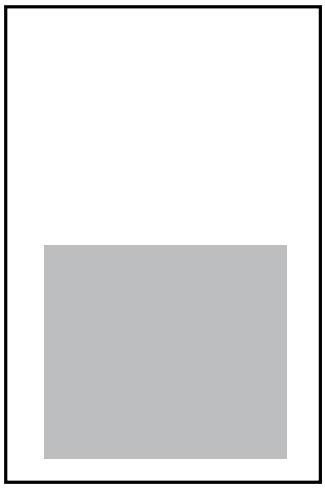
	Live Area (gray box)	Trim Size (black outline)	Bleed +1/8" per side (red outline)
Full Page	3.5" wide X 7.5"	4.5" wide X 8.5"	4.75" wide X 8.75"
Horizontal Half Page	3.5" wide X 3.625 "		
Vertical Half Page	1.625 " wide X 7.5"		

Full Page

Live area (gray)
3.5" X 7.5"

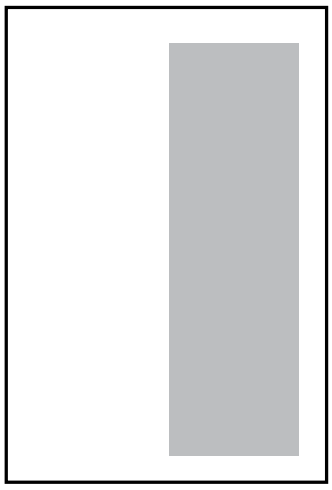
Full Bleed (pink)
4.75" X 8.75"





1/2 Page Horizontal

Live area (gray) 3.5" X 3.625"



1/2 Page Vertical

Live area (gray) 1.625" X 7.5"

* *Back cover additional 20%*
Inside front or inside back cover additional 10%.

(see page 6 for print mechanical requirements and specifications)

WEB BANNER

WESTERN PETROLEUM MARKETERS ASSOCIATION

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www.wpma.com **WEB BANNER AD DEADLINE** **24 HOURS / 7 DAYS A WEEK**

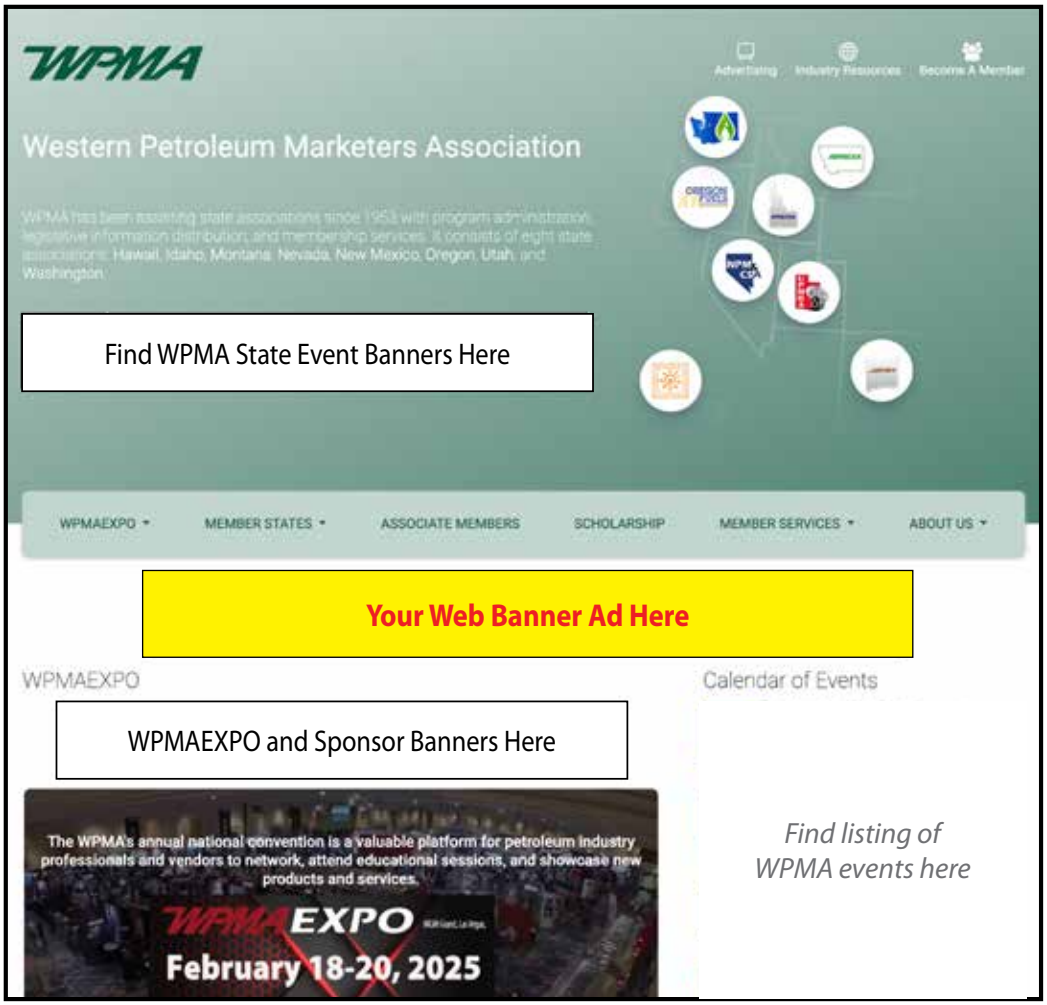
Contract and View:

BANNER AD(S): ..... Sign and submit contract with a Web ready banner. Banner is due three business days before the contracted month. The **24/7** display on the *WPMA website* ensures continuous exposure to a diverse and engaged audience, making it an ideal platform for brand promotion or product launches. What sets web banners apart is their flexibility, allowing contracts to be tailored in convenient **30-day** intervals. This adaptability empowers advertisers to adjust strategies in real-time and measure performance effectively. Harness the potential of web banners to reach your target audience, boost brand awareness, and drive results with precision and ease.

Please **FAX** signed and completed Media Contract to: WPMA Digital Media *(801) 262-9413.*
Or **MAIL** to attention: WPMA Digital Media, P.O. Box 571500, Murray, UT 84157-1500.
Or **E-MAIL:** *kimw@wpma.com*. Please **CALL** WPMA with any additional questions at: *(801) 263-9762.*

The world-wide **WPMA Website** is searched by petroleum marketers, WPMA members, and associate members continually. Be visible with a banner on the WPMA home page.

Home Page Exposure 24/7 Reaches Your Target Market!



Ad Specifications for *WPMA Web Banners*

Web Banner size:
970 X 90 pixel dimensions

Web Banner Mechanical Requirements

Please submit in RGB, a 90k or smaller banner ad per specifications in jpeg, png or gif formats.

Web Banner File Transfer Requirements

Please use above guidelines when supplying files via internet or e-mail.
E-mail *kimw@wpma.com* your Web banner file and contract, or fax contract separately to *(801) 262-9413.*

Web Banner AD CREATION

Our staff welcomes the opportunity to create, retouch or manipulate your files to your specifications. Additional charges will be applied based on time needed to complete your request. Please feel free to contact us at *(801) 263-9762* if you have any questions pertaining to the preparation of file(s), or need any other assistance. The static Web banner production charges are additional to above rates. Ad proofs are provided via e-mail.

Composition and Layout: $98 per hour, 1/2 hour minimum ($49). **Color Scans of hard copy:** $25 per image (created for Web).

WPMA PRINT MECHANICAL REQUIREMENTS

WESTERN PETROLEUM MARKETERS ASSOCIATION

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

Please use these guidelines when supplying files via internet, or e-mail for any of the "hard copy" print published magazines, membership directory, or *WPMAEXPO* program. All "live areas" must be ½ inch from trim sides; for cover bleeds and full page ads, see bleed specifications per publication. Please send ad as a ***press-quality high resolution*** final digital artwork. Ads with bleeds, please send as an Adobe Print (1a:2001/press) PDF with document bleed settings and tics marks.

Our staff welcomes the opportunity to retouch, color correct or manipulate your files to your specifications. Please feel free to contact us at ***(801) 263-9762*** if you have any questions pertaining to the preparation of file(s)**.** Ad creation/manipulation by WPMA is $120/hour, minimum half-hour. Please allow time for ad production before the ad deadline.

Image resolution (minimum @100% size):

- Line Art 600 dpi
- Grayscale/halftones 300 dpi
- CMYK 300 dpi only (**No** Pantone or Lab colors! They will be converted to CMYK)

Note: All graphics not CMYK will be converted; this may cause your Pantone or Lab color to print as Black (K) only.

Please e-mail ad contract and press files to Kim White: ***kimw@wpma.com*** (cc: ***chrisn@wpma.com)***. For very large files you may use an FTP site, or mail flash drive with a hard copy to P.O. Box 571500, Murray, UT 84157-1500.