



**WISCONSIN GROCER MAGAZINE
MEDIA CARD
2011 FEATURE ARTICLES**

Spring Issue (March mail date)

New Equipment: Build? Remodel? Or Add On?

What you should consider when it is time to re-invest in your company.

Banking – What you need to know to save money and make money at the bank. Tips on how to get a small business loan.

BONUS: Advertisers receive 30-50 words on their Wisconsin products.

Summer Issue (May mail date)

Gluten - Free – More and more people are affected by Celiac Disease a.k.a. gluten allergy. Others are choosing a gluten-free diet. Learn more about this growing trend and tips to increase your sales in this category.

Meat Sales – Best practices to make the most of a one-day meat sale.

Innovation Expo Issue – Convention (Sept mail date)

Spotlight on the WGA’s Innovation Expo schedule, seminars, sponsors, honorees, speakers, contests and more!

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

Fall Issue (December mail date)

Clean Carts – Why clean carts are important and the different options to choose from to sanitize carts.

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 Report - (January 2012 mail date)

2011 Year in Review - Wisconsin Grocers Association takes a look back at 2011 and looks forward to 2012.

2011 DEADLINES

	Spring	Summer	Expo	Fall	Year End Report
Reserve Space	Monday Feb. 14	Monday April 11	Monday July 25	Monday Nov. 7	Monday Dec. 12
Materials Due	Friday Feb. 18	Friday April 15	Friday July 29	Friday Nov. 11	Friday Dec. 16
Mail Date	Monday March 14	Monday May 16	Monday Sept. 6	Monday Nov. 28	Monday Jan. 9



CONTACT INFORMATION

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

2011 ADVERTISING RATES

	Ad Dimensions*	Expo 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 (IFC; IBC; OBC; IBC; Page 3)	\$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.

We can work from Work or Quark documents, if supporting fonts and sized are included. The supporting art should be 300 dpi, and 0 scaled 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.



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**Wisconsin Grocer Magazine
2011 Ad Placement Agreement**
 (Confirming Insertion Order)

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	

2011 Ad Placement/Production Information

Issue	Materials Due	Ad Size	Color	Cost of Space
Spring	Friday, Feb. 18, 2011			
Summer	Friday, April 15, 2011			
Convention	Friday, July 29, 2011			
Fall	Friday, Nov. 11, 2011			
End of Year	Friday, Dec. 16, 2011			

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.
- Invoices will be mailed with a tear sheet.
- Please send us your signed ad placement agreement.

Please Sign and Return to:

Wisconsin Grocer Association Fax: (608) 244-9030

Signature: _____

Title: _____