



Wisconsin Grocer Magazine Media Card - 2024 (Effective April 23, 2024)

SPRING ISSUE: Estimated Mail Date: April 1

Feature Article Topic: Summer SNAP, Wisconsin Grocery Industry News
Plus: Government Affairs, Grocers in The Capitol Day Review
Also: Calendar of WGA Events, Northern and Southern Golf Outings,

SUMMER ISSUE: Estimated Mail Date: July 1

Feature Article Topic: Wisconsin Women in Grocery, Technology & Personalized Shopping
Plus: Event reviews of Northern Golf Outing, Plans for Southern Golf Outing and Excitement Build for Innovation Expo.

INNOVATION EXPO ISSUE: Estimated Mail Date: September 23

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 6, 2024

Feature Article Topic: Innovation Expo Review, Industry News, 125 Years of the WGA
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
**Feature Articles are subject to change.

	RESERVE SPACE BY:	MATERIALS DUE BY:	ESTIMATED MAILING:
SPRING	Friday March 1	Monday March 11	Monday April 1
SUMMER	Friday May 24	Friday May 31	Monday July 1
EXPO	Friday August 23	Friday August 30	Monday September 23
WINTER	Friday November 22	Friday December 6	Monday January 6

WGA offers programs and options to maximize your advertising and sponsorship reach. Please contact Kendra Pahnke for more information.

Kendra Pahnke, Director of Development & Events

Wisconsin Grocers Association
10 W. Mifflin Street, Suite 205, Madison, WI 53703
608.210.3304 kpahnke@wisconsin-grocers.com



**WISCONSIN
GROCERS
ASSOCIATION**

*Wisconsin Grocer is the **ONLY** Wisconsin-based Grocery Industry magazine. It is circulated to **over 700** independent grocery store owners, corporate storeowners, warehouse executives, and representatives from brokers, manufacturers, distributors, and more.*

2024 ADVERTISING RATES

	AD DIMENSIONS	EXPO ISSUE ONLY	1-3 Issues	4 Issues
<i>All ads are 4 color unless otherwise indicated</i>	width" x height"			
Full Page	8.5" x 11" with .125" bleed	\$1,200	\$1,100	\$995
Premium Placement (IFC, Pg 3, IBC, OBC) additional charge		500	450	400
Full Page Article (1 pg/600 words) Submission of outline due in advance. Graphics, Logos may be included in 1 page space. Content to be educational, not promotional			1,000	
Full Page - B&W	8.5" x 11"	800	750	700
Full 2 Page - spread	17" x 11" with .125" bleed	1,800	1,750	1,700
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! Value of item < \$1000 Value of item ≥\$1000	3.5" x 1.5"		150 300	
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 advertiser is contractually obligated for payment of the advertisement as invoiced.
4. If ads and logos are not 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. Failure to pay within invoiced time frame could lead to required pre-payment by credit card for future ads.
7. Publisher reserves the right to select ad placement unless advertiser has selected and paid for premium placement.

April 2024



Wisconsin Grocer Magazine

2024 Ad Placement Agreement

Account /Billing Information

Contact Name		
Company		
Address		
City, ST, Zip		
Phone	Cell:	Work:
Email		
Website		

2024 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	Mar-1	May-23	Aug-23	Nov-22	
Materials Due by:	Mar-11	May-31	Aug-30	Dec-6	TOTAL

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

Special Instructions:

Signature or Verbal Approval (Name): _____
 Date: ____/____/____

Advertiser Notes:

Wisconsin Grocers Association
 10 W. Mifflin Street, Suite 205 Madison, WI 53703
 Attn: Kendra Pahnke kpahnke@wisconsin-grocers.com 608.210.3304

