



The Propane Post is the official newsletter of The Pacific Propane Gas Association (PPGA). PPGA is a member-focused trade organization providing services that communicate, educate and promote the propane industry. Our mission is to provide a unified, proactive voice to influence legislative, regulatory and code issues, and to facilitate training, safety and marketing programs that positively impact the Pacific propane industry. PPGA is an affiliate of The National Propane Gas Association.

The Propane Post is a digital publication emailed quarterly to all independent marketer, multi-state marketer, associate, individual and honorary members of the association. The publication reaches the desks of over 150 propane professionals across the states of Alaska, Hawaii, Oregon, and Washington. The newsletter has a 37% open rate and a 38% click through rate, on average. All ads are hyperlinked to the advertiser's website. All editorial and advertising is subject to publisher approval and space availability. PPGA reserves the right to refuse any ad that they consider inappropriate and does not hold to the standards and principals of the Association.

**EDITORIAL SUBMISSIONS**

The Propane Post accepts unsolicited manuscripts but reserves the right to edit due to space limitations. Opinions expressed by guest writers do not necessarily reflect the views of PPGA. Editorial submissions must be typewritten and sent via email to [matt@kdafirm.com](mailto:matt@kdafirm.com).

**PAYMENT & DISCOUNTS**

Invoices are prepared following the publication of the newsletter. Payment is due within 30 days from the date of the invoice. To be eligible for the 4x (buy 3, get 1 free) rate, ads must be paid in advance for the year.

**2021 CLOSING DATES**

Deadline for artwork is the fifteenth of the month prior to email. The Propane Post is generally emailed the first week of the email month.

ISSUE	EMAIL MONTH	DEADLINE
Spring	March	February 15
Summer	June	May 15
Fall	September	August 15
Winter	December	November 15

**PRODUCTION SPECS**

The Propane Post is distributed quarterly via email. All ads should be submitted in CMYK process or grayscale. Page size is 8.5"x11". Bleeds may be included.

**ACCEPTED FILE FORMATS**

- PDF files with fonts embedded and raster images at 150 dpi or more
- Adobe PhotoShop TIFF, JPEG or GIF
- Rich media not accepted

**DIGITAL REQUIREMENTS**

We can accept files via WeTransfer, Dropbox or Email. All linked graphics and fonts must be collected for output and included with submission. Emailed files should be sent to [melissa@kdafirm.com](mailto:melissa@kdafirm.com).

**PPGA MEMBER AD RATES**

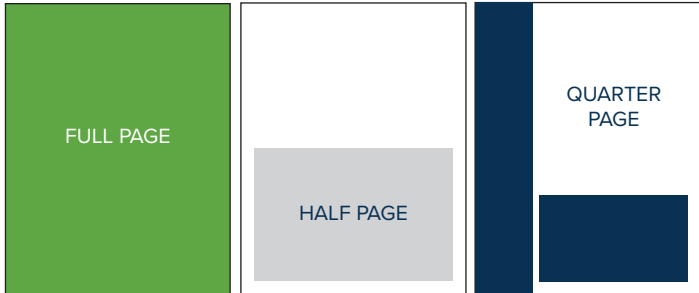
FULL COLOR	1X	4X (prepay only)
Full Page	\$400	\$1,200
1/2 Page	\$300	\$900
1/4 Page	\$200	\$600

**NON-MEMBER AD RATES**

FULL COLOR	1X	4X (prepay only)
Full Page	\$600	\$1,800
1/2 Page	\$500	\$1,500
1/4 Page	\$400	\$1,200

**AD DIMENSIONS**

	WIDTH	HEIGHT
Full Page	8.5"	11"
1/2 Page Horizontal	7.5"	5"
1/4 Page Horizontal	5.5625"	3.25"
1/4 Page Vertical	2.1875"	11"



## ADVERTISING CONTRACT 2021

### ISSUES

- Spring 2021
- Summer 2021
- Fall 2021
- Winter 2021

### PPGA MEMBER AD RATES

#### 1X

- Full Page.....\$400
- 1/2 Page Horizontal.....\$300
- 1/4 Page Horizontal.....\$200
- 1/4 Page Vertical.....\$200

#### 4X (prepay only)

- Full Page.....\$1,200
- 1/2 Page Horizontal.....\$900
- 1/4 Page Horizontal.....\$600
- 1/4 Page Vertical.....\$600

### NON-MEMBER AD RATES

#### 1X

- Full Page.....\$600
- 1/2 Page Horizontal.....\$500
- 1/4 Page Horizontal.....\$400
- 1/4 Page Vertical.....\$400

#### 4X (prepay only)

- Full Page.....\$1,800
- 1/2 Page Horizontal.....\$1,500
- 1/4 Page Horizontal.....\$1,200
- 1/4 Page Vertical.....\$1,200

**TOTAL \$**

Date

Contact Name

Company Name

Website

Address

City

State

Zip

Phone

Email

Authorized Signature

### ARTWORK

- Materials Enclosed
- Materials to Come
- Pick-Up Most Recent

### PAYMENT METHOD

- Check Payable to PPGA
- VISA
- MasterCard
- AMEX
- Invoice

Card #

Exp Date

CVV

Cardholder Name

Billing Address

City

State

Zip

Signature