

## PRINT ADVERTISING *(The Flame quarterly newsletter)*

In 2018, *The Flame* newsletter will be changing from a bi-monthly to a quarterly publication. *The Flame* is a full color newsletter of the Wisconsin Propane Gas Association. Mailing lists include all propane marketers in the state of Wisconsin and supplier members of the WPGA.

Full Page  
Bleed\*  
8.75w x  
11.25h

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

Quarter Page  
3.5w x 5h

Half Page  
7w x 5h

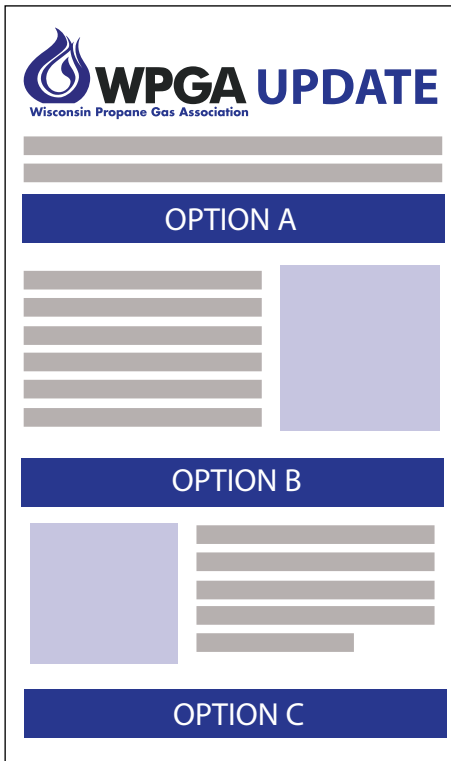
Full Page  
7w x 10h

| SIZE         | 1 ISSUE/*UPGRADE | 2 ISSUES/*UPGRADE     | 4 ISSUES/*UPGRADE     |
|--------------|------------------|-----------------------|-----------------------|
| Full page*   | \$425/+\$150     | \$400/+\$150 ea issue | \$375/+\$125 ea issue |
| Half page*   | \$345/+\$75      | \$320/+\$75 ea issue  | \$295/+\$60 ea issue  |
| Quarter page | \$200            | \$175                 | \$150                 |

**\*Want to Maximize Your Exposure?** Make your ad more visible to readers by upgrading to the inside cover (full or half page) or back cover (half page only) of *The Flame*.

*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)*



The image shows three layout options for digital advertising in the WPGA Update email. Each option includes the WPGA logo and the text 'WPGA UPDATE Wisconsin Propane Gas Association'. Option A is a horizontal banner at the top. Option B is a vertical sidebar on the right. Option C is a vertical sidebar on the left.

**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:      | \$ 30                  |
| 1 month, 4 issues:    | \$ 120                 |
| 6 months, 24 issues:  | \$ 648 (10% discount)  |
| Full year, 48 issues: | \$1,224 (15% discount) |

### OPTION B: Mid-Content

|                       |                        |
|-----------------------|------------------------|
| 1 week, 1 issue:      | \$ 25                  |
| 1 month, 4 issues:    | \$ 100                 |
| 6 months, 24 issues:  | \$ 540 (10% discount)  |
| Full year, 48 issues: | \$1,020 (15% discount) |

### OPTION C: Bottom of Email

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

\*According to Constant Contact, as of June 2017, the average open rate for associations is 10.85%

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

\$45 per classified ad, \$75 with picture, published in either *The Flame* and/or the *WPGA Update*



# 2018 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

| 2018 Deadlines for <i>The Flame</i> |          |          |             |
|-------------------------------------|----------|----------|-------------|
| ISSUE                               | COPY DUE | TO PRESS | IN THE MAIL |
| <b>Winter</b>                       | Jan 5    | Jan 10   | Jan 17      |
| <b>Spring</b>                       | Mar 26   | April 11 | April 18    |
| <b>Summer</b>                       | June 25  | July 11  | July 18     |
| <b>Fall</b>                         | Sep 24   | Oct 10   | Oct 17      |

| 2018 Advertising Commitment |      |   |  |           |
|-----------------------------|------|---|--|-----------|
| ISSUE                       | SIZE | COST PER ISSUE<br><small>(see other side)</small> | UPGRADE<br><small>(back or inside front cover)</small> | SUB-TOTAL |
| <b>Winter</b>               |      |   |  |           |
| <b>Spring</b>               |      |   |  |           |
| <b>Summer</b>               |      |   |  |           |
| <b>Fall</b>                 |      |   |  |           |
| <b>TOTAL</b>                |      |   |  |           |

## 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.

| 2018 Advertising Commitment <small>(see other side)</small> |          |          |          |
|---|----------|----------|----------|
| ISSUE   | OPTION A | OPTION B | OPTION C |
| <b>1 month*, 4 issues</b>                                   |          |          |          |
| <b>6 months*, 24 issues</b>                                 |          |          |          |
| <b>Full year, 48 issues</b>                                 |          |          |          |
| <b>TOTAL</b>  |          |          |          |

*\*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 2018 Advertising Commitment Form* and email to **Emma Corning at [emma@wipga.org](mailto:emma@wipga.org)** or mail to: WPGA, 33 East Main Street, Suite 701, Madison, WI 53703. All "ad copies" should be emailed to **katie@wipga.org** by the indicated deadline date.