

# CLASSIFIED ADVERTISING

Serving the Petroleum & Convenience Industry for Nearly Seventy Years



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



Classified Ads are placed weekly in our WPMA *Weekly Update*. The *Weekly Update* newsletter is e-mailed, mailed or faxed to all marketer and associate members weekly and is archived on WPMA's website under "Publications" for easy reference.

## WPMA Classified AD DEADLINES

**Contract and Materials due:** **Day Distributed:**  
**CLASSIFIED Advertising** ..... **Thursday** ..... Friday

Please **FAX** signed and completed form 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**: [janr@wpma.com](mailto:janr@wpma.com).

Please **CALL** WPMA with any additional questions at: (801) 263-9762.

## Weekly Update CLASSIFIED AD RATES & BILLING

	Marketer & Associate Members	Non-Members
50 Words or less	Free / 3 mos.* (12 weeks)	@\$125.00 / week
Additional 50 Words	@\$125.00 / week	@\$225.00 / week
Members Additional weeks*	@\$125.00 / week	

- Billing for classified ads will be on a monthly basis.
- \*Free member classified ads will run until WPMA is notified that item is sold, but no longer than three (3) months [12 weeks]. If additional advertising is requested after initial free three (3) months, advertiser will be billed \$125/week.

## Specifications / Mechanical / Guidelines for Classified Ads

- The ad must be a "true" classified ad. If WPMA feels the contents of an ad do not meet this description, we reserve the right to not print the ad.
- Text for ads can be mailed or e-mailed to WPMA. If copy is not received by **THURSDAY** the day before the WPMA *Weekly Update* is issued, it will be printed in the following week's *Weekly Update*.
- If a recognized holiday falls on a Friday, text is due **WEDNESDAY** of that week.
- The body text of the classified ad will NOT be printed under 8 point or over 12 point type.
- The actual size will be dictated by space available.

## Information Transfer Requirements

Please e-mail text information to attention of Kim White at [kimw@wpma.com](mailto:kimw@wpma.com); or mail a legible hard copy to: P.O. Box 571500, Murray, UT 84157-1500. If you have any additional questions you may call (801) 263-9762.

**CLASSIFIED AD** (in WEEKLY UPDATE):  **Member**  **Non-member** Please run Ad: \_\_\_\_\_ week(s)  
 Billed monthly (Classified Ad \$ \_\_\_\_\_) X (Week(s) \_\_\_\_\_) = **TOTAL \$** \_\_\_\_\_

**Name** \_\_\_\_\_  
**Address** \_\_\_\_\_ **City** \_\_\_\_\_ **State** \_\_\_\_\_ **Zip** \_\_\_\_\_  
**Phone** (\_\_\_\_) \_\_\_\_\_ **E-mail** \_\_\_\_\_  
**PAY BY CREDIT CARD:**  
 Please charge \$ \_\_\_\_\_ to my  VISA  MasterCard  American Express  Discover  
**Card #** \_\_\_\_\_ **Exp. Date:** \_\_\_\_\_