



DISPLAY ADVERTISING HOW TO ADVERTISE

This handout is designed to make advertising in WPA Wings quick and simple. If you've never advertised in WPA Wings before, don't worry - we'll make it easy for you. Just follow the steps below.

1 CHOOSE AN AD SIZE.

We offer ads in a variety of standard sizes and flexible formats. See the **MECHANICAL SPECS** sheet for standard ad sizes/shapes and pricing. Of course, the standard sizes listed are optional – your ad can be any size you choose. If you prefer a custom size, ads are priced at a basic rate of \$12 per column-inch.

2 DECIDE HOW MANY ISSUES YOU WOULD LIKE YOUR AD TO RUN.

Your ad can run once, or as many times as you like. We offer discounts for multiple insertions - the more issues your ad runs, the greater the discount. See the **ADVERTISING RATES** sheet for more details.

3 FIGURE YOUR AD COST.

Your ad cost is based on your ad size, minus any discount for multiple insertions. Note that in order to qualify for multiple insertion discounts, all ads must be prepaid for the full duration of the ad run.

4 SUPPLY YOUR AD

We can accept your existing digital or camera-ready ad, For customer-supplied ads (or if you will be supplying your logo, photos, or other artwork), please refer to our **PRODUCTION GUIDELINES** to ensure the best results.

5 CONTACT WPA WINGS.

Contact WPA Wings to arrange for your ad. We'll be happy to work with you to ensure your ad is a success. We accept _____ checks for ad payment.

Example #1:

1/8 Page Ad, basic rate (per issue).....	\$60.00
Buy 2 insertions (total)	\$120.00
5% discount (for 2 issues)	-\$6.00
Total	\$112.00
Cost per issue.....	\$56.00

Example #2:

1/2 Page Ad, basic rate (per issue).....	\$200.00
Buy 6 insertions (total)	\$1200.00
20% discount (for 6 issues)	-\$240.00
Total	\$960.00
Cost per issue.....	\$160.00

HAVE QUESTIONS? NEED ASSISTANCE? PLEASE LET US KNOW HOW WE CAN HELP!

The Washington Pilots Association (WPA) has been working on behalf of general aviation pilots in the state of Washington since 1960. A non-profit, all-volunteer organization dedicated to preserving general aviation in Washington, we're fighting for pilots' rights to fly, representing general aviation interests in Olympia, and serving as an advocate for general aviation pilots, businesses and airports across the state. WPA has over 1000 current members and 15 local chapters across Washington.

Contact us: WINGS@WPAFLYS.ORG