

MEDIA GUIDE **WPMA**

WESTERN PETROLEUM MARKETERS ASSOCIATION

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WPMA Provides Several Digital/Electronic/Print Advertising Options:

- 1. WPMA NEWS Magazine – QUARTERLY** this informative trade magazine is distributed across the United States and Canada to WPMA marketers and associate members. The *WPMA News* serves seven independent state petroleum and convenience store associations – **Hawaii, Idaho, Montana, Nevada, New Mexico, Utah** and **Washington**. In every publication, member states report their current legislative issues, state policies, and highlights with updates on upcoming events. The magazine covers national issues and regulations, WPMA's officers, the annual *WPMAEXPO*, scholarships, state conventions, special features, fundraisers, associate member listing and informative topics. WPMA marketers and associate members are people and/or organizations directly involved in the business of marketing petroleum 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 Pocket Program – THE WPMAEXPO** draws crowds from across the United States and Canada. Great speakers, educational and management sessions cover the most current topics in the industry and are a benefit to all that attend. The *WPMAEXPO* program along with the *WPMAEXPO APP* 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 maps of the events during the show week.
- 4. WEB Banners – TWENTY-FOUR/SEVEN (24/7)** Reach 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. **Receive a 50% Web banner discount with a full-year publication contract.** WPMA offers assistance with Web banners and all ad designs for publication and internet (see page 6).



Home Page
Exposure 24/7 Reaches Your
Target Market!

If your target audience is a part of the petroleum industry – we have a media to reach them and get their
ATTENTION!

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WPMA News AD DEADLINES (SPRING, SUMMER, AUTUMN & WINTER MAGAZINES)

Issue (Quarterly Focus):	Contract/Materials:	Distributed:
SPRING (Post Convention)	March 1	April
SUMMER (Scholarship Recipients)	May 1	June
AUTUMN (Officers & Directors)	August 1	September
WINTER (Holiday / Season's Greetings)	November 1	December

Each Issue includes seven State Reports, Rules & Regulations, Articles by 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 quarterly focus - see issue listing at left.

QUARTERLY MAGAZINE AD RATES (Spring, Summer, Autumn & Winter)

Black & White / Issue	X1 Issues	X2 Issues	X3 Issues	X4 Issue
Full Page	\$800.00	\$720.00	\$680.00	\$600.00
Half Page	\$600.00	\$540.00	\$510.00	\$450.00
Quarter Page	\$400.00	\$360.00	\$340.00	\$300.00
Business Card Size	\$200.00	\$180.00	\$170.00	\$150.00

Color / Issue	X1 Issue	X2 Issues	X3 Issues	X4 Issues
Full Page*	\$1,500.00	\$1,350.00	\$1,275.00	\$1,125.00
Half Page	\$1,200.00	\$1,080.00	\$1,020.00	\$ 900.00
Quarter Page	\$1,000.00	\$ 900.00	\$ 850.00	\$ 750.00
Business Card Size	\$ 800.00	\$ 720.00	\$ 680.00	\$ 600.00

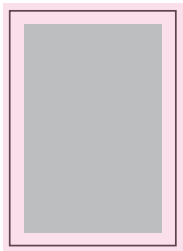
* Back cover additional 20%, inside front or inside back cover additional 10%.

Rates are based on single magazine issue placements - A full-year contract would be (Color or Black & White) Price Rate "X 4 Issues" (i.e.; a full page, full color AD would be \$1,125 X 4 = \$4,500 for a full year; a single AD would be \$1,500 X 1; and a biannual AD would be \$1,350 X 2 = \$2,700.)

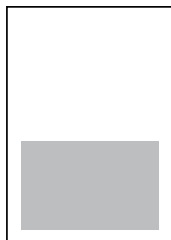


WPMA News Magazine AD SPECIFICATIONS

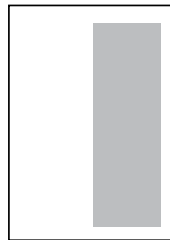
	Live Area (gray box)	Trim Size (outline)	Bleed (+1/8" per side)
Full Page	7 1/2" wide X 10"	8 1/2" wide X 11"	8 3/4" wide X 11 1/4"
Half Page Horizontal	7 1/2" wide X 4 1/2"		
Half Page Vertical	3 1/2" wide X 10"		
Quarter Page	3 1/2" wide X 4 1/2"		
Business Card Size	3 1/2" wide X 2" or 2" wide X 3 1/2"		



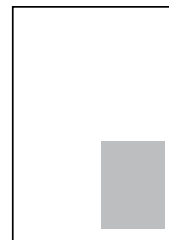
Full Page
Live area (gray) 7.5"X10"
Full Bleed (pink) 8.75X11.25



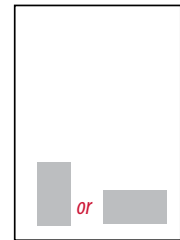
1/2 Page Horizontal
Live area (gray) 7.5"X4.5"



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



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



Business Card
Live area (gray) 3.5" X 2" or 2" X 3.5"

MEMBERSHIP DIRECTORY **WPMA**

WESTERN PETROLEUM MARKETERS ASSOCIATION

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

Membership Directory AD DEADLINE

MEMBERSHIP DIRECTORY: **Contract: Distributed:**
October 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.



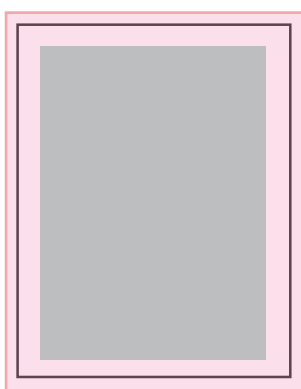
ANNUAL DIRECTORY AD RATES

	Black/White	Color
Full Page	\$900	\$1,500
Half Page	\$600	\$1,200

Membership Directory AD SPECIFICATIONS

	Live Area (gray box)	Trim Size (outline)	Bleed + 1/8" per side (red outline)
Premium Directory Cover*	4 ¾" wide X 7 ½"	5 ¾" wide X 8 ½"	6" wide X 8 ¾"
Full Directory Tab	4 ½" wide X 7 ½"	5 ½" wide X 8 ½"	5 ¾" wide X 8 ¾"
Full Directory Page	4 ½" wide X 7 ½"		
Half Directory Page	4 ½" wide X 3 ¼"		

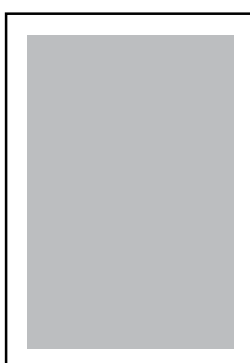
**Back cover, inside front or inside back ads are an additional 10%.*



Inside or Back COVER*

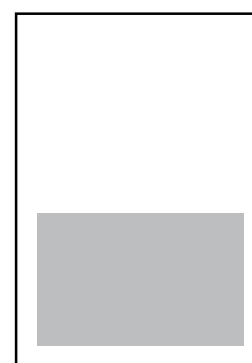
Live area (gray)
4.75"X7.5"

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



Full Page or TAB

Live area (gray)
4.5"X7.5"



1/2 Page Horizontal

Live area (gray)
4.5"X3.25"

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 every convention and expo participant.

ANNUAL WPMAEXPO PROGRAM AD RATES

	Color Only
Full Page*	\$1,500.00
Horizontal/Vertical Half Page	\$1,200.00



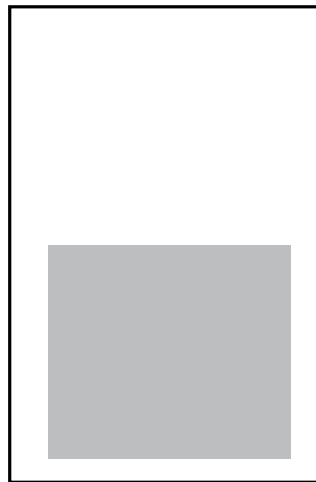
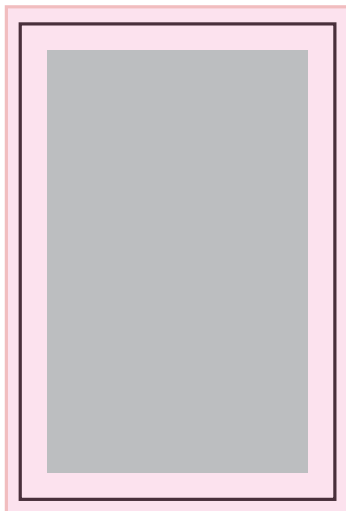
WPMAEXPO Program AD SPECIFICATIONS

	Live Area (gray box)	Trim Size (black outline)	Bleed +1/8" per side (red outline)
Full Page	3 1/2" wide X 7 1/2"	4 1/2" wide X 8 1/2"	4 3/4" wide X 8 3/4"
Horizontal Half Page	3 1/2" wide X 3"		
Vertical Half Page	1" wide X 7 1/2"		

Full Page

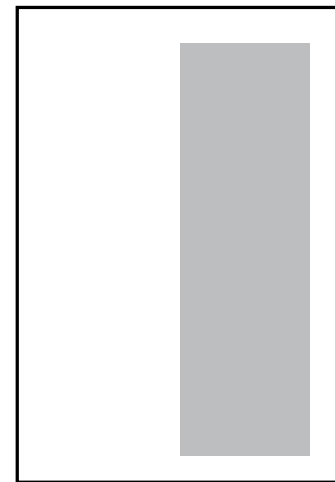
Live area (gray)
3.5" X 7.5"

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%.

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

BANNER AD(S): **Contract and View:** Sign and submit contract with Web ready banner. Once submitted and banner is approved, look for your banner to appear on *WPMA's website* within **72 hours**. Your banner ad will be displayed **24/7** on *WPMA's website* for **30 days** per contract month.

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.

Please **FAX** signed and completed Digital Media 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. Please **CALL** WPMA with any additional questions at: (801) 263-9762.

Full Color Banner Ads **MONTHLY RATES** **FOR 24 HOURS / 7 DAYS A WEEK VIEWING**

COLOR WEB BANNER	Live 24/7 with your Website/page link
Provided 464x72 ppi, RGB, 90k	\$500.00/month or \$1,500.00/6 months



Web Advertising: Banner with link **\$500.00** per contract month. (Please provide your Website/page link with banner ad.) Ads run minimum 30 days.



*FYI: With a WPMA FULL-YEAR publication contract receive a 50% DISCOUNT on your Web banner ad. (See Print Media Kit for full-year publication contract.)

Ad Specifications for WPMA Web Banners

Web Banner size: 464 X 72 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 guide when supplying files via internet or e-mail. E-mail janr@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

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Please use these guidelines when supplying files via internet, e-mail or by disk for any of the "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. We suggest using Adobe Illustrator or InDesign to create your WPMA Advertisement, then send as a *press-quality* final digital artwork. Ads with bleeds please send as an Adobe Print (1a:2001/press) PDF, if ad has no bleeds you may send as one of the following: Adobe Print (1a:2001/press) PDF, Jpeg, or Tif at final advisement size.

Our staff welcomes the opportunity to retouch, color correct or manipulate your files to your specifications. Additional charges will be applied based on time. 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. If requesting an ad creation/manipulation, please allow time for ad production before the ad deadline. Files that need additional manipulations by the WPMA creative department before printing will delay production and delivery schedules.

Image resolution (minimum @100% size):

- Line Art 600 dpi
- Grayscale/halftones 300 dpi
- CMYK 300 dpi

Convert Color graphics from RGB to CMYK; monitor images will not match hard proof images. Please e-mail contract and press files that are 6 MB or smaller to Jan Roothoff: janr@wpma.com (cc: chrisn@wpma.com). For larger files you may use FTP site: www.yousendit.com, or mail your AD disk or flash drive with a hard copy to P.O. Box 571500, Murray, UT 84157-1500.

