

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

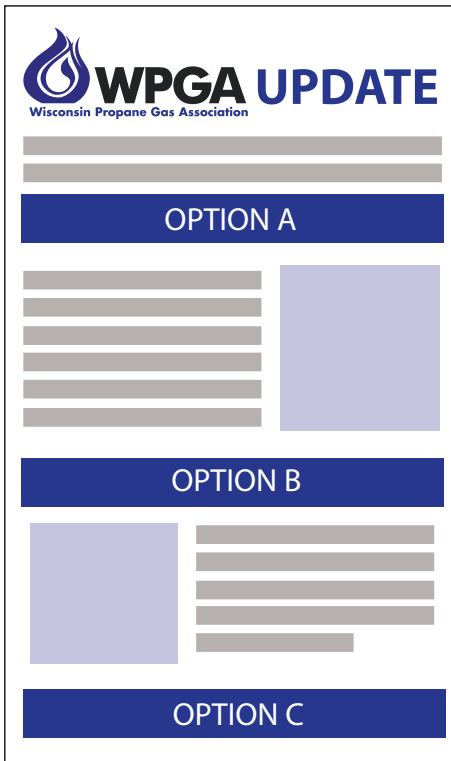
Full Page
7w x 10h

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



The diagram shows three options for digital advertising in an email newsletter. Each option starts with the WPGA logo and 'WPGA UPDATE' header. Option A features a large blue banner at the top, followed by text blocks and a large image on the right. Option B features a large blue banner at the top, followed by a large image on the left and text blocks on the right. Option C features a large blue banner at the bottom, with text blocks and a large image above it.

SPECS: Horizontal banner ads are 580 pixels W x 116 pixels H, 96 dpi

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

OPTION A: After Top Stories

6 months, 24 issues: \$1,000
Full year, 48 issues: \$1,875

OPTION B: Mid-Content

(Two available)

6 months, 24 issues: \$ 750
Full year, 48 issues: \$1,350

OPTION C: Bottom of Email

(Multiple available)

6 months, 24 issues: \$ 525
Full year, 48 issues: \$1075

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

WIPGA.ORG

The WPGA is offering a new advertising opportunity on the association's website, www.wipga.org. Members have the opportunity to have their logo (linked to their website) listed on the website's homepage.

Space is limited to 12 logos and will be granted on a first-come, first-serve basis.

Price is \$500 yearly



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

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

WPGA 2020 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

2020 Deadlines for *The Flame*

ISSUE	COPY DUE	CIRCULATES
Spring	April 3	April 2020
Summer	July 10	July 2020
Fall	Oct 9	Nov 2020
Year-End Review	Dec 18	Jan 2021

2020 Advertising Commitment

ISSUE	SIZE	COST PER ISSUE <i>(see other side)</i>	UPGRADE <i>(back or inside front cover)</i>	SUB-TOTAL
Spring				
Summer				
Fall				
Year-End Review				
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.

**If you select the 6 month digital ad option, please indicate which months you would like us to run your ad(s):*

2020 Advertising Commitment *(see other side)*

ISSUE	OPTION A	OPTION B	OPTION C
6 months*, 24 issues			
Full year, 48 issues			
TOTAL			

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2020 Advertising Commitment

Yearly (\$500)	
TOTAL	

SUBMISSION INFO

Please complete and submit the *WPGA 2020 Advertising Commitment Form*

Submit options:

1. Save file as a pdf and email to Emma Corning at emma@wipga.org -or-
2. 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.