Media Contract Form

For more information visit wpma.com/advertising or download the *WPMA* Media Kit here.

Advertiser/Billing Information

Company _____

Contact _____ Phone _____ E-mail _____

Address _____ City _____ State _____ Zip _____

Agency *(if different than above)* _____

Contact _____ Phone _____ E-mail _____

Address _____ City _____ State _____ Zip _____

Print & Digital Advertising

WPMA News Magazine*

☐ Spring Issue ☐ Summer Issue ☐ Fall Issue ☐ Winter Issue

☐ Back Cover** $1,800	☐ Inside Front Cover** $1,650	☐ Inside Back Cover** $1,650	☐ Full Page $1,500	☐ 1/2 Page Horizontal $1,200
☐ 1/2 Page Vertical $1,200	☐ 1/4 Page $1,000	☐ Business Card Vertical $800	☐ Business Card Horizontal $800	

Membership Directory

☐ Inside Front Cover** $1,650	☐ Inside Back Cover** $1,650	☐ Color Full Page Tab** $1,500	☐ Color 1/2 Page Tab** $1,200	☐ B&W Full Page $900
☐ B&W 1/2 Page $600				

WPMAEXPO Program

☐ Back Cover** $1,800	☐ Inside Front Cover** $1,650	☐ Inside Back Cover** $1,650	☐ Full Page $1,500	☐ 1/2 Page Horizontal $1,200
☐ 1/2 Page Vertical $1,200				

Digital (Web Banner, Social Sharing, and Weekly Update Ad)

☐ One Month $1,800 ☐ Six Months† $1,650

Advertising materials are due as outlined in the *WPMA* Media Kit. Web Banners or Print Ads cannot be cancelled once the contract is signed and billed. Billing for each advertisement will occur once finalized and distributed, not at the time this contract is received.

I am authorized by the company/agency to place this ad, and agree to payment for the ad placement.

TOTAL: _____ Contract Start Date _____

Charge My ☐ VISA ☐ MasterCard ☐ American Express ☐ Discover

Card # _____ Exp. Date _____

Client / Agency Signature _____ Zip _____

** All prices are for a single issue. 25% discount applies for four issues. See the WPMA 2026–27 Media Kit for more information.*
*** First come, first served. Subject to approval.*
† Discounted monthly cost for a six month contract.

Print & Digital Advertising General Information

- All ad files are due on the date noted prior to month of publication. If usable ad file(s) do not arrive by deadline noted, previous ad will be used as a substitute.
- Advertisements received after the closing date will be carried in the next issue, unless other arrangements are made.
- The publisher reserves the right to reject or discontinue any advertisement at any time.
- Billing will not occur until after the publication is printed.
- Frequency rate must be earned within one year from first insertion.
- ALL RATES ARE NET—Agency commission is not included and is not deducted from this amount.
- Cancellation of contract MUST BE IN WRITING—verbal cancellation will not be accepted. Frequency rate will be prorated and billed accordingly. Contracted Ads cannot be cancelled once in production.
- Advertiser and agency accept dual liability for payment for all insertions. All of aforementioned supersedes any terms stated in contracts and insertion orders.
- Advertisers will be short-rated and rebilled at the earned frequency rate immediately following cancellation or curtailment of space frequency contracted for. The right to reject any advertising material remains the sole discretion of the publisher.

Print & Digital Advertising Contract Terms

Summary Disclosure Statement and Agreement to Account Terms

1. **Promise to Pay.** You promise to pay us for all goods and services purchased on your Account, plus any finance charge or other amounts or charges which may be due. You promise to make such payments on or before the due date.
2. **Liability of Each.** If more than one person has signed or is otherwise bound by the terms of the Agreement, then each of you will be jointly and severally liable for all sums due under the Agreement. If you authorize anyone else to use your Western Petroleum Marketers Association Account, you will be liable for all credit extended to him or her.
3. **Payment Due Date.** All payments for advertising are due upon receipt. Payments for finance charges, returned checks and other amounts are due upon receipt after such amounts are assessed against the account. Any amount due on your Account will be shown as "Required Payment Due" on the Periodic Statement we send to you each month.
4. **Finance Charge.** A periodic FINANCE CHARGE of 1.75% will be assessed on the balance subject to finance charges as determined on the last business day of the monthly billing cycle. This corresponds to an ANNUAL PERCENTAGE RATE OF 21%. Your monthly Periodic Rate with the corresponding Annual Percentage Rate will be shown on each Periodic Statement you receive. If the amount of the finance charge for any one month is less than $1.00, no finance charge will be assessed for that month. Finance charges begin to accrue as follows: (a) on the first day of the second month commencing after Delivery or after the performance of Services; and (b) on the first day of the second month commencing after an assessment against the Account for finance charges, returned check charges and other charges and costs. No finance charge is assessed on the following: (a) charges arising from Deliveries and/or Services paid on or before the last day of the month following the month the goods are delivered or the services are performed: and (b) finance charges, returned check charges and other charges and costs paid on or before the last day of the month following the month during which such amounts are assessed against the Account.
5. **Balance Subject to Finance Charges.** The balance subject to finance charges is identified on your Periodic Statements as "Balance Subject to Finance Charge." To determine this balance we take the beginning balance due for that month as defined below and subtract any payments or credits received during that month. The beginning balance for the month (shown as "Previous Balance" on your Periodic Statement) is determined by taking the beginning balance for the prior month, subtracting payments and credits received during the prior month, adding all purchases made during the prior month, and adding all returned check charges and other charges and costs for the prior month.
6. **Periodic Statement.** Each month in which there is a debit or credit to your Account of more than $1.00, or a finance charge has been imposed on your Account, you will receive a Periodic Statement from us. This statement will show, among other things, any purchases of goods or services made during that billing period, payments and credits you have made, and your "New Balance." Your statement will also identify the "Required Payment Due" that you must make to that billing period and the date it is due. You agree to pay the total amount of the "Required Payment Due" on your Account, as shown on your statement, on or before the due date shown.
7. **Collection Costs.** If this Agreement or the Account is referred for collection or we are forced to take other collection action, you agree to pay reasonable collection charges in addition to all court costs, including reasonable attorney fees, and any similar costs on appeal.
8. **Returned Check Charges.** If for any reason a check submitted to pay for Account or for cash or as payment for goods or services purchased from us is returned unpaid, you agree to pay us the full amount owed, including the returned check and our returned check service charge of $25.00. This amount will be assessed against your Account for each check not honored.
9. **Questions and Billing Errors.** Please let us know as soon as possible if you have any questions about your Invoice. If you think we have made a mistake, please read the Billing Error Statement shown below, which explains your right to dispute billing errors.

In Case of Errors or Questions About Your Bill

If you think your ad is wrong, or if you need more information about an ad on your bill, write us on a separate sheet to the address listed on your bill as soon as possible. We must hear from you no later than 30 days after we send the first bill on which the error or problem appears. You can telephone us, but doing so will not preserve your rights.

In your letter, provide the following information:

- Your name and account number.
- The dollar amount of the suspected error.
- A description of the error and explanation of why you believe there is an error.
- If you need more information, describe the item you are unsure about.

You do not have to pay any amount in question while we are investigating, but you are still obligated to pay the parts of your bill that are not in question. While we investigate your question, we cannot report you as delinquent or take any action to collect the amount you question.