



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 intrastate and multi-state marketers across the states of Alaska, Hawaii, Oregon and Washington. It is also sent to associate, individual and honorary members of the association as well as other industry professionals. The publication reaches the desks of nearly 300 propane professionals. 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.

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.

2022 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.

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"

