

PRINT ADVERTISING *(The Flame quarterly newsletter)*

The Flame is a full color, quarterly 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

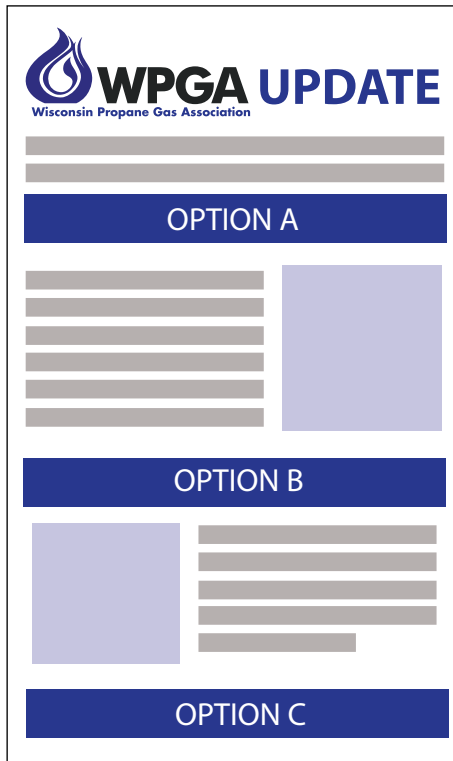
Full Page
7w x 10h

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)*



SPECS: Horizontal banner ads are 580 pixels wide by 116 pixels high, 96 dpi

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

OPTION A: After Top Stories

1 week, 1 issue:	\$ 32
1 month, 4 issues:	\$ 126
6 months, 24 issues:	\$ 680 (10% discount)
Full year, 48 issues:	\$ 1,285 (15% discount)

OPTION B: Mid-Content *(Multiple available)*

1 week, 1 issue:	\$ 26
1 month, 4 issues:	\$ 105
6 months, 24 issues:	\$ 567 (10% discount)
Full year, 48 issues:	\$ 1,071 (15% discount)

OPTION C: Bottom of Email *(Multiple available)*

1 week, 1 issue:	\$ 21
1 month, 4 issues:	\$ 120
6 months, 24 issues:	\$ 454 (10% discount)
Full year, 48 issues:	\$ 856 (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*



2019 ADVERTISING COMMITMENT FORM

Company Name _____ Contact Person _____

Billing Address _____ City _____ State _____ Zip _____

Phone _____ Fax _____

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

Signature _____ Date _____

Invoice Frequency: Per Issue Yearly

THE FLAME

2019 Deadlines for <i>The Flame</i>			
ISSUE	COPY DUE	TO PRESS	IN THE MAIL
Winter	Jan 10	Jan 15	Jan 30
Spring	April 2	April 9	April 30
Summer	July 10	July 16	July 30
Fall	Sep 24	Oct 10	Oct 17

2019 Advertising Commitment				
ISSUE	SIZE	COST PER ISSUE <i>(see other side)</i>	UPGRADE <i>(back or inside front cover)</i>	SUB-TOTAL
Winter				
Spring				
Summer				
Fall				
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 580 pixels wide x 116 pixels high. Please supply ad in one of the following formats: jpg, gif or png at 96 dpi.

2019 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 2019 Advertising Commitment Form* and email to **Emma Corning at emma@wipga.org** or mail to: WPGA, 10 W. Mifflin Street, Suite 205, Madison, WI 53703. All "ad copies" should be emailed to **katie@wipga.org** by the indicated deadline date.