WPMA®

WESTERN PETROLEUM MARKETERS ASSOCIATION



MEDIA KIT 26–27



Digital and Print Audience

Impressions

3.2k
PRINT DISTRIBUTION

227.5k
ANN. DIGITAL VIEWS

Demographics

67.5/32.5
% MALE/FEMALE

43
MEDIAN AGE

Industry / Supplier

55.5%
Petroleum Distributor/
C-Store Operator

28.5%
Trade Show Exhibitor

7%
Fuel Transporter

4%
Major Oil/Refiner

Membership

APPROX. 500
Marketer Members

APPROX. 700
Associate Members

For more information contact info@wpma.com

Print Calendar

WPMA News Magazine

SPRING ISSUE
WPMAEXPO Recap

Ad Deadline **Apr 1st**
Distribution May

FALL ISSUE
Officers & Directors

Ad Deadline **Sept 1st**
Distribution Oct

SUMMER ISSUE
Scholarship Recipients

Ad Deadline **Jul 1st**
Distribution Aug

WINTER ISSUE
Season's Greetings

Ad Deadline **Nov 1st**
Distribution Dec

Membership Directory

ANNUAL

Ad Deadline **Dec 1st**
Distribution Jan

WPMAEXPO Program

ANNUAL

Ad Deadline **Jan 1st**
Distribution Feb



Include the signed and dated contract. Ensure you include the payment method for expedited processing.

If you have any questions, call us at **801.263.9762**. Submit your contract to Kim White at **kimw@wpma.com**.

You can access the *WPMA* Media Contract Form here.

Print & Digital Advertising Rates

WPMA News Magazine	Full Page	1/2 Page*	1/4 Page	Business Card*
Single-Issue Ad	$1,500	$1,200	$1,000	$800
Four-Issues Ad	$4,500	$3,600	$3,400	$2,400

Membership Directory	Full Page	1/2 Page
Color Tab Ad**	$1,500	$1,200
B&W Ad	$900	$600

WPMAEXPO Program	Full Page	1/2 Page*
Color Ad	$1,500	$1,200

Premium Placement	Back Cover‡	Inside Front or Back Cover†
Full Page Ads	$1,800	$1,650

Digital Advertising	Monthly	6-Months∫
Web Banner, Social Sharing, Weekly Update Ad	$1,500	$1,200

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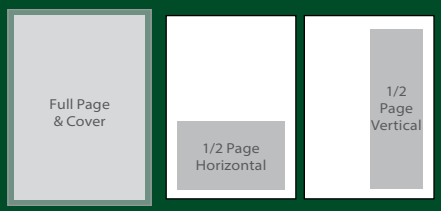
*Horizontal or Vertical
** Tabbed Pages are Highly Visible
† Available on all Publications
‡ Available on WPMA News Magazine and WPMA EXPO Program
∫ 20% discount per month for 6 months.

Print Specifications

Examples







WPMA News Magazine	Bleed	Trim	Live
Full Page & Cover	8.75 x 11.25″	8.5 x 11″	7.5 x 10″
1/2 Page Horizontal	-	-	7.5 x 4.5″
1/2 Page Vertical	-	-	3.5 x 10″
1/4 page	-	-	3.5 x 4.5″
Business Card	-	-	3.5 x 2″ or 2 x 3.5″

Membership Directory	Bleed	Trim	Live
Inside Cover	6 x 8.75″	5.75 x 8.5″	4.75 x 7.5″
Color Full Page Tab	5.75 x 8.75″	5.5 x 8.5″	4.5 x 7.5″
Color 1/2 Page Tab	-	-	4.5 x 7.5″
B&W Full Page	-	-	4.5 x 7.5″
B&W 1/2 Page	-	-	4.5 x 3.25″

WPMAEXPO Program	Bleed	Trim	Live
Full Page & Cover	4.75 x 8.75″	4.5 x 8.5″	4.75 x 8.75″
1/2 Page Horizontal	-	-	3.5 x 3.625″
1/2 Page Vertical	-	-	1.625 x 7.5″

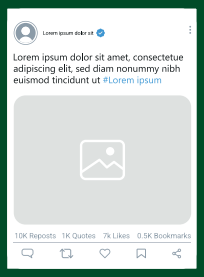
Submit all **print art at 300dpi as a pdf.** Color should be **CMYK with no PMS colors**. Large files should be shared via Dropbox, Google Drive, or One Drive.

Digital Specifications

Examples







Digital Advertising	Web Banner*	Social Media**	Weekly Email†
Static Single	970 x 90px	1080 x 1350px or 1080 x 1080px	600 x 90px
Video	-	1080 x 1350px or 1080 x 1920px	-

Submit all **digital art at 96 PPI as jpg, png, or gif**. Color should be **RGB or Hex** only. Keep each file **under 90k**. Make sure to **provide the URL** for your **Website Banner and/or Weekly Email Banner**.

Social Media Posts are either shared by our profile from yours, or you submit the post, image and caption to us to post on your behalf. Social Media posts are not ads. *Do not submit a print ad for posting to social media accounts.* If you have any questions, please email Adam at **adamc@wpma.com**.

If you are submitting a **video for a social post**, make sure it is saved as a **MP4 with H.256 video codec and AAC audio**.

For all social media posts, include the caption, hashtags and any accounts you want it linked to. We post to LinkedIn, Facebook, Instagram, Google Business and YouTube.

WPMA is not responsible for correcting or reworking art provided to us.

* Located on homepage under header.
** Share or post natively and link to your account.
† Four (4) posts, one per week.



Western Petroleum Marketers Association

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