

WISCONSIN AUTOMOTIVE NEWS

The official publication of the Wisconsin Auto Collision Technicians Association Ltd. (WACTAL)

EDITORIAL MISSION

Wisconsin Automotive News is the official publication of the Wisconsin Auto Collision Technicians Association. For over 40 years, WACTAL's goal has been to help provide a future for the collision repair industry. WACTAL represents more than 1,000 collision repairers and more than 200 collision repair facilities in Wisconsin. WACTAL members are noted for professional, high-quality collision repairs and are leading the Wisconsin collision repair industry to higher levels of quality service and customer satisfaction. WACTAL has implemented *Wisconsin Automotive News* to reach automotive repair professionals across the state of Wisconsin, informing them of the important issues that affect their industry. Topics including legislative activity on both a local and national front, insurer relations, educational opportunities, consumer advocacy, federal and state regulatory updates, product and equipment news and profiles on repairers throughout the industry are delivered to readers quarterly in the pages of *Wisconsin Automotive News*.

Wisconsin Automotive News welcomes the ongoing fostering of open communication throughout the collision repair industry on local and national fronts, and invites the input or feedback of any WACTAL member, individual, company or organization. Contributions can be emailed to jacquelyn@grecopublishing.com. Please put "Wisconsin Automotive News" in the subject line.

CIRCULATION

Wisconsin Automotive News is distributed quarterly to over 1,500 automotive repair shops and related businesses throughout Wisconsin and the Midwest. Our magazine offers your company an ideal way to directly reach these businesses with a message about your product or service.

An **additional value** to advertising in a TGP publication grants your company an online, interactive presence, at no additional cost. TGP's digital issues are posted on the company's official website, www.grecopublishing.com, on the first of every month. Your ad will come alive with clickable web and email links in a digital format that viewers can access for free.

AD RATES

	1X	2X	4X
FULL PAGE	\$1,000	\$750	\$500
1/2 PAGE	\$750	\$500	\$300
1/4 PAGE	\$600	\$350	\$200

* **GROUP ADS: \$100 PER LISTING**

* **COVERS & CENTER SPREADS:** Ad premium of 50% on all covers and center spreads.

SPECIFICATIONS

DIMENSIONS

FULL PAGE (non-bleed)

W" x D"

7.5 x 10

FULL PAGE (bleed)

8.75 x 11.25

*Live area is 7.5" x 10"

1/2 PAGE (horizontal)

7.5 x 5

1/2 PAGE (vertical)

5 x 7.5

1/4 PAGE

5 x 3.75

CLOSING DATES

SPACE: First day of the month prior

MATERIALS: First day of the month prior

MECHANICAL REQUIREMENTS

Bleed size: 8.75" x 11.25"; Trim page: 8.5" x 11"; Live area: 7.5" x 10".

Printed by offset on 70# glossy text stock. Line Screen: 175.

Saddle-stitch binding is used.

Material specifications: Supply materials via email to

lea@grecopublishing.com. Press-optimized PDF or Adobe Photoshop

tiff @ 300dpi preferred.

COMMISSIONS, DISCOUNTS AND TERMS

All ad rates are net. Payment is due on billing invoice date. All group ads run month-to-month and are renewed automatically every year. Ad positions cannot be guaranteed. No cancellations accepted after the insertion order date (first of the month prior). Please make all checks payable to Thomas Greco Publishing, 244 Chestnut St., Suite 202, Nutley, NJ 07110.

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