



Advertising policies and rates

The WPRA accepts advertising in the **WPRA News** magazine to defray publication expenses. This enables the association to maximize its ongoing community commitments and support.

The **WPRA News**, a quarterly full-color magazine, is printed and mailed to homes within the WPRA service area.

General advertising policies include:

- All ads must be approved prior to running by WPRA editors.
- WPRA editors reserve the right to refuse any ad for any reason.
- The WPRA must receive all payments in advance and for the entire run.
- Ads must be camera-ready form.
- Ads may not run on the front or back pages.
- Placement of ads within each edition is at the sole discretion of the WPRA editors.

WPRA News magazine				
Circulation: 6,000				
	Business card	1/4 page	1/2 page	Full page
Size (inches and picas)	3 ¾" X 2" 22.5p X 12p	3 ¾" X 4 ¾" 22.5p X 28.5p	7 ¼" X 4 ¾" 43.5p X 28.5p	9 ¾" X 7 ¼" 58.5p X 43.5p
One edition	\$130	\$250	\$475	\$902
Two editions	\$250	\$475	\$902	\$1,714
Three editions	\$360	\$688	\$1,308	\$2,486
Four editions	\$465	\$891	\$1,694	\$3,218

Advertising rates effective 1/1/2010