



# editorial calendar

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## JANUARY

articles and adverts submission date:  
**DECEMBER 4, 2020**  
2020 Convention Highlights

## FEBRUARY

articles and adverts submission date:  
**JANUARY 4, 2021**  
Tools and Techniques

## MARCH

articles and adverts submission date:  
**FEBRUARY 5, 2021**  
Lending and Finance

## APRIL

articles and adverts submission date:  
**MARCH 5, 2021**  
Property Rights

## MAY

articles and adverts submission date:  
**APRIL 1, 2021**  
Membership

## JUNE

articles and adverts submission date:  
**MAY 7, 2021**  
Utilities

## JULY

articles and adverts submission date:  
**JUNE 4, 2021**  
Local Government/  
Grassroots

## AUGUST

articles and adverts submission date:  
**JULY 2, 2021**  
2021 Convention Preview

## SEPTEMBER

articles and adverts submission date:  
**AUGUST 6, 2021**  
Political Action

## OCTOBER

articles and adverts submission date:  
**AUGUST 27, 2021**  
2021 Convention and Expo  
Program

## NOVEMBER

articles and adverts submission date:  
**OCTOBER 1, 2021**  
Property Management  
and Resident Relations

## DECEMBER

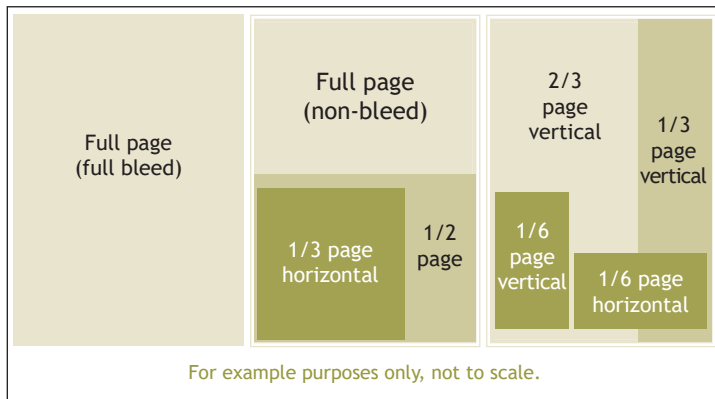
articles and adverts submission date:  
**NOVEMBER 5, 2021**  
State Legislation

PMS 372	PMS 373	PMS 374	PMS 375	PMS 376	PMS 377	PMS 378
PMS 379	PMS 380	PMS 381	PMS 382	PMS 383	PMS 384	PMS 385
PMS 386	PMS 387	PMS 388	PMS 389	PMS 390	PMS 391	PMS 392
PMS 393	PMS 394	PMS 395	PMS 396	PMS 397	PMS 398	PMS 399

**JANUARY 2022** articles and adverts submission date: **DECEMBER 4, 2021** 2021 Convention Highlights

# 2021 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.
- \$75 per hour with a minimum charge of \$50 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	\$575	\$550	\$525	\$475	\$1,150	\$1,100	\$1,050	\$950
2/3	390	375	360	345	780	750	720	690
1/2	350	335	320	275	700	670	640	550
1/3	275	260	250	225	550	520	500	450
1/6	200	185	170	160	400	370	340	320

## 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 \$90      2/3 page, add \$75      1/2 page, add \$60  
 1/3 page, add \$50      1/6 page, add \$35

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

## Discounts

An additional 5% discount will be given to advertisers paying the entire amount due in advance under 6X and 12X contracts listed below.

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
	4-color only	4-color only
Inside Front Cover	\$1,200	\$2,400
Pages 1 through 6/each page	1,100	2,200
Center Spread/per page	1,200	2,400
Specific Page Placement	990	1,980
Last four pages prior to inside back cover	990	1,980
Inside Back Cover	1,000	2,000
Back Cover	1,550	3,100

- 6X—5%
- 12X—10%

## 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.**