



**REGARDING: 2023 Convention Program/Reporter Magazine Advertising  
and Sponsorship Opportunities**

WMA cordially invites you to advertise in the Special Edition of the *WMA Reporter!*

The upcoming October *special issue* of the *Reporter* is WMA's unique *Convention Program/Reporter* magazine. It is one of our most popular publications with the industry and is certainly one of the most effective with advertisers. This is a great opportunity to begin advertising in this magazine. If you are a current advertiser, this is a good time to think about expanding, enhancing, or enlarging your existing advert. For example, many of our regular advertisers choose to add color or increase dimensions to their current advert or run a whole new one with an eye-catching design with graphics for this special issue.



For new advertisers, the good news is that all of this is available to you at the regular monthly *Reporter* advertising rates. Reserve your space today; you'll not only reach industry members who need your products and services, but as a **BONUS**, the magazine is also used as a year-round promotional tool and will be handed out to every attendee and exhibitor at the 2023 WMA Convention & Expo. The deadline for ad space reservation is **August 25**, with camera-ready artwork due on September 1, 2023.

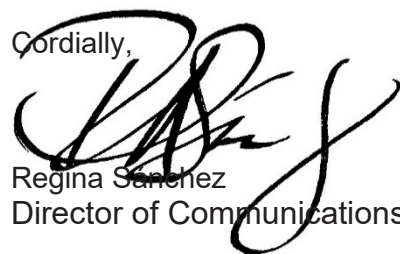
We are asking exhibitors to decorate using a superhero theme to create excitement among the attendees.

If you're not able to exhibit at this year's Expo, please consider strengthening your business presence among attendees at the Convention through advertising in the October issue of the *Reporter*. Another way is through sponsorships. Look at the Sponsorship Levels and Benefits page and consider your options. You have many!

Imagine seeing your company name at the coffee stations early that first Convention morning. How grateful attendees will be for that wake-up coffee we all need! Or how about knowing your company provided the wi-fi access for ALL the attendees?

Please take a moment to review all the information. If you have any questions, do not hesitate to contact me at 916.448.7002, extension 4034, or [regina@wma.org](mailto:regina@wma.org).

I look forward to hearing from you and welcoming you to the Peppermill Reno in October!

Cordially,  


Regina Sanchez  
Director of Communications and Events



# SPECIAL ISSUE Reporter Advertising Contract

## 2023 October Reporter/Convention Program Issue

Reservation Deadline is August 25, 2023 | Camera-Ready Art Deadline is September 1, 2023

**A.**  
Full Page  
(bleed)  
8.75" x  
11.25"

**B.**  
Full Page  
(non bleed)  
7.5" x  
10"

**C.**  
2/3 Page  
4.87" x  
10"

**D.**  
1/2 Page  
Vertical  
3.66" x  
10"

**E.**  
1/2 Page  
Horizontal  
7.5" x  
4.87"

**F.**  
1/3 Page  
Vertical  
2.37" x  
10"

**G.**  
1/3 Page  
Horizontal  
4.87" x  
4.87"

**H.**  
1/6 Page  
Vertical  
2.37" x  
4.87"

**I.**  
1/6 Page  
Horizontal  
4.87" x  
2.37"

For example  
purposes only,  
not to scale.  
Please refer to  
measurement  
references.

### Step 1 (select size):

- A     B     C     D     E     F     G     H     I

### Step 2 (select color):

- Full Color     Black & White     Spot Color

### Advert Pricing — Net Price

First come, first served. Rates listed are at single issue rate. If you are a current advertiser, and wish to enhance your current advert with color or size, your rate will be priced at the frequency rate you currently enjoy. Please call me for your pricing information. Adverts must be submitted electronically via email, and must be in .pdf format. Trim size is 8.5" x 11".

### Step 3 (select pricing)

**Nonmember pricing is double the rates listed below:**

- |   |  |                                     |   |
|---|--|-------------------------------------|---|
| <input type="checkbox"/> A/B Full Page              | <input type="checkbox"/> B&W \$575                     | <input type="checkbox"/> Spot \$665 | <input type="checkbox"/> Full Color \$810 |
| <input type="checkbox"/> C 2/3 Page                 | <input type="checkbox"/> B&W \$390                     | <input type="checkbox"/> Spot \$465 | <input type="checkbox"/> Full Color \$625 |
| <input type="checkbox"/> D/E 1/2 Page               | <input type="checkbox"/> B&W \$350                     | <input type="checkbox"/> Spot \$410 | <input type="checkbox"/> Full Color \$585 |
| <input type="checkbox"/> F/G 1/3 Page               | <input type="checkbox"/> B&W \$275                     | <input type="checkbox"/> Spot \$325 | <input type="checkbox"/> Full Color \$510 |
| <input type="checkbox"/> H/I 1/6 Page               | <input type="checkbox"/> B&W \$200                     | <input type="checkbox"/> Spot \$235 | <input type="checkbox"/> Full Color \$435 |
| <input type="checkbox"/> Inside Front Cover — Sold! | <input type="checkbox"/> Pages 1, 2, 3 and 4 — Sold!   |                                     |   |
| <input type="checkbox"/> Center Spread — Sold!      | <input type="checkbox"/> Specific Page Placement \$990 |                                     |   |
| <input type="checkbox"/> Outside Back Cover — Sold! | <input type="checkbox"/> Inside Back Cover — Sold!     |                                     |   |

If adding a Pantone color to a B&W advert, please note that is now considered full color.

### Step 4 (PLEASE check ONE)

- I understand that camera-ready art is due by September 1, 2023.
- I am a current advertiser, but plan to enlarge or add more color to my current advert and understand camera-ready art is due by September 1, 2023 (please adjust pricing accordingly).
- I am not a current advertiser but advertised in this issue last year. Please use last year's artwork.

### Step 5 (complete and sign)

Contact Name \_\_\_\_\_

Firm \_\_\_\_\_

Email Address \_\_\_\_\_ Membership # \_\_\_\_\_

Mailing Address \_\_\_\_\_

City, State & Zip \_\_\_\_\_

Phone Number \_\_\_\_\_ Fax Number \_\_\_\_\_

By signing below, I acknowledge that I have read and agree to the terms of the agreement on the backside.

Print Name \_\_\_\_\_ Signature \_\_\_\_\_

### Step 6 (return form to us)

Regina Sánchez  
email [regina@wma.org](mailto:regina@wma.org) | f 916.448.7085 | p 916.448.7002, ext. 4034  
mail WMA | 455 Capitol Mall, Suite 800 | Sacramento, CA 95814

## Terms of Agreement

Advertisements must conform to the mechanical requirements as set out in the *Reporter* rate card. Advertiser agrees to pay the rates as set forth in the *Reporter* rate card, or the one-time rates listed on the frontside of this agreement. Advertisements must be received according to space reservation and deadline requirements, also set forth. Advertiser will be charged for any art or film provided by publisher.

Advertiser must currently have a *Reporter* contract with specific insertion dates set forth to be eligible for a frequency discount for this specific issue. Cancellations must be submitted in writing, prior to the advertising deadline. Cancellations received after the deadline will not be honored.

Advertiser agrees to pay the one-time rate. If advertiser increases the size or adds color to the advertisement, rate will be adjusted according to the frequency rate already contracted for.

Publisher reserves the right to decline any advertisement for any reason it deems sufficient. Publisher retains the right to reject or cancel any advertisement that does not conform to the publication's standards, purpose or audience. Advertisements of a political nature will not be accepted. Advertiser assumes liability and agrees to hold publisher harmless for content of advertising published, and for any and all claims arising from content, which might be made against publisher, including claims or suits for libel, violation of right of privacy, plagiarism, and copyright or trademark infringement. The liability on the part of the publisher for any error or omission is not to exceed the cost of the advertisement. The publisher is not liable for any delays beyond the control of the publisher, including accidents or acts of God. In the event of a legal dispute, the prevailing party is entitled to recover attorney's fees and costs.

Acceptance of advertising does not in itself constitute recommendation or endorsement of advertiser's firm or product by the publisher. If legal action is necessary for collection or other causes, advertiser agrees to pay all attorney's fees and court costs. The words "Western Manufactured Housing Communities Association," the WMA logo, or initials "WMA" may not be used in any advertisements without prior permission.

# 2023 SPONSORSHIP LEVELS AND BENEFITS

WMA is offering Service & Industry members an opportunity to choose from different levels of sponsorship at the Expo. The following benefits come with each level.

## Platinum Sponsorship — \$6,000

- Published listing in Convention magazine and highlights issue of the *Reporter*, and on registration packet materials (prior to deadline).\*
- Signage at all Convention events (Expo cocktail receptions, the Welcome Reception/Expo opening, Expo breakfast, the Annual Meeting and Luncheon, and the President's Dinner Dance).\*
- Listing on registration bags. In addition, you may insert up to ONE item into these bags (pens, keychains or brochures that are single-page not any larger than 8.5" x 11" folded or flat and bulky items such as mugs are not acceptable). You must provide a volunteer to assist with inserts at 10:00 a.m. on Monday, October 23 at the Convention registration desk. Please do not send these items to WMA. Your volunteer must bring them to the registration desk. Plan to provide 600 items.\*
- Special announcement during President's Dinner Dance.\*
- Two standard booths in WMA's Expo for sponsor (cannot be shared with or given to another company). Premium space upgrades available at nominal fee.
- First priority booth selection.
- Two full Convention & Expo registrations.
- Return this page with pages three (3) and four (4). Also, return page five (5) AND booth contract if exhibiting.

## Gold Sponsorship — \$5,000

- Includes everything listed under the Platinum Sponsorship marked with an asterisk (\*), and the following:
- One standard booth in WMA's Expo for sponsor (cannot be shared with another company or given to another company). Premium space upgrades available at nominal fee.
- Second priority booth selection.
- One full Convention & Expo registration.
- Return this page with pages three (3) and four (4). Also, return page five (5) AND booth contract if exhibiting.

## Silver Sponsorship — \$4,000

- Includes everything listed under the Platinum Sponsorship marked with an asterisk (\*), and the following:
- Third priority booth selection.
- 4 tickets with reserved seating to the Annual Meeting and Luncheon.
- Return this page with pages three (3), five (5) AND booth contract if exhibiting.

## Bronze Sponsorship — \$3,000

- Includes everything listed under the Platinum Sponsorship marked with an asterisk (\*), and the following:
- Fourth priority booth selection.
- Return this page with pages three (3), five (5) AND booth contract if exhibiting.

## Special Sponsorships (name badges, pocket schedules, directional signage, wi-fi access, and drink tickets — \$1,000 to \$2,500+)

- Published listing in Convention magazine and highlights issue of the *Reporter*.
- Branding on items sponsored.

**Special Sponsorship — charging stations:** You will be allowed to place pens, note pads or brochures on tables. You will also be allowed to place a feather-flag style banner next to the charging station.

**Special Sponsorships — window wraps:** Contact Regina Sánchez at [regina@wma.org](mailto:regina@wma.org) or 916.448.7002, extension 4034, for customized pricing and locations.

## Partial Sponsorships — \$1,000 to \$2,500

- Published listing in Convention magazine and highlights issue of the *Reporter*.
- Signage at the sponsored food and beverage event.
- Special announcement during sponsored event.

## Major Sponsorship of Events

(See listing of benefits on the left side of this sheet.)

- Platinum Sponsor .....\$6,000
- Gold Sponsor .....\$5,000
- Silver Sponsor .....\$4,000
- Bronze Sponsor .....\$3,000

### Special

- Drink Tickets .....*Sold!* \$2,500
- Wi-fi Access .....*Sold!* \$2,000
- Pocket Schedules.....*Sold!* \$2,000
- Charging Station (each/two total) .....\$2,000
- Name Badge Holders .....*Sold!* at cost
- Seminar/Directional Signage .....\$1,500
- Mobile App .....*Sold!* \$1,500

### Partial Sponsorships

- Convention Market/Tote Bags .....\$2,500
- Monday Evening Networking Event .....*Sold!* \$2,500
- Tuesday Morning Coffee Service.....\$2,000

#### Four opportunities in each in the following categories:

- Kick Off Lunch.....*Three available!* \$1,000
- Expo Opening/Welcome Reception.....*Three available!* \$1,000
- Expo Breakfast .....\$1,000
- Pre-Lunch Cocktail Reception .....\$1,000
- Annual Meeting and Luncheon .....\$1,000
- Desserts in Expo .....\$1,000
- Pre-Dinner Cocktail Reception.....\$1,000
- President's Dinner Dance Wine .....\$1,000
- President's Dinner Dance Centerpieces .....\$1,000
- Final Breakfast.....\$1,000

### Sponsorship of an event does not automatically entitle a sponsor to complimentary attendance.

Full Convention registration packages, day passes and individual event tickets allow admission into WMA Convention & Expo events. This confirms our participation in the 2023 WMA Convention and Expo. As a participating sponsor, we hereby agree to assume financial responsibility as indicated for the above-mentioned item/event. It is further acknowledged that the person signing below is authorized to do so on behalf of the participating company.

Firm Name

Contact Name

Email

Telephone Number

Name on Credit Card

Credit Card Number

Expiration Date and Security Code

Billing Address

City, State & ZIP

Transfer these totals to page three (3) Total Sponsorships \$ \_\_\_\_\_

Check # \_\_\_\_\_ Amount \$ \_\_\_\_\_ (Enclosed)

Complete this form and return by US post or fax to Regina Sánchez at

Western Manufactured Housing Communities Association  
455 Capitol Mall, Suite 800 • Sacramento, CA 95814  
fax 916.448.7085 | [regina@wma.org](mailto:regina@wma.org)

Thank you for your sponsorship!