



Digital Media - Ad Rate Card

2024

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 Week
Top Banner	1	\$5,000	\$200
Commercial Break	2	\$3,000	\$125
End Cap	1	\$2,000	\$85
Celebrations	1	\$2,000	\$85
*Paid Content	1	\$2,000	\$200

*Paid Content: up to 100-word limit, one submission per month or max 12/year, tagline added to reflect "paid content", subject to approval.

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 Week
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 Week
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, and opportunities to share your ideas.

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

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.

Wisconsin Grocers Association, 10 W. Mifflin St Suite 205, Madison, WI 53703

TO PLACE AD ORDER: Contact Kendra Pahnke, Director of Development & Events: kpahnke@wisconsinagrocers.com | (608) 210 - 3304