

WMDA



NEWS

The official trade publication of the WMDA Service Station & Automotive Repair Association.

1532 Pointer Ridge Place, Suite G
Bowie, Maryland 20716

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email: lpindell@wmda.net
website: www.wmda.net

ADVERTISING REQUIREMENTS

CIRCULATION & DEMOGRAPHICS

The *WMDA News* has an authorized circulation of 1,000 and is mailed to service stations, auto repair shops, car washes, convenience stores and other related businesses in Washington D.C., Maryland, and Delaware. For added visibility, the magazine is also distributed to other trade associations across the country, and at WMDA gatherings, including area meetings and trade shows. A special double issue publication (*Nozzle & Wrench*) will be published in September highlighting the Annual WMDA Convention & Mega Trade Show. This issue is circulated to over 2,500 businesses.

ISSUE

The *WMDA News* is published 10 times a year (5 printed issues and 5 electronic issues). The *Nozzle & Wrench* Annual Convention & Mega Trade Show publication double issue is published once a year.

AD CLOSING DATES

Deadline for space reservation is the first day of the month preceding the month of issue (i.e. April 1 for May issue). Copy deadline is the 10th of the month preceding month of issue.

FLYER CLOSING DATES

Flyers can be inserted into the center of the *WMDA News* on a first-come first-serve basis, as space is limited. 1,000 flyers copied on standard weight 8 1/2 x 11 size copy paper are due on or before the closing dates listed below. Dates are subject to change. No flyers will be inserted in the September/October Convention and Anniversary issue of the *Nozzle & Wrench*.

Deadline for Insertion	Printed Issue
December 1	January
February 1	March
April 1	May
June 1	July
November 1	December

ARTWORK REQUIREMENTS

Electronically prepared ads, properly proportioned to the sizes stated on the following page, are preferred. Ads may be submitted on CD or via email. Print quality Adobe pdf files are preferred, but we can work with 300 dpi tif, eps and jpg files as well.

All ads should be created in black & white or 4-color (CMYK) – no spot colors will be accepted (any ads containing spot colors will be converted to CMYK prior to publication).

Need an ad?

Ad preparation services are available through WMDA. Additional design charges will apply. Please call for details.

TERMS & CONDITIONS

All advertising is subject to review by WMDA staff. No advertisement shall be accepted for the *WMDA News* if such advertisement is deemed by WMDA in its sole discretion to be deceptive, misleading, inappropriate, or in conflict with WMDA Endorsed Programs. No cancellations will be accepted after the closing date.

Advertiser/agency assumes liability for all contents of ads printed. Advertisers shall indemnify publisher against any damages and related expenses arising from publication of advertisement. Advertiser shall be held liable for monies due to publisher for ads published in the *WMDA News* and/or *Nozzle & Wrench*.

Advertiser will be presumed to have read the enclosed information and agree to its conditions without further notice. The contract applies to advertising space only, and does not cover the cost of advertising design, mechanical services, or film cost associated with halftones, sizing, etc. The contract binds the advertising company to the stated size and rates. Space commitments may be changed by notifying the *WMDA News* before the closing date.

See *WMDA News* Advertising Agreement and Ad Rates on the following page.

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Fax Advertising Agreement to: 301-390-3161

Or mail to: WMDA

1532 Pointer Ridge Place, Suite G
Bowie, MD 20716

Questions? Call LaKisha Pindell at 301-390-0900/800-492-0329, ext. 104, or email lpindell@wmda.net.

WMDA NEWS ADVERTISING AGREEMENT & RATES

Date: _____
 Advertiser: _____ Contact: _____
 Address: _____
 City: _____ State: _____ Zip: _____
 Phone: _____ Fax: _____
 Email: _____ Website: _____

- I would like to place an ad. Ad size _____ Horizontal Vertical
 I would like to insert a flyer (no flyers accepted in September/October issue of the *Nozzle & Wrench*).

Rate: _____ Total # of insertions: _____ First month of insertion: _____

Month of insertion: Jan* Feb** Mar* Apr** May* June** Jul* Aug** Sep/Oct*** Nov** Dec*

* Printed issue.

** Electronic issue.

*** Annual Convention & Mega Trade Show printed double issue of the *Nozzle & Wrench*. Please call LaKisha Pindell for ad rates.

The advertiser is responsible for payment of any ad(s)/flyer(s) placed in WMDA publications. All terms and conditions listed on the previous page are essential parts of this agreement.

Authorized by: _____ Signature: _____

BLACK & WHITE MEMBER ADVERTISING RATES

Frequency	1 - 2 Times	3 - 6 Times	7 - 10 Times		
Ad Size	Member	Member	Member	Dimensions	
Inside Front Cover*	\$850.00	\$800.00	\$750.00	7 1/4 x 10"	<p>* Only color ads accepted for Inside Front Cover, Inside Back Cover, and Outside Back Cover. Rates shown for cover positions are for color ads.</p> <p>For all other ad sizes, there is an additional charge of \$75 per color.</p> <p>For all WMDA non-member advertisers, please add 20% to prices shown.</p>
Inside Back Cover*	\$850.00	\$800.00	\$750.00	7 1/4 x 10"	
Outside Back Cover*	\$850.00	\$800.00	\$750.00	7 1/4 x 7 1/2 "	
Full Page	\$350.00	\$325.00	\$300.00	7 1/4 x 10"	
Half Page (V)	\$285.00	\$255.00	\$225.00	3 3/8 x 10"	
Half Page (H)	\$285.00	\$255.00	\$225.00	7 1/4 x 5"	
One-third page (V)	\$225.00	\$205.00	\$175.00	2 1/4 x 10"	
One-third page (H)	\$235.00	\$205.00	\$175.00	7 1/4 x 5"	
One-fourth page	\$205.00	\$175.00	\$145.00	3 1/2 x 4 3/4 "	
One-sixth page	\$180.00	\$150.00	\$100.00	2 1/4 x 4 7/8 "	
One-eighth page	\$125.00	\$95.00	\$65.00	3 1/2 x 2"	
Flyer (printed issues only)	\$175.00	\$150.00	N/A	8 1/2 x 11	