

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

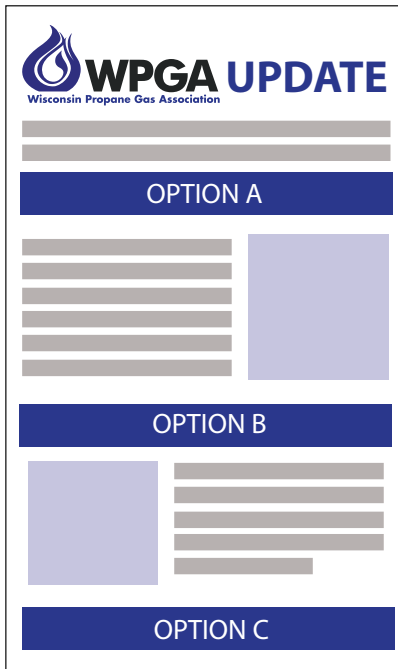
SIZE	1 ISSUE/**UPGRADE	2 ISSUES/**UPGRADE	4 ISSUES/**UPGRADE
Full page**	\$446/+\$158	\$420/+\$158 ea issue	\$394/+\$131 ea issue
Half page**	\$362/+\$79	\$336/+\$79 ea issue	\$310/+\$63 ea issue
Quarter page	\$210	\$184	\$158

***As deemed necessary, the editor reserves the right to release *The Flame* in digital format only.**

****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

6 months, 24 issues: \$1,250

Full year, 48 issues: \$2,000

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

6 months, 24 issues: \$ 775

Full year, 48 issues: \$1,400

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

6 months, 24 issues: \$ 525

Full year, 48 issues: \$1,075

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

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

\$50 per classified ad, \$75 with picture, published in either *The Flame* and/or the *WPGA Update*

SUBMISSION INFO

Please complete and submit the *WPGA 2021 Advertising Commitment Form*

Submit options:

1. Save file as a pdf and email to Katie Lowe at: katie@wipga.org -*or*-
2. Mail to: WPGA, 10 W Mifflin St, Ste 205, Madison, WI 53703

All "ad copies" should be emailed to katie@wipga.org by the indicated deadline date.

WIPGA.ORG

The WPGA is offering an 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.**

2021 Advertising Commitment

Yearly (\$550)	
TOTAL	

THE FLAME

2021 Deadlines for *The Flame*

ISSUE	COPY DUE	CIRCULATES
Spring	April 2	April 2021
Summer	July 9	July 2021
Fall	Oct 8	Nov 2021
Year-End Review	Dec 17	Jan 2022

2021 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):*

2021 Advertising Commitment *(see other side)*

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

WPGA 2021 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 _____

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