



Wisconsin Towing Association  
P.O. BOX 44849  
MADISON, WI 53744-4849  
PHONE: (608) 833-8200 \* FAX: (608) 833-2875

**To: Potential Advertisers**

**Re: Advertising in “The Hook-Up”**

Thank you for your interest in advertising in “The Hook Up” newsletter, the official newsletter of the Wisconsin Towing Association. The newsletter is tracked by Google Analytics, so if you would like to know how it performed, we can provide you with specific details. Please see the ad rates below for specific pricing.

There are two options to advertise:

**1. 5 x 7 Inch Ad \$100/issue:**

- Ads may be sent as a PDF or JPG file.
- File size limit is 3MB
- Ad will be placed at the end of the newsletter
- Only one ad is allowed per issue.

**2. Publication sponsor banner Ad \$50/issue:**

- 2 x 2 inch Graphic Icon or Logo with a link to your website and 2 lines of text, if requested.
- Please send a JPG file of your most current logo along with the corresponding link to your Web site.
- The icon or logo will be placed at the beginning of the newsletter in the top, right hand corner, with the notation: “This Edition Sponsored By”

Both ads will be clickable to your Web site, if you have one. If you are interested in advertising please fill out the enclosed form and send with payment to:

Wisconsin Towing Association  
P.O. Box 44849  
Madison, WI 53744-4849  
Phone: (608) 833-8200 / Fax: (608) 833-2875

**Email all ads and any questions to:** Dan Johnson ([djohnson@witruck.org](mailto:djohnson@witruck.org)) Phone ext. 17

If you wish your ad to be in a specific issue during a time of year, please indicate on the form.

Thanks for your continued support and please call or email Dan if you have questions or comments.

**ADVERTISING IN WTA “The Hook Up”**  
(effective 6/1/2016)

\_\_\_ I would like to place a 5 x 7 inch ad in the WTA e-publication for \$100.

\_\_\_ I would like to have a banner ad on the top page of the newsletter for \$50.

\_\_\_ Please run my ad in a specific edition or date of the newsletter \_\_\_\_\_

*(indicate edition or date)*

**Payment options:**

\_\_\_ Check Enclosed    \_\_\_ Credit Card (Visa or MC accepted)

Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_

Contact Name: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ / \_\_\_\_\_ Email: \_\_\_\_\_

**Wisconsin Towing Association reserves the right to withhold from the publication any ad it feels is inappropriate. If you have any questions, please contact Dan Johnson (608) 833-8200 x17. Email: [djohnson@witruck.org](mailto:djohnson@witruck.org)**

**If enclosing check please send to:**

**Wisconsin Towing Association  
P.O. Box 44849  
Madison, WI 53744-4849**