



**WISCONSIN
GROCERS
ASSOCIATION**

Digital Media - Ad Rate Card 2023

President's Letter:

The WGA's members-only premiere weekly newsletter provides an overview of the grocery industry, both nationally and state-wide, including up to date information on tech, health, and the economy. This newsletter averages a 40% open rate reaching nearly 1200 targeted industry professionals.

	Spots	Annual	Per
Top Banner	1	\$5,000	\$200
Commercial Break	2	\$3,000	\$125
End Cap	1	\$2,000	\$85
Celebrations	1	\$2,000	\$85

Government Affairs Report:

The GAR is distributed bi-weekly during the legislative sessions and shifts into a Campaign & Politics Report during the "off season". This report contains timely information on issues important to the industry and also relevant updates on what is happening in the Capitol and state government. The GAR averages a 30-40% open rate reaching over 1000 industry professionals.

	Spots	Annual	Per
Commercial Break	1	\$3,000	\$125
End Cap	1	\$2,000	\$85

Weekly Specials:

This weekly newsletter reaches a broad audience including vendors and retailers, bringing current information and action items on upcoming, while highlighting and recapping the most recent WGA events. The open rate averages between 30-40% with a reach of over 1100.

	Spots	Annual	Per
End Cap	1	\$2,000	\$85

Vendor Insider:

This new bi-weekly newsletter debuts in January 2023 providing vendors with information on upcoming events including action steps, sponsorship, and advertising opportunities. Look for a variety of features including member benefits, retailer profiles, and opportunities to share your ideas.

	Spots	Annual	Per
End Cap	1	\$2,000	\$85

FreshEx Newsletter:

A weekly newsletter highlighting "fresh" news and the FreshEx event, a collaboration between WGA, WRA, and WBA.

	Spots	~8 weeks	Per
End Cap	1	\$500	\$100

All ad placement orders are on a first-come, first served basis. Weekly newsletters are distributed 50 weeks/year, bi-weekly newsletters 25 times/year. Sample newsletters available upon request.