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The Informer

Advertising Guide

January 2010 to December 2010



The Informer is the official electronic newsletter for the Wisconsin Petroleum Marketers & Convenience Store Association. WPMCA represents more 2,000 stations and stores and our members account for more than one-half the entire volume of motor fuel and nearly all the home heating oil sold in Wisconsin.

The Informer offers some great opportunities for our advertisers every month!

- Free color
- Lower Cost
- Increased Circulation
- Printed versions available for members wishing to receive it via U.S. Mail

Publishing /Closing Schedule:

The Informer is published at the beginning of each month. Advertising material must be received the 20th of the month prior to publication. Placement of advertisements are available on a first come first serve basis.

NOTE: WPMCA Badger Club members receive front placement on a first come, first serve basis.

Materials

Ads may be provided in several electronic formats including jpeg, gif and pdf. Please forward your electronic ad to Lori Gerber at gerber@wpmca.org.

Advertising Rates and Dimensions

Inside Full Page

Dimensions: 7 ^{1/2} x 9 ^{7/8}



Frequency

12 months
6 months
1 month

Member

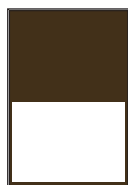
\$ 250/mo
\$ 275/mo
\$ 325/mo

Non-Member

\$ 400/mo
\$ 500/mo
\$ 650/mo

Inside One Half Page

Dimensions: 7 ^{1/2} x 4 ^{5/8} or 3 ^{1/2} x 9 ^{7/8}



Frequency

12 months
6 months
1 month

Member

\$ 175/mo
\$ 200/mo
\$ 250/mo

Non-Member

\$ 325/mo
\$ 400/mo
\$ 500/mo

2010 ELECTRONIC ADVERTISING SPACE CONTRACT

The Informer

Company: _____ Contact: _____

Address: _____

Street: _____ City: _____ State: _____ Zip: _____

Phone: _____ FAX: _____ Email: _____

Advertising Agency: _____ Contact: _____
(If applicable)

Phone: _____ FAX: _____ Email: _____

Advertisement Size: Full Page Half Page

Months Placed:

<input type="checkbox"/> January 2010	<input type="checkbox"/> February 2010	<input type="checkbox"/> March 2010
<input type="checkbox"/> April 2010	<input type="checkbox"/> May 2010	<input type="checkbox"/> June, 2010
<input type="checkbox"/> July 2010	<input type="checkbox"/> August 2010	<input type="checkbox"/> September 2010
<input type="checkbox"/> October 2010	<input type="checkbox"/> November 2010	<input type="checkbox"/> December 2010

ADVERTISEMENT AGREEMENT:

WPMCA assumes no liability whatsoever, if any proven or admitted errors or omissions have occurred in advertisements. Payment is due upon receipt of the invoice. In the event of a contract cancellation, the advertiser or agency agrees to repay WPMCA any discounts granted for multiple advertisements less any discount application for the number of ads completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. Prices are net of agency commission.

Signed: _____ Date _____

Print Name: _____

Number of ads _____ x monthly rate _____ = Total Commitment \$ _____

Return contract to:

Lori Gerber

121 S. Pinckney, Suite 300

Madison, WI 53703

(608) 256 7555 FAX: (608) 256 7666 Email: gerber@wpmca.org