

Washington Newspaper Publishers Association presents its annual meeting of publishers, editors, reporters, and sales staffs

Yakima , Washington September 27-29, 2012



Exhibitor ALERT

Meet and mingle with the most influential media group in Washington state! At our historic 125th annual meeting, Washington Newspaper Publishers Association will connect you with publishers, marketing experts, print and online journalists, and other staff from community newspapers across Washington state. Plan to attend as a sponsor Sept. 27-29, 2012, in Yakima, Washington. Benefit from direct communication with many of our more than 115 member newspapers.

Your OPPORTUNITY

The WNPA convention offers face time with influential publishers. Demonstrate your products, services, or even your organization's scientific, political, or social interests from your exhibitor table, which will be located at the heart of convention activities. This is your opportunity to access media publishers in Washington state at one time. Don't let this valuable opportunity slip away. Reserve space today.

About WNPA

Washington Newspaper Publishers Association is dedicated to helping member newspapers advance editorial excellence, financial viability, professional development, and a high standard of publication quality and community leadership. WNPA represents more than 115 community newspapers.

Sponsors are announced in weekly and monthly member publications and in all convention marketing materials. Deadline for inclusion in primary marketing materials is June 22, 2012; final deadline is Sept.6. To reserve your sponsorship opportunity, email Mae Waldron at mwaldron@wnpa.com or call her at (206) 634-3838 ext. 2.

**125th
Special
\$1250**

Space is limited, so

**Call
WNPA
today!**

Reserve space now.
206.634.3838 ext. 2
Sponsorship Opportunities
are outlined on page 2



Washington Newspaper Publishers Association

SPONSORSHIP OPPORTUNITIES

125th Annual Convention • Sept. 27-29, 2012 • Red Lion Yakima Center

Presenting Convention Sponsor • \$2,500

- Corporate banner displayed during the entire convention and recognition from the podium at major convention events
- Company logo on all convention marketing materials
- Company name listed on weekly eBulletin distributed to all member publishers
- Link to your website from wnpa.com for 12 months, plus social media promotions
- 3 half-page ads in The Washington Newspaper* in the months of your choice—value \$1,500
- Draped table in sponsor area for your company display (includes Internet access and electricity)

Platinum Sponsor • \$1,500

Luncheon Sponsor

- Corporate banner displayed and recognition from the podium at sponsored event
- Company logo on all convention marketing materials
- Company name listed on weekly eBulletin distributed to all member publishers
- Link to your website from wnpa.com for 12 months, plus social media promotions
- 2 half-page ads in The Washington Newspaper* in the months of your choice—value \$1,000
- Draped table in sponsor area for your company display (includes Internet access and electricity)

125th Anniversary Sponsorship • \$1,250

- Corporate banner displayed and recognition from the podium as a 125th Anniversary Sponsor
- Company logo on all convention marketing materials
- Company name listed on weekly eBulletin distributed to all member publishers
- Link to your website from wnpa.com for 12 months, plus social media promotions
- 3 quarter-page ads in The Washington Newspaper* in the months of your choice—value \$900
- Draped table in sponsor area for your company display (includes Internet access and electricity)

Gold Sponsor • \$1,000

BNC Dinner Sponsor

Better Newspaper Contest Awards Sponsor

- Corporate banner displayed and recognition from the podium at sponsored event
- Company logo on all convention marketing materials

- Company name listed on weekly eBulletin distributed to all member publishers
- Link to your Web site from the WNPA site for 12 months
- 1 half-page ad in The Washington Newspaper* in the month of your choice—value \$500
- Opportunity during dinner to present grand prize to drawing winner
- Draped table in sponsor area for your company display (includes Internet access and electricity)

Silver Sponsor • \$750

Thursday Reception Sponsor

Evening Hospitality Sponsor

Breakfast Sponsor (2)

- WNPA-provided signage acknowledging sponsorship of event
- Company logo on all convention marketing materials
- Company name listed on weekly eBulletin distributed to all member publishers
- Link to your Web site from the WNPA site for 12 months
- 1 quarter-page ad in The Washington Newspaper* in the month of your choice—value \$300
- Draped table in sponsor area for your company display (includes Internet access and electricity)

Bronze Sponsor • \$500

Break Sponsor (3)

- WNPA-provided signage acknowledging sponsorship of event
- Company logo on convention marketing materials sent to all member community newspapers
- Company logo on all convention marketing materials
- Link to your Web site from the WNPA site for 12 months
- 1 quarter-page ad in The Washington Newspaper* in the month of your choice—value \$300
- Draped table in sponsor area for your company display (includes Internet access and electricity)

* The Washington Newspaper (TWN) is the monthly trade journal published by WNPA and Allied Daily Newspapers of Washington for the benefit of the associations' member newspapers. The publication is packed with timely articles useful to all newspaper trades, and reports on the state of the industry in Washington state. TWN is delivered to decision makers at more than 140 newspapers including publishers and journalists as well as allied media and state political leaders.

Space is limited, so call WNPA today to reserve yours! 206.634.3838 ext. 2



Space is Limited. Reserve Today!



Red Lion Yakima Center

607 E. Yakima Ave. Yakima WA 98901

(509) 248-5900 or (800) 733-5466

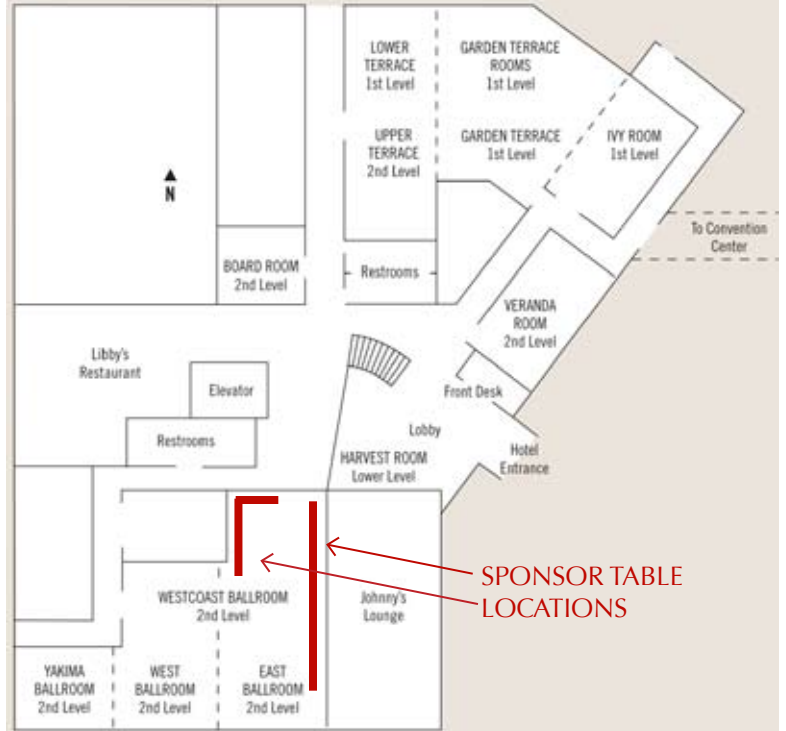
WNPA Rate: \$104.95 single, \$114.95 double

Room Reservation Deadline: Sept. 13, 2012

Online registration available in summer 2012

Yes, I would like to sponsor
at the following level:

- Presenting Sponsor • \$2,500
- Platinum Sponsor • \$1,500
- 125th Anniv. Sponsor • \$1,250
- Gold Sponsor • \$1,000
- Silver Sponsor • \$750
- Bronze Sponsor • \$500



	Reception (\$30)	Luncheon (\$35)	Dinner (\$60)	Total Per Person
Attendee _____	<i>Fees waived for Presenting and Platinum Sponsors</i>			
Title _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
Attendee _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
Title _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
Total (Sponsorship plus additional activities) \$ _____				

Organization _____ Please invoice me Please charge my Visa or MC.

Contact _____ Name on Card _____

Billing Address _____ Card Number _____

Phone _____ Exp. Date _____

Email _____ Cardholder Signature _____

Sponsorship Deadlines

To be included in the convention brochure, please confirm sponsorship by June 22. Sept. 6 is the final deadline to register as a sponsor. For details email Mae Waldron, mwaldron@wnpa.com or call her at (206) 634-3838 ext 2.

Fax this completed form to WNPA at (206) 634-3842, email to mwaldron@wnpa.com, or mail with check to WNPA.
12354 30th Ave. NE, Seattle, WA 98125 Tel: 206.634.3838 www.wnpa.com