

WISCONSIN

SAFETY VOICE

Official magazine of Wisconsin Manufacturers & Commerce

EDITORIAL DEADLINES

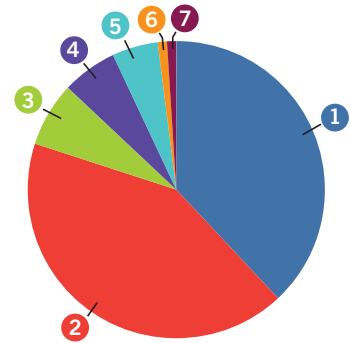
ISSUE	ADS DUE	ISSUE MAILES
First Quarter January 2019	December 1	Early January
Second Quarter April 2019	March 2	Early April
Third Quarter July 2019	June 1	Early July
Fourth Quarter October 2019	August 31	Early October

NOTE: Artwork submission deadlines are firm; no exceptions. Invoices are sent with a tear sheet after each issue is published. Billing is net 30 days.

ADVERTISE IN WISCONSIN'S ONLY STATEWIDE SAFETY-FOCUSED PUBLICATION

Wisconsin Safety Voice is a quarterly publication of the Wisconsin Safety Council. Safety Voice is targeted directly at safety, health and HR professionals and contains in-depth, up-to-date information about safety best practices and regulatory compliance.

- 1 Manufacturing/Ag/Mining
- 2 Service Companies-banks, law firms, insurance companies
- 3 Medical
- 4 Chambers/education/association
- 5 Wholesale/Retail
- 6 Elected & Appointed officials
- 7 Transportation/Utilities



TECHNICAL SPECIFICATIONS, RATES AND DEADLINES

RATES AND DIMENSIONS

	ONE TIME	TWO OR THREE TIMES (EACH) CONSECUTIVE PLACEMENT	FOUR TIMES (EACH) CONSECUTIVE PLACEMENT
Third-page	Regular Price: \$1,300 Member Price: \$900	\$1,200 \$800	\$1,000 \$600
Half-page	Regular Price: \$1,500 Member Price: \$1,100	\$1,400 \$1,000	\$1,200 \$800
Full-page	Regular Price: \$2,000 Member Price: \$1,600	\$1,900 \$1,500	\$1,700 \$1,300
Inside Front Cover	Regular Price: \$2,300 Member Price: \$1,900	\$2,200 \$1,800	\$2,100 \$1,700
Inside Back Cover	Regular Price: \$2,100 Member Price: \$1,700	\$2,000 \$1,600	\$1,800 \$1,400
Back Cover	Regular Price: \$2,300 Member Price: \$1,900	\$2,200 \$1,800	\$2,100 \$1,700
Advertorial	Regular Price: \$2,700 Member Price: \$2,300	—	—

<p>FULL-PAGE AD 8.375" w x 10.875" h – plus .125 bleed all sides</p>	<p>HALF-PAGE AD Horizontal 7.75 w x 5" h (no bleed)</p>
<p>THIRD-PAGE AD Horizontal 7.75" w x 3.25" h (no bleed)</p>	

PLEASE NOTE:

Measurements in inches. All pertinent text must be at least .25" from ad trim size. Include .125" bleed on each side for full-page ads.

Final Publication trimmed size: 8.375" x 10.875".

Advertorial Information: Wisconsin Business Voice will publish sponsored editorial columns in each issue. Purchasers will receive one page and column space for up to 500 words. Purchaser must provide a high-resolution photo to be included. Editor will determine page placement based on availability and reserves the right to refuse any content deemed inappropriate for the publication.

DIRECT ALL QUESTIONS REGARDING AD SPACE, CREATION OR SUBMISSION TO:

Nick Novak, Director of Communications & Marketing, nnovak@wmc.org, (608) 661-6916
 Wisconsin Manufacturers & Commerce
 501 E. Washington Avenue
 Madison, WI 53703
 (608) 258-3400

WISCONSIN SAFETY VOICE

ADVERTISING INSERTION ORDER

RETURN COMPLETED FORM TO:

WMC, Attn: Nick Novak
Director of Communications and Marketing
501 East Washington, Madison, WI 53703-2914
nnovak@wmc.org
(608) 661-6916

Company Name _____

Point of Contact _____

Title _____

Address _____

City _____ State _____ Zip _____

Phone _____ Email _____

ISSUE (CHECK ALL THAT APPLY)

FIRST QUARTER:
Artwork Due December 1

THIRD QUARTER:
Artwork Due June 1

SECOND QUARTER:
Artwork Due March 2

FOURTH QUARTER:
Artwork Due August 31

(Unless otherwise specified, all material becomes the property of WMC)

AD SIZE & RATES

FULL-PAGE

- 8.375" w x 10.875" h – plus .125 bleed all sides
 - \$1,800 m/\$2,200 nm (1x)
 - \$1,700 m/\$2,100 nm (2 or 3x/ea)
 - \$1,500 m/\$1,900 nm (4x/ea)

HALF-PAGE

- Horizontal 7.75" w x 5" h – no bleed
 - \$1,300 m/\$1,700 nm (1x)
 - \$1,200 m/\$1,600 nm (2 or 3x/ea)
 - \$1,000 m/\$1,400 nm (4x/ea)

THIRD-PAGE

- Horizontal 7.75" w x 3.25" h – no bleed
 - \$1,100 m/\$1,500 nm (1x)
 - \$1,000 m/\$1,400 nm (2 or 3x/ea)
 - \$800 m/\$1,200 nm (4x/ea)

ADVERTORIAL

- \$2,500 m/\$2,900 nm

INSIDE FRONT COVER

- 8.375" w x 10.875" h – plus .125 bleed all sides
 - \$2,100 m/\$2,500 nm (1x)
 - \$2,000 m/\$2,400 nm (2 or 3x/ea)
 - \$1,900 m/\$2,300 nm (4x ea)

INSIDE BACK COVER

- 8.375" w x 10.875" h – plus .125 bleed all sides
 - \$1,900 m/\$2,300 nm (1x)
 - \$1,800 m/\$2,200 nm (2 or 3x/ea)
 - \$1,600 m/\$2,000 nm (4x/ea)

BACK COVER

- 8.375" w x 10.875" h – plus .125 bleed all sides
 - \$2,100 m/\$2,500 nm (1x)
 - \$2,000 m/\$2,400 nm (2 or 3x/ea)
 - \$1,900 m/\$2,300 nm (4x ea)

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Electronic File Formats:

PDF file: Save as Press Ready and embed all fonts and images.
Layout file: InDesign CC (PC format)

CONDITIONS

The business or agency placing advertising covered by this order (hereinafter called "Advertiser") and the publisher accepting this order (hereinafter called WMC), hereby agree to be governed by the following conditions:

I. TERMS OF PAYMENT

Advertiser agrees to pay for all advertising published by WMC in accordance with the agreed upon rates as shown here.

Advertiser is solely liable for payment for advertising published in accordance with this insertion order.

If Advertiser defaults in the payment of bills or if, in the judgment of WMC, Advertiser's credit becomes impaired, WMC may require payment in advance.

II. ADVERTISING MATERIAL

The subject matter, form, size, wording, illustration, and typography of the advertising shall be subject to the approval of WMC, but unless otherwise authorized in advance, no change shall be made without the consent of Advertiser.

III. PROOF OF INSERTION

The magazine page(s) containing the advertising shall be supplied to Advertiser upon request.

IV. OMISSION OF ADVERTISING

Unintentional or inadvertent failure by WMC to publish the advertising covered by this order invalidates this order, but shall not constitute a breach of contract or affect any earned discounts.

Deletion by WMC after closing date of the advertising covered by this order is permitted with approval by the Advertiser.

Insertion order language taken in great part from documents provided by the American Association of Advertising Agencies, Inc. of which WMC is not a member.

PLEASE SIGN

Signature (required) _____

Date _____

Special Instructions

If sending native InDesign files you must supply all EPS & TIF files along with screen and printer fonts used in ads.