



2012 WUMFA Advertising Rates

WUMFA Newsletter the *Florists' Bulletin*

The Wisconsin and Upper Michigan Florists Association (WUMFA), an association of over 200 floral industry professionals, publishes the *Florists' Bulletin* four times a year. The primary recipients of the publication are the buyers and decision makers. The *Florists' Bulletin* serves as the primary communication to members, related businesses, friends and supporters of Wisconsin's floral industry professionals.

Full Page	7 x 9 inches
Half Page	7 x 4 inches
Quarter Page	3 x 4 inches
Eighth Page	3 x 2 inches

Newsletter:
Black & White Ads
Advertise in up to 4 Issues
4 Ad Sizes Available

WUMFA Membership Directory

Each member of the Wisconsin & Upper Michigan Florists Association receives an annual membership directory in summer. Advertise your company in this handy reference guide and get noticed! For newsletter advertisers, rates are the best and offered at the four issue rate. All other advertisers pay the single issue rate for the directory. Reserve your space now by indicating on the enclosed form that you wish to run your ad in the directory as well. *All ads are due on May 4th.*

Full page	4.5"wide x 7"tall
Half page	4.5"wide x 3.5"tall
Quarter page	4.5"wide x 2.5"tall

Membership Directory:
Black & White Ads
3 Ad Sizes Available
Reference Material
Ads will be viewed throughout the year!

If interested in advertising with WUMFA, please fill out the Advertising Rate form on the back of this sheet.

2012 WUMFA Advertising Rates

Please fill out the form below and return to the WUMFA office:: 6737 W. Washington St., Suite 1300 • Milwaukee, WI 53214
 Phone: 414-755-6290 • Fax: 414-276-7704 • E-mail: info@wumfa.org

Send invoice here # of tearsheets requested _____

Company name: _____

Contact person: _____

Address: _____

City/State/Zip: _____

Phone: _____

Fax: _____

E-mail: _____

Send invoice here # of tearsheets requested _____

Advertising Agency (if applicable): _____

Contact person: _____

Address: _____

City/State/Zip: _____

Phone: _____

Fax: _____

E-mail: _____

Quarterly Newsletter

What size ad will you be running:

- Full Page 7 x 9 inches
- Half Page 7 x 4 inches
- Quarter Page 3 x 4 inches
- Eighth Page 3 x 2 inches

In what issues will you be running your ad:

- #1-Jan/Feb/MarchAds due on Jan. 20, 2012
- #2-Apr May/JuneAds due on April 6, 2012
- #3-Jul/Aug/SeptAds due on July 27, 2012
- #4-Oct/Nov/DecAds due on Oct. 26, 2012

Will a new ad be submitted for each issue:

- Yes, a new ad will be submitted by each issue's due date.
- No, please use the same ad for all issues.

Please use the chart provided to find the ad rate per issue.

Ad Rate per issue _____ x # of issues _____ = \$ _____

WUMFA Newsletter Rates

	1x rate
Full Page	\$100.00
Half Page	\$60.00
Quarter Page	\$50.00
Eighth Page	\$40.00
	3x rate
Full Page	\$85.00
Half Page	\$50.00
Quarter Page	\$40.00
Eighth Page	\$30.00
	4x rate
Full Page	\$60.00
Half Page	\$40.00
Quarter Page	\$30.00
Eighth Page	\$20.00

Total amount due for newsletter advertising.

Membership Directory

What size ad will you be running:

- | | | |
|---|--|---|
| <input type="checkbox"/> Full page 4.5" wide x 7" tall | Advertiser <input type="checkbox"/> \$90 | Non-Advertiser <input type="checkbox"/> \$150 |
| <input type="checkbox"/> Half page 4.5" wide x 3.5" tall | <input type="checkbox"/> \$60 | <input type="checkbox"/> \$80 |
| <input type="checkbox"/> Quarter page 4.5" wide x 2.5" tall | <input type="checkbox"/> \$40 | <input type="checkbox"/> \$60 |

All ads are due May 4th. The directory is printed in black & white only.

Payment

- Check payable to WUMFA enclosed in the amount of \$ _____
- Bill my (circle one) MasterCard or Visa for the full amount of \$ _____
- Bill me as each issue is published

Card Number _____ Exp. Date _____

Cardholder Name _____ CVC Code _____

Cardholder Signature _____

Billing Address _____

Billing City/State/Zip _____

This form **must** be used in submitting advertising. Insertion Orders may be submitted **in addition to** this form. Advertising contracts should be emailed directly to info@wumfa.org, faxed to 414-276-7704 or mailed back to the office.

All ads are subject to approval by publisher. Rates are not commissionable.

Please submit all ads as high-resolution or print quality PDF files to Jess Delaney at jess@svinicki.com.

If you are unable to submit this format, please contact the office for alternate file format requirements.