



# Wisconsin Grocer Magazine Media Card - 2023

**SPRING ISSUE:** *Estimated Mail Date: March 13*

**Feature Article Topic:** Workforce, Wisconsin Grocery Industry News

Plus: Government Affairs.....,

Also: Changes to Grocers in The Capitol Day, 2023 Calendar of WGA Events, Northern and Southern Golf Outings, Welcome Two New WGA Board Members - Marissa Smoyer and Beau Oshiro

**SUMMER ISSUE:** *Estimated Mail Date: June 26*

**Feature Article Topic:** TBD, Wisconsin Women Grocers, Government Affairs Report TBD

Plus: Event reviews of FreshEx and Northern Golf Outing, Plans for Southern Golf Outing and Excitement Build for Innovation Expo.

**INNOVATION EXPO ISSUE:** *Estimated Mail Date: September 18*

**Feature Article Topic:** Showcasing the Wisconsin Grocers Association Innovation Expo Seminars and Activities, including the Bag-Off competition!

Plus: WGA Annual Award Winners, Sponsor Spotlights

**WINTER ISSUE:** *Estimated Mail Date: January 15, 2024*

**Feature Article Topic:** Innovation Expo Review, Industry News TBD

Plus: A Year in Review – WGA’s Year End Report, Foundation and Leadership Institute News,

**ALL ISSUES INCLUDE:**

President’s Column, Government Affairs Update, Member Happenings & Events, WGA Event News  
NEW in 2023: Member Highlight.

\*\*Feature Articles are subject to change.

	<b>RESERVE SPACE BY:</b>	<b>MATERIALS DUE BY:</b>	<b>ESTIMATED MAILING:</b>
<b>SPRING</b>	Friday February 10	Friday February 24	Monday March 13
<b>SUMMER</b>	Friday May 26	Friday June 9	Monday June 26
<b>EXPO</b>	Friday September 1	Friday September 8	Monday September 25
<b>WINTER</b>	Friday December 1	Friday December 15	Monday January 15

*WGA offers programs and options to maximize your advertising and sponsorship reach. Please contact Kris Neilson for more information.*



**WISCONSIN  
GROCERS  
ASSOCIATION**

**Kris Neilson, Vice President of Events**  
Wisconsin Grocers Association  
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Wisconsin Grocer is the **ONLY** Wisconsin-based Grocery Industry magazine. It is circulated to **over 700** independent grocery store owners, corporate store owners, warehouse executives, and representatives from brokers, manufacturers, distributors, and more.

### 2023 ADVERTISING RATES

	<b>AD DIMENSIONS</b>	<b>EXPO ISSUE ONLY</b>	<b>1 Issue</b>	<b>4 Issues</b>
<i>All ads are 4 color unless otherwise indicated</i>	width" x height"			
<b>Full Page</b>	8.5" x 11" with .125" bleed	\$1,200	\$1,150	\$995
Premium Placement (IFC, Pg 3, IBC, OBC) additional charge		500	450	400
<b>Full Page - article</b>			1000	
<b>Full Page - B&amp;W</b>	8.5" x 11"	800	750	700
<b>Full 2 Page - spread</b>	17" x 11" with .125" bleed	1800	1750	1700
Half Page - horizontal	7.5" x 5"	800	750	700
<b>Half Page - vertical</b>	3.75" x 10"	800	750	700
<b>Quarter page - horizontal</b>	5" x 3.75"	675	625	575
<b>Quarter page - vertical</b>	3.75" x 5"	675	625	575
<b>Banner Ad - bottom of article or column</b>	7.5" x 2"	650	600	550
<b>Classified Ad - sell stuff here!</b> Value of item < \$1000 Value of item ≥ \$1000	3.5" x 1.5"		150 300	
<b>Professional Business Card</b>	3.5" x 1.5"	300	250	200

#### **AD SPECIFICATIONS:**

Electronic Files should be high resolution (300 dpi) tif or pdf files, preferred. We can work with .pdf documents if supporting fonts and sizes are included. Please supply the current company logo with ad.

#### **GENERAL REQUIREMENTS:**

1. The publisher reserves the right to cancel or reject any advertising deemed inappropriate content
2. 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 advertisement known to be inaccurate.
3. Cancellation of advertising is not accepted after "reserve space by" deadline and refunds will not be issued.
4. If ads and logos are received by "materials due by" date, publisher reserves the right to run the last ad placed.
5. Mailing dates are estimates and are subject to change.
6. Payment for ads is due 30 days from invoice date.
7. Publisher reserves the right to select ad placement unless advertiser has selected and paid for premium placement.



# Wisconsin Grocer Magazine

## 2023 Ad Placement Agreement

### Account /Billing Information

Contact Name	
Company	
Address	
City, ST, Zip	
Phone	
Email	

### 2023 Ad Placement Order

	Spring	Summer	Expo	Winter	ALL
<b>Full Page</b>	1150	1150	1200	1150	995
Premium Placement (IFC, Pg 3, IBC, OBC) additional charge	450	450	450	500	400
<b>Full Page - article</b>	1000	1000		1000	
<b>Full Page - B&amp;W</b>	750	750	800	750	700
<b>Full 2 Page - spread</b>	1750	1750	1800	1750	1700
<b>Half Page - horizontal</b>	750	750	800	750	700
<b>Half Page - vertical</b>	750	750	800	750	700
<b>Quarter page - horizontal</b>	625	625	675	625	575
<b>Quarter page - vertical</b>	625	625	675	625	575
<b>Banner Ad - bottom of article or column</b>	600	600	650	600	550
<b>Classified Ad - sell stuff here!</b>					
Value of item < \$1000	150	150		150	
Value of item ≥\$1000	300	300		300	
<b>Professional Business Card</b>	250	250	300	250	200
Reserve Space by	Feb-23	May-23	Sep-23	Dec-23	
Materials Due by:	Feb-23	Jun-23	Sep-23	Dec-23	TOTAL

\*Please note: All scheduled ads must be received by the dates posted in order to guarantee placement.

#### Special Instructions:

Signature or Verbal Approval by: \_\_\_\_\_ Date: \_\_\_\_ / \_\_\_\_ / \_\_\_\_

#### Please Note:

- Payment is due 30 days from date of magazine mailing
- Invoices will be mailed with a tear sheet
- Please fax or email your signed agreement



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