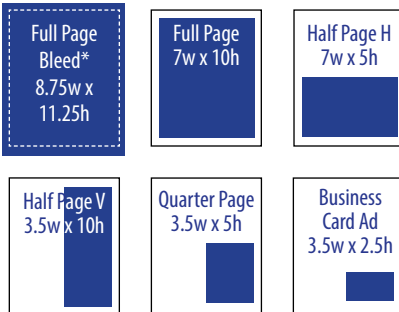


PRINT ADVERTISING *(The Flame bi-monthly newsletter)*

The Flame is a full-color bi-monthly newsletter of the Wisconsin Propane Gas Association. Mailing lists include all propane marketers in the state of Wisconsin and supplier members of the WPGA.

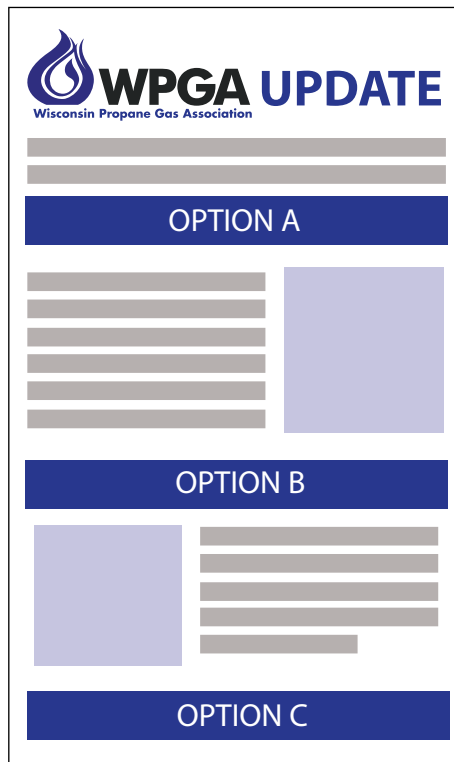


*Bleed size: 8.75w x 11.25h
Trim size: 8.5w x 11h
Live size: 8w x 10.5h

SIZE	SINGLE ISSUE	2 ISSUES	4 ISSUES	6 ISSUES
Full page	\$320	\$280	\$260	\$240
Half page	\$255	\$215	\$195	\$175
Quarter page	\$159	\$120	\$105	\$ 95
Business card	\$ 90	\$ 85	\$ 70	\$ 65
Flyer insert	\$110	----	----	----

We accept high resolution eps, tif, and pdf files via email/Dropbox. For other formats, please contact us. All advertisements are published (or begin a multiple month run) in the issue following receipt of ad/copy unless otherwise specified.

DIGITAL ADVERTISING *(WPGA Update weekly email)*



SPECS: Horizontal banner ads are 600 pixels wide by 160 pixels high

AUDIENCE: 450 WPGA members with a 38% open rate*

OPTION A: After Top Stories

1 week, 1 issue:	\$ 20
1 month, 4 issues:	\$ 80
6 months, 24 issues:	\$432 (10% discount)
Full year, 48 issues:	\$816 (15% discount)

OPTION B: Mid-Content

1 week, 1 issue:	\$ 15
1 month, 4 issues:	\$ 60
6 months, 24 issues:	\$324 (10% discount)
Full year, 48 issues:	\$612 (15% discount)

OPTION C: Bottom of Email

1 week, 1 issue:	\$ 10
1 month, 4 issues:	\$ 40
6 months, 24 issues:	\$216 (10% discount)
Full year, 48 issues:	\$408 (15% discount)

*According to Constant Contact, as of June 2016, the average open rate for associations is 10.85%

CLASSIFIEDS *(The Flame and/or WPGA Update)*

\$25 per classified ad, \$50 with picture, published in either *The Flame* and/or the *WPGA Update*



To digitally fill out form, complete information below and click on SUBMIT

2017 ADVERTISING COMMITMENT FORM

Company Name _____ Contact Person _____

Billing Address _____ City _____ State _____ Zip _____

Phone _____ Fax _____

Email _____ Will you be running the same ad each issue? _____

THE FLAME

2017 Deadlines for <i>The Flame</i>			
ISSUE	COPY DUE	TO PRESS	IN THE MAIL
February	January 6	January 25	February 8
April	March 10	March 29	April 12
June	May 5	May 24	June 7
August	July 7	July 26	August 9
October	September 8	September 27	October 11
December	November 3	November 29	December 13

2017 Advertising Commitment			
ISSUE	SIZE	COST PER ISSUE <i>(see other side)</i>	SUB-TOTAL
February			
April			
June			
August			
October			
December			
TOTAL			

WPGA UPDATE

The *WPGA Update* is a weekly e-newsletter that is sent on Monday mornings to WPGA members. Digital ads are due two (2) weeks prior to the date that you want your ad to run.

All digital ads are 600 pixels wide x 160 pixels high. Please supply ad in one of the following formats: jpg, gif or png at 72 dpi.

2017 Advertising Commitment <i>(see other side)</i>			
ISSUE	OPTION A	OPTION B	OPTION C
1 month*, 4 issues			
6 months*, 24 issues			
Full year, 48 issues			
TOTAL			

**If you selected 1 month or 6 month digital ad options, please indicate which months you would like us to run your ad(s).*

SUBMISSION INFO

Please complete the *WPGA 2016 Advertising Commitment Form* and email to Emma Shultz at emma@wipga.org or mail to: WIPGA, 33 East Main St., Ste 701, Madison, WI 53703. All ad copies should be emailed to Katie Lowe at katie@wipga.org by the indicated deadline date.