



# Annual Convention Issue

**Help WMDA celebrate over 70 years of representing members and service to the industry by advertising in the annual Convention & Trade Show edition of the *Nozzle & Wrench*.**

**Annual Convention & Trade Show  
Ocean City, Maryland  
October 1-3, 2009**

## Nozzle & Wrench Advertising Requirements & Rates

### Circulation & Demographics

The Anniversary issue of the *Nozzle & Wrench* is circulated to over 2,500 businesses related to the automotive aftermarket and to convention participants throughout the Mid-Atlantic region.

### Issue

The Anniversary issue of the *Nozzle & Wrench* is published once a year to promote the Convention & The Mega Trade Show.

### Ad Closing Dates

Deadline for space reservation is Friday, August 21, 2009.

Copy deadline is Friday, August 28, 2009.

### Mechanical Requirements

Trim Size: 8 1/2 x 11"  
Bleed Size: 8 3/4 x 11 1/4"  
Halftone Screens: 300dpi/150lpi

Electronically produced ads, properly proportioned to the sizes stated in this brochure, are preferred. Ads may be submitted on disk or via email. **Please call for acceptable application file formats and requirements.** Camera-ready artwork must be black laser output of 600 dpi or more. **Dot matrix or color ink jet output will be not be accepted.** All text and ad copy will be printed on white paper in black ink. Spot color and full color ads will also be accepted (see rates on

back). All full and spot color ads must be submitted electronically created in a professional desktop publishing application. We accept **Quark XPress, Adobe Photoshop or Adobe Illustrator. Professionally created pdf files saved in 300dpi resolution are the preferred format.** Please be sure to include copies of all graphic and photo files and all fonts used in the ad creation. **We DO NOT ACCEPT Microsoft Word, Microsoft Excel or Microsoft PowerPoint files for any ad containing color.** Ad preparation services are available through the Association. Please call for details.

### Conditions

All advertising is subject to review by WMDA staff. No advertisement shall be accepted for the *Nozzle & Wrench* 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 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 magazine. 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 costs 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 *Nozzle & Wrench* before the closing date.

# Nozzle & Wrench Advertising Agreement

Date: \_\_\_\_\_

Advertiser: \_\_\_\_\_ Contact: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ e-mail: \_\_\_\_\_

Use Last Year's Ad       Submitting New Ad Copy      Ad Size: \_\_\_\_\_       Horizontal       Vertical

Black & White       Full Color      Rate: \_\_\_\_\_

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

Authorized by: \_\_\_\_\_

Signature: \_\_\_\_\_

**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 ext. 104 or email lpindell@wmda.net*

| NOZZLE & WRENCH          |   |               |            |
|--------------------------|---|---------------|------------|
| MEMBER ADVERTISING RATES |   |               |            |
| Ad Size                  | Dimensions  | Black & White | Full Color |
| Inside Front Cover*      | 7 <sup>1</sup> / <sub>4</sub> x 10"                             | –             | \$1,200.00 |
| Inside Back Cover*       | 7 <sup>1</sup> / <sub>4</sub> x 10"                             | –             | \$1,200.00 |
| Outside Back Cover*      | 7 <sup>1</sup> / <sub>4</sub> x 8"                              | –             | \$1,200.00 |
| Full Page                | 7 <sup>1</sup> / <sub>4</sub> x 10"                             | \$400.00      | \$700.00   |
| Half Page (V)            | 3 <sup>3</sup> / <sub>8</sub> x 10"                             | \$325.00      | \$625.00   |
| Half Page (H)            | 7 <sup>1</sup> / <sub>4</sub> x 5"                              | \$325.00      | \$625.00   |
| One-third page (V)       | 2 <sup>1</sup> / <sub>4</sub> x 10"                             | \$275.00      | \$475.00   |
| One-third page (H)       | 3 x 7 <sup>1</sup> / <sub>4</sub> "                             | \$275.00      | \$475.00   |
| One-fourth page          | 3 <sup>1</sup> / <sub>2</sub> x 4 <sup>3</sup> / <sub>4</sub> " | \$225.00      | \$425.00   |
| One-sixth page           | 2 <sup>1</sup> / <sub>4</sub> x 4 <sup>7</sup> / <sub>8</sub> " | \$180.00      | \$350.00   |
| Business Card            | 3 <sup>1</sup> / <sub>2</sub> x 2"                              | \$150.00      | \$275.00   |

\* Only color ads accepted for Inside Front Cover, Inside Back Cover, and Outside Back Cover. Rates shown for cover positions are for color ads.

For all other ad sizes, there is an additional charge of \$100 per color.

For all WMDA non-member advertisers, please add 20% to prices shown.