



# 2019 WMA Reporter Editorial Calendar

## Get in Touch

916.448.7002 or 800.669.8847 (toll free within California)

### Regina Sánchez

DIRECTOR OF MEETINGS & PUBLICATIONS

ADVERTISING SALES & SUBMISSIONS

[regina@wma.org](mailto:regina@wma.org)

### Maureen Dey

MANAGING EDITOR

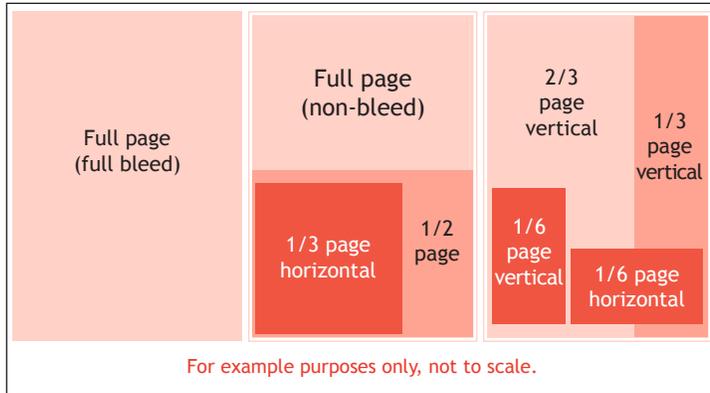
ARTICLE SUBMISSIONS

[maureen@wma.org](mailto:maureen@wma.org)

ISSUE	TOPIC	ADVERTISING / ARTICLE DEADLINE
January	2018 Convention Highlights	December 7, 2018
February	Property Management	January 4, 2019
March	Lending/Finance	February 1, 2019
April	Property Rights	March 1, 2019
May	Membership	March 29, 2019
June	Utilities	May 3, 2019
July	Local Government/Grassroots	June 7, 2019
August	2019 Convention Preview	July 5, 2019
September	Political Action	August 2, 2019
October	2019 Convention & Expo Program	August 30, 2019
November	Resident Relations/Community Operations	October 4, 2019
December	State Legislation	November 1, 2019
January 2020	2019 Convention Highlights	December 6, 2019

# 2019 WMA Reporter Advertising Rates

ADVERT SIZES	Width	x	Depth
Full page (bleed)	8.75"		11.25"
Full page (non-bleed)	7.50"		10.00"
2/3-page (vertical)	4.87"		10.00"
1/2-page (horizontal)	7.50"		4.87"
1/3-page (vertical)	2.37"		10.00"
1/3-page (horizontal)	4.87"		4.87"
1/6-page (vertical)	2.37"		4.87"
1/6-page (horizontal)	4.87"		2.37"



TRIM SIZE OF THE REPORTER IS 8½" X 11"

## Other Advertising Options:

- Guaranteed positioning available for an extra charge—see “Special Positions” chart.
- Professional advertising and design services are available at reasonable rates.
- \$60 per hour with a minimum charge of \$15 will be applied in the following cases:
  - Minor file correction. In most cases we cannot make changes to PDF files submitted to us.
  - Adverts submitted to us at low resolution or without necessary font and files will not print correctly. We are unable to assume responsibility for poor quality. Time spent reconciling incomplete files will be billed.

## Advert Submissions

Adverts are to be submitted electronically via email or a dropbox. Adverts must be in PDF (Portable Document File) format. When exporting a file to PDF format, choose the Press option in the preset window. PDFs created by MS Publisher, Word or PowerPoint do not print well so are not acceptable.

## Advert File Format Specifications:

- 300+ DPI TIFF or highest-quality JPG, CMYK
- PDF file
- Packaged .idml files
- Please make sure your advert is the correct dimensions (see opposite side) and is CMYK, not RGB.
- Full-bleed adverts: Please make sure no text is within 1/4 inch of the trimline.

BLACK AND WHITE ADVERT RATES—PER ISSUE/NET PRICE								
SIZE	WMA MEMBER RATES				NON-MEMBER RATES			
	1X	3X	6X	12X	1X	3X	6X	12X
Full	\$565	\$540	\$515	\$450	\$1,130	\$1,080	\$1,030	\$900
2/3	380	365	350	315	760	730	700	630
1/2	330	315	300	250	660	630	600	500
1/3	225	215	205	185	450	430	410	370
1/6	155	145	140	130	310	290	280	260

## Color Charges Per Issue

Spot color changes each month and is used throughout the magazine. Add the following charges to the black and white base price listed above.

Full page, add \$75                      2/3 page, add \$55                      1/2 page, add \$45  
 1/3 page, add \$35                      1/6 page, add \$25

Full color (pantone/process), add \$235 per insertion regardless of size.

## Discounts

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

SPECIAL POSITIONS ADVERT RATES—PER ISSUE/NET PRICE		
Special positions apply to full-page adverts only. Frequency discounts on special positions are listed below.		
Location	WMA MEMBER RATES	
	NON-MEMBER RATES	
Inside Front Cover	4-color only	\$2,230
Pages 1 through 4/each page	4-color only	1,980
Center Spread/per page	4-color only	1,980
Specific Page Placement	4-color only	1,980
Last four pages prior to inside back cover	4-color only	1,980
Inside Back Cover	4-color only	1,980
Back Cover	4-color only	3,040

- 6X—5%
- 12X—15%

## Here are some terms you may need to know:

- BLEED — To print right up to the edge of the page, printers print past the edge of the page, then cut it to size. The area that’s printed on, but is cut off, is called the bleed.
- HIGH-RES/DPI — Dots Per Inch, also called resolution. This describes how many dots are printed in one square inch of paper. Computer monitors have much lower resolution (72) than print (300+).
- CMYK/RGB — Our printer combines Cyan, Magenta, Yellow, and Black to make colors. Computers use Red, Green, and Blue.
- TIFF — An image file format that is very large, but doesn’t compress the image to save space. Best for print.
- JPG — A compressed image file format that trades quality for a smaller file size. JPGs can be used as long as they are set to high quality (low/no compression) and are at least as big as the size required.

## Contract and Copy Regulations

Specific insertion dates must be given at time of contract to earn frequency discounts. Contract period is for the calendar year. Adverts eligible for the 12-time insertion rate must be run in 12 consecutive issues. Other frequency adverts 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.

Please note that the WMA logo or name may not be used in any advertisement without prior permission.