

editorial CALENDAR

Issue	Topic	Advertising Reservation Deadline	Editorial & Advertising Materials Final Deadline
January	Educational Expo Highlights	November 13, 2009	November 18, 2009
February	Resident Relations	December 10, 2009	December 14, 2009
March	Lending/Finance	January 11, 2010	January 15, 2010
April	Political Action	February 12, 2010	February 16, 2010
May	Membership	March 10, 2010	March 15, 2010
June	Property Rights	April 12, 2010	April 15, 2010
July	Local Government/Grassroots	May 7, 2010	May 12, 2010
August	Convention/Expo Preview	June 10, 2010	June 16, 2010
September	Utilities/Industry Renaissance	July 12, 2010	July 15, 2010
October	Convention/Expo Program	August 12, 2010	August 17, 2010
November	Community Operations	September 9, 2010	September 14, 2010
December	State Legislation	October 8, 2010	October 14, 2010
January 2011	Convention/Expo Highlights	November 11, 2010	November 16, 2010

* Editorial Calendar is subject to revision.

2010

Mechanical Requirements

Ads can be submitted electronically or on disk. A hard copy of each ad is required either via fax, mail or email. All ads must be in .pdf (Portable Document File) format. Please call or email for distiller settings for creating .pdf files for high quality offset printing or if you have any questions about creating .pdf files.

Trim size: 8½" x 11"

2010 Advertising Rates

WMA Member Rates (per issue - NET PRICE) Non-Member Rates (per issue)

Size	1X	3X	6X	12X	Size	1X	3X	6X	12X
Full	\$565	\$540	\$515	\$450	Full	\$1135	\$1080	\$1020	\$905
2/3	380	365	350	315	2/3	765	730	695	615
1/2	330	315	300	250	1/2	650	605	575	520
1/3	225	215	205	185	1/3	465	430	410	370
1/6	155	145	140	130	1/6	310	300	270	235

A 5% discount will be given to advertisers paying the entire amount due in advance, under 6X and 12X contracts.

Color

Pantone/Process colors are available at \$79 per color, per insertion, regardless of size. Full color (4/color) is an additional \$235 per insertion. Spot color changes each month and is used throughout the magazine. Spot color prices are to the right.

Full page	\$40
2/3 page	\$35
1/2 page	\$30
1/3 page	\$25
1/6 page	\$20

Special Positions

Location	Member		Non-Member	
	2-color	4-color	2-color	4-color
Inside Front Cover	\$N/A	\$1115	\$ N/A	\$2225
Page 1	780	990	1580	1980
Page 2	780	990	1580	1980
Center Spread (per page)	N/A	990	N/A	1980
Specific Page Placement	N/A	990	N/A	1980
Inside Back Cover	N/A	990	N/A	1980
Back Cover	N/A	1520	N/A	3040

Special positions apply to full-page ads only. Frequency discounts on special positions are listed below. (Discounts apply only to special position rates.)

- 3X - 5%
- 6X - 10%
- 12X - 20%

Space Units

	Width	x	Depth
Full page (bleed)	8-3/4"		11-1/4"
Full page (non-bleed)	7-1/2"		10"
2/3-page (vertical)	4-7/8"		10"
1/2-page (1) (vertical)	4-7/8"		7-1/2"
1/2-page (2) (vertical)	3.66"		10"
1/2-page (horizontal)	7-1/2"		4-7/8"
1/3-page (vertical)	2-3/8"		10"
1/3-page (horizontal)	4-7/8"		4-7/8"
1/6-page (vertical)	2-3/8"		4-7/8"
1/6-page (horizontal)	4-7/8"		2-3/8"

See display of ad sizes to the right.

Contract and Copy Regulations

Specific insertion dates must be given at time of contract to earn frequency discounts. Contract period is for 12 consecutive months, not the calendar year. Ads eligible for the 12-time insertion rate must be run in 12 consecutive issues. Other frequency ads may be run as desired within the 12-month contract period.

When a contract for advertising at frequency rates is cancelled, the advertiser will be billed at the one-time rate or the frequency rate applicable to the frequency of insertions or quantity of space used.

The publisher reserves the right to decline any advertisement for any reason it deems sufficient. The advertiser assumes liability and agrees to hold the publisher harmless for content of advertising published, and for any and all claims arising from content, which might be made against the publisher, including claims or suits for libel, violation of right of privacy, plagiarism, and copyright or trademark infringement.

Acceptance of advertising does not in itself constitute recommendation or endorsement of an advertiser's firm or product by the publisher.

If legal action is necessary for collection or other causes, the advertiser agrees to pay all attorneys' fees and court costs.

The WMA logo or name may not be used in any advertisement without prior permission.

(revised January 2010)

shown display for example purpose only