



## MEDIA CARD

The Wisconsin Grocer magazine was voted #1 by grocers!

### 2009 FEATURE ARTICLES

#### **Spring Issue**

**Organics or Buy Local** – Organics are struggling in today’s economy, and Buy Local is on the rise. Learn more on what is new, similar and different in these categories.

**Allergies Marketing** – More of the US population has been diagnosed with gluten and peanut allergies. Give your customers a prescription to health by providing a selection of products to choose from and you will find their loyalty follows.

#### **Summer Issue – Still Going Green**

**BONUS:** Advertisers receive 30-50 words on the ‘green efforts’ made by their company.

**Green Grocer** – A new “Green Grocer Certification Program” is underway with 10 WGA members. Learn the benefits of the program and status of the audits.

**Recycling & Waste** – Cardboard, paper, plastics and perishable food are some of the items disposed of at a grocery store. Learn alternatives ways to recycle and prevent filling our landfills.

#### **Innovation Expo Issue - Convention**

Spotlight on products and services from vendors sponsoring at the WGA Innovation Expo.

**Bonus:** Innovation Expo Sponsors and Exhibitors receive a complimentary 30-50 words plus logo in this issue.

#### **Fall Issue**

**Bakery Trends** – Ideas to bring to your bakery!

**Expo Review** - Recap the WGA Innovation Expo with photo moments of Grocer of the Year and Excellence in Operation winners, plus a long list of Winners from contests and challenges.

#### **Year End Magazine & Report**

**Year in Review-** Wisconsin Grocers Association takes a look back at 2009

**Grocery Technology** – How can updated technology help your business? Are you ready for a self-check out or save time and money with a new scanning system or electronic shelf tags. Learn what is techno-new for your store.

### 2009 DEADLINES

	Spring	Summer	Expo	Fall	Year End Report	Buyers Guide
<b>Reserve Space</b>	Friday Feb. 20	Friday May 8	Friday July 10	Friday Oct. 16	Friday Dec. 4	Friday Feb. 20
<b>Materials Due</b>	Friday March 6	Friday May 15	Friday July 24	Friday Oct. 23	Friday Dec. 11	Friday Feb. 27
<b>Mail Date</b>	Monday March 23	Monday June 15	Monday Aug. 7	Monday Nov. 16	Monday Jan. 11	Monday March 23

### CONTACT INFORMATION



**Cheryl Lytle**  
**Wisconsin Grocers Association**

One S. Pinckney St., Suite 504  
 Madison, WI 53703  
 Ph: (608) 244-7150  
 Email: Cheryl@WisconsinGrocers.com



**Reach your targeted audience of key grocery industry decision-makers.  
Readership of 3000 with 75% holding management positions.**

## 2009 ADVERTISING RATES

	Ad Dimensions*	Conv. Issue Only	1x	3x	5x
Full Page, 4/Color	8.0" x 10"	\$1,444	\$1,260	\$1,210	\$1,140
Full Page, 4/Color – Information Article			\$1000		
1/2 Page, 4/Color	8.0" x 5"	\$985	\$850	\$790	\$777
1/4 Page, 4/Color	3.75" x 5"	\$775	\$720	\$690	\$650
Full Page, black & white	8.0" x 10"	\$788	\$682	\$620	\$550
Full Page, black & white – Information Article	8.0x 10"		\$600		
1/2 Page, black & white	8.0" x 5"	\$562	\$495	\$435	\$388
1/4 Page, black & white	3.75" x 5"	\$420	\$366	\$335	\$295
4 Color, Spread	10" x 15"	\$1905	\$1905	\$1905	\$1905
Business Card Ad	3" x 1.5"	\$175	\$150	\$125	\$495

\*Dimensions are Width by Height.

**Premium Space** Inside front cover, Inside back cover, Outside back cover.....\$175

**WGA Mailings & Magazine Inserts**.....\$450

**Agency or Camera-Ready Discount**.....15%

## AD SPECIFICATIONS

**Ads supplied as positive prints** (slicks) should not exceed 100 line screen. Supply ads containing half-toned photographs or screens digitally.

**Ads that bleed** need extra 1/8" on all sides.

**Spot color** in ads (one color plus black) need to be supplied as separated slicks or as digital files that can be correctly separated, such as Quark files or Photoshop DCS files.

**Electronic Files** may be supplied on Macintosh or windows format disk (floppy, zip or cd). High-resolution (300 dpi) tif or pdf files are preferred formats. Set-Up for pdf varies to the version of Acrobat you are working with. For a printout with full pdf specifications, contact Lorraine at [lorrjim@dwave.net](mailto:lorrjim@dwave.net).

We can work from Work or Quark documents, if supporting fonts and sized are included. The supporting art should be 300 dpi, and Oscaled to 100% in the page layout program. **Please include printout for reference.**

## GENERAL REQUIREMENTS

1. The publisher reserves the right to cancel or reject any advertising it deems inappropriate.
2. The advertiser assumes all liability for any claims and/or expenses resulting from unauthorized or improper use of names, photographs, illustrations or statements made in connection with the advertisement. Publisher will not accept any advertising know to be inaccurate.
3. Cancellation of advertising is not accepted after reserve space deadline for each issue.
4. When ad copy or changes are not received by the Materials date the last ad run will be repeated if not dated in any way.
5. Publisher will not be responsible for late delivery of publication when delay is due to postal strikes, acts of God, or any condition uncontrollable by the publishing company.
6. No agency commission will be given on past-due accounts. Payment is due 30 days from invoice date.
7. Publisher reserved the right to select ad location unless advertiser pays for preferred position.



# WISCONSIN GROCER MAGAZINE

## 2009 Ad Placement Agreement

(Confirming Insertion Order)

One S. Pinckney St, Suite 504 ♦ Madison, WI 53703  
 Phone: (888) 342-5942 ♦ Fax: (608) 244-9030  
[Cheryl@WisconsinGrocers.com](mailto:Cheryl@WisconsinGrocers.com) ♦ [www.WisconsinGrocers.com](http://www.WisconsinGrocers.com)

### Account Information

#### Contact Information

Your Name	
Company	
Address	
City, State Zip	
Phone	
Fax	
Email	

#### Billing Information – if different than contact info.

Your Name	
Company	
Address	
City, State Zip	
Phone	
Fax	
Email	

### 2009 Ad Placement/Production Information

Issue	Materials Due	Ad Size	Color	Position	Cost of Space
Spring	Friday, March 6				
Summer	Friday, May 15				
Convention	Friday, July 24				
Fall	Friday, Oct. 23				
End of Year	Friday, Dec. 11				
2009 Buyers Guide	Friday, March 6				

Pick Up (from \_\_\_\_\_)     Camera-Ready     New Ad (produced by WGA)

Special Instructions : \_\_\_\_\_  
 \_\_\_\_\_

### Confirmation

Verbal Instruction of Date of: \_\_\_\_\_     Insertion Order No.: \_\_\_\_\_

Contract Frequency: \_\_\_\_\_     Rate Card Date: \_\_\_\_\_

#### Please Note The Following:

- Payment is due 30 days of invoice date to receive 15% camera-ready discount.
- Please send us your signed ad placement agreement.

#### Please Sign and Return to:

Wisconsin Grocer Association Fax: (608) 244-9030

Signature: \_\_\_\_\_

Title: \_\_\_\_\_