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.

	RESERVE SPACE BY:	MATERIALS DUE BY:	ESTIMATED MAILING:
SPRING	Friday February 10	Friday February 24	Monday March 13
SUMMER	Friday May 26	Friday June 9	Monday June 26
EXPO	Friday September 1	Friday September 8	Monday September 25
WINTER	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.

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

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

Jan 2023

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
Full Page	1150	1150	1200	1150	995
Premium Placement (IFC, Pg 3, IBC, OBC) additional charge	450	450	450	500	400
Full Page - article	1000	1000		1000	
Full Page - B&W	750	750	800	750	700
Full 2 Page - spread	1750	1750	1800	1750	1700
Half Page - horizontal	750	750	800	750	700
Half Page - vertical	750	750	800	750	700
Quarter page - horizontal	625	625	675	625	575
Quarter page - vertical	625	625	675	625	575
Banner Ad - bottom of article or column	600	600	650	600	550
Classified Ad - sell stuff here!					
Value of item < $1000	150	150		150	
Value of item ≥$1000	300	300		300	
Professional Business Card	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:

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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**

WISCONSIN GROCERS ASSOCIATION

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