Media Kit
Promoting You With Creativity & Professionalism

Delivery Map & Details • Deadline & Print Schedule • Ad Rates & Sizes
Insertions, Printing & Design Services • Sponsored Articles
Sponsorship Opportunities • Website Advertising Options
Classified Advertising • Community Calendar Events
Fort Wayne 100% Delivery Map

We currently serve over 35,000 readers with the printed version of *The Waynedale News*. All newspapers are hand-delivered to the Greater Waynedale Community, to all homes and businesses by our newspaper carriers. Our distribution doesn’t stop at the Waynedale boundaries, *The Waynedale Newspaper* is also delivered to South & Southwest Fort Wayne, Ossian, Bluffton, Zanesville, & Markle in Indiana.
Publication Dates & Deadlines 2017

The 2017 Waynedale News (print) publication dates occur on Friday every two weeks starting on the 20th of January through the 22nd of December. Each deadline occurs 7 days before the newsprint publication date (on Fridays by 5pm).

JANUARY 20
Deadline: January 13

FEBRUARY 3 - VALENTINE’S DAY-14TH
Deadline: January 27

FEBRUARY 17 - PRESIDENT’S DAY-20TH
Deadline: February 10

MARCH 3
Deadline: February 24

MARCH 17 - SAINT PATRICK’S DAY-17TH
Deadline: March 10

MARCH 31 - APRIL FOOL’S DAY-APRIL 1ST
Deadline: March 24

APRIL 14 - EASTER SUNDAY-16TH
Deadline: April 7

APRIL 28 - CINCO DE MAYO-MAY 5TH
Deadline: April 21

MAY 12 - MOTHER’S DAY-14TH
Deadline: May 5

MAY 26 - MEMORIAL DAY-29TH
Deadline: May 19

JUNE 9 - FATHER’S DAY-18TH
Deadline: June 2

JUNE 23 - INDEPENDENCE DAY-JULY 4TH
Deadline: June 16

JULY 7
Deadline: June 30

JULY 21
Deadline: July 14

AUGUST 4
Deadline: July 28

AUGUST 18
Deadline: August 11

SEPTEMBER 1 - LABOR DAY-4TH
Deadline: August 25

SEPTEMBER 15 - FIRST DAY OF FALL-22ND
Deadline: September 8

SEPTEMBER 29 - COLUMBUS DAY-OCT 9TH
Deadline: September 22

OCTOBER 13
Deadline: October 6

OCTOBER 27 - HALLOWEEN-31ST/ ELECTION-NOV. 7TH
Deadline: October 20

NOVEMBER 10 - VETERAN’S DAY-11TH/ THANKSGIVING-23RD
Deadline: November 3

NOVEMBER 24 - BLACK FRI.-24TH/ SMALL BIZ. SAT.-26TH
Deadline: November 17

DECEMBER 8
Deadline: December 1

DECEMBER 22 - CHRISTMAS-25TH/ NEW YEAR’S EVE-31ST
Deadline: December 15

NEED HELP SCHEDULING?
We are glad to help you schedule your ad, article or event announcement. Please contact our office with any questions and we will be sure to simplify the process.

The Waynedale News.com
2505 Lower Huntington Road • Fort Wayne, IN 46809
News Dept. (260) 747-4535 • News@WaynedaleNews.com
Display Advertisement Rates 2017

EXAMPLE DISPLAY AD SIZE & PRICE

<table>
<thead>
<tr>
<th>Ad Sizes</th>
<th>Dimensions</th>
<th>Black &amp; White</th>
<th>1-Color</th>
<th>Full Color</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business Card</td>
<td>2 col. (3.426&quot;) x 2 in.</td>
<td>$58.00</td>
<td>$74.00</td>
<td>$90.00</td>
</tr>
<tr>
<td>1/16 Page</td>
<td>3 col. (5.194&quot;) x 2.62 in.</td>
<td>$113.97</td>
<td>$145.41</td>
<td>$176.85</td>
</tr>
<tr>
<td>Postcard</td>
<td>3 col. (5.194&quot;) x 4 in.</td>
<td>$147.00</td>
<td>$195.00</td>
<td>$243.00</td>
</tr>
<tr>
<td>1/8 Page</td>
<td>3 col. (5.194&quot;) x 5.25 in.</td>
<td>$192.94</td>
<td>$255.94</td>
<td>$318.94</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>3 col. (5.194&quot;) x 10.5 in.</td>
<td>$330.75</td>
<td>$456.75</td>
<td>$582.75</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>6 col. (10.50&quot;) x 10.5 in.</td>
<td>$598.50</td>
<td>$850.50</td>
<td>$1102.50</td>
</tr>
<tr>
<td>Full Page</td>
<td>6 col. (10.50&quot;) x 21.5 in.</td>
<td>$1128.75</td>
<td>$1644.75</td>
<td>$2160.75</td>
</tr>
</tbody>
</table>

Visit sales.thewaynedalenews.com for our simple Advertising Rates Calculator!

BLACK & WHITE AD PRICING

<table>
<thead>
<tr>
<th>Column Inches</th>
<th>Column Inch Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-10</td>
<td>$14.50</td>
</tr>
<tr>
<td>11-25</td>
<td>$12.25</td>
</tr>
<tr>
<td>26-50</td>
<td>$10.50</td>
</tr>
<tr>
<td>51-100</td>
<td>$ 9.50</td>
</tr>
<tr>
<td>101-130</td>
<td>$ 8.75</td>
</tr>
</tbody>
</table>

DESIGN SPECIFICATIONS

E-mailed material must be in a PDF or JPEG file. We can also accept scannable copies and dropped off digital files. Please reference a copy of Example Display Ad Sizes for column sizes in inches.

ADD COLOR

1-Color and Full Color ads are placed on our feature pages, which are our highest traffic pages of the newspaper. Our Full Color ads utilize a range of color to print even a full color photo in your ad. Full Color pricing: add $8 per column inch to the black and white rate. With our 1-Color ads, you choose a single color in addition to black to be used in your ad. 1-Color pricing: add $4 per column inch to the black and white rate.

AD DEADLINE

All ad graphics and information must be submitted 7 days prior to the publication date. Please reference a copy of Publication Dates & Deadlines or contact a sales representative for more details.

COMPARE BY SIZE

Our publication is a full Broadsheet (10.5” x 21.5”) which is much larger than other newspapers in the area. Our large format means less pages, so your ad will be more visible. Also, for example, our 1/8th page is going to be much larger than an 1/8th page in other publications, giving you more space and exposure for a similar cost!

WHAT’S THE BEST OPTION FOR YOU?

Our staff has years of experience helping clients just like you get the most exposure possible from their display advertising. Please contact a sales representative with any questions you may have, as we are happy to provide the quick and simple answer you are looking for.
Example Display Ad Sizes

**Business Card**
3.426 x 2 inches

**1/16th Page**
5.194 x 2.62 inches

**1/8th Page**
5.194 x 5.25 inches

**Postcard**
5.194 x 4 inches

**Full Page**
10.5 x 21.5 inches

**1/4th Page**
5.194 x 10.5 inches

**1/2 Page**
10.5 x 10.5 inches

**COLUMN SIZE (IN INCHES)**

Use the column sizes below for designing ads that don’t fit the example sizes. Ads can be any height (up to 21.5”) but their width must be one of the following:

- 1 Column - 1.657”
- 2 Columns - 3.426”
- 3 Columns - 5.194”
- 4 Columns - 6.963”
- 5 Columns - 8.731”
- 6 Columns - 10.50”

**DISPLAY ADVERTISEMENTS**

Example display ad sizes are available and have been prepared based on best price scenarios, but we can adapt any ad size to our column layout. All in-house ad design is free and we can also incorporate pre-existing ads from other publications. *These ad sizes are in proportion but are scaled down (not actual size).*
Insertions, Printing & Design 2017

FLYER, MAGAZINE & TABLOID INSERTIONS

We place your pre-printed flyer into the interior fold of The Waynedale Newspaper for 4 cents per newspaper at a minimum of 12,500 newspapers. Rates differ for lower quantities of inserted flyers. The flyer to be inserted must be larger than 4”x6” and smaller than 11”x11”. If the flyer is larger than our maximum size, please have your printer fold it into an acceptable size. We also accept pre-printed magazines and tabloids to be inserted into the newspaper, but rates differ based on a provided sample.

We have the ability to print high photographic quality, 4-Color, double-sided, 8.5 x 11” (letter size), semi-gloss flyers for you for 4.5 cents per flyer if inserted in the newspaper. If the flyer graphics are not provided, we can design the flyer for you for an additional 15% graphics fee of the printing cost.

Example Pricing
4.5 cents each (insert printing) + 4.0 cents each (newspaper insertion) = 8.5 cents each (total cost)

Example Client Supplied Inserts
4.0 cents each (newspaper insertion) x 12,500 (newspapers) = $500 (total cost)

HIGH QUALITY PRINTING

Through our established connections with local printers, we have the ability to print just about any color promotional paper product for you or your business at substantially lower prices. Our printing services start at a minimum of 5,000 pieces for most printed products. We can provide a quote on any submitted digital artwork and physical samples.

We can print:
- Magazines, Digests & Tabloids
- Flyers & Inserts
- Postcards & Mailers
- Brochures & Menus
- Business Cards & Letterhead
- And Much More!

DESIGNING YOUR PROMOTIONS

Our in-house designer can work with you to create a promotional piece that is designed to your liking and needs. With our years of experience in professional design and working with customers like you, we can design any digital or printed promotion you may be looking for.

NEED A QUOTE?

Please contact a sales representative with any questions or print needs and we will be sure to give you an accurate quote.
Sponsored Articles & Public Relations

FREE SPONSORED ARTICLE WHEN YOU SPEND $500

To enhance your advertising and exposure to our readers we will guarantee space in the newspaper for a 400 word (or less) article sponsored and written by you, and edited by us, when you place $500 of display advertising within a maximum of a 2 month (4 issue) time span. As a free newspaper we depend on advertising to continue printing the newspaper our readers enjoy and look forward to. We consider this opportunity to be mutually beneficial.

Don’t worry if you’re not a professional writer, because we are, and we will make sure your article reads well before it goes to print. The only requirement is that the article must be submitted by the intended issue’s deadline in a word document. Photos should be submitted in a digital format, but are at the editor’s discretion whether the photo prints with the article.

Alternatively, if you are solely looking for an article that is not combined with display advertising, we accept any article length under 1,000 words with or without photos. The price is based on the space usage according to our standard display advertising rates. When you provide a sample of the article and photo sizes, we will provide a quote of the final price.

SUBMITTED ARTICLES, PRESS RELEASES, & PHOTOS

The Waynedale News is always looking for story ideas, articles, press releases, photos or any other news from the South/Southwest Fort Wayne (Waynedale) area. Although we are not able to guarantee space outside of a sponsored article, feel free to send us your press releases, announcements and photos for consideration in upcoming editions.

We prefer submissions to be completed on our website thewaynedalenews.com or emailed to news@waynedalenews.com, with the article in a word document (.doc or .docx) and photo(s) in a high resolution digital format.

ASK OUR PUBLIC RELATIONS EXPERTS

Our staff has years of experience in public relations and are here to help. Please contact our sales department with any questions you may have, as we are happy to provide you the quick and simple answer you are looking for.

The WAYNEDALE NEWS
2505 LOWER HUNTINGTON ROAD • FORT WAYNE, IN 46809
AD DEPT. (260) 755-2568 • SALES@WAYNEDALENEWS.COM
Waynedale Sponsorships 2017
Your payment for these options goes towards community enhancing projects and initiatives!

$15 BRANDER!* 
Designed to help keep your business visible longer. One of the most important features of this ad, is that it is designed to be printed in every issue for an entire year, helping your customers remember and find you when they need you. In addition, placing an ad shows your support for the Waynedale Community!

2” wide x 1” tall

$15 per issue (12 month contract)
$18 per issue (6 month contract)

PAGE & SECTION SPONSORS!* 
This is the premium way to show your support for the community. Our page sponsorships promote your business or brand as the premier sponsor of the page. The sponsorship includes a 10.5”x1.5” banner at the bottom of the page of your choice, as well as your transparent logo that spans the width of the top of that page, behind the text. Page sponsorships are limited to one per page and first come, first reserved. Page sponsorships can be purchased in bulk to cover an entire section. Please call for section pricing.

10.5” wide x 1.5” tall & Full Logo Background

$100 per issue (12 month contract)
$135 per issue (6 month contract)

CONTACT US TO HELP WAYNEDALE
Want to know more about how we help Waynedale with sponsorships? Please contact a sales representative or our publisher’s office and we will be happy to answer your questions and share with you how you can help too.

The WAYNEDALE NEWS.COM
2505 LOWER HUNTINGTON ROAD • FORT WAYNE, IN 46809
AD DEPT. (260) 755-2568 • SALES@WAYNEDALENEWS.COM
Web Advertisement Rates 2017

Our web advertising is displayed on our news websites with over 20,000 pages of brand new articles and archives of past stories. Our websites include www.thewaynedalenews.com, www.fort-wayne-news.com, as well as www.waynedale.com. We continue to add to the features and pages on a weekly basis, improving usability, speed and content. The websites receive 250,000 monthly views and growing every month! The average visitor lives in Fort Wayne or the surrounding area, browses the website for 16 minutes and reads 7 pages. Many visitors enjoy free access to all of the websites in addition to the printed copy of The Waynedale Newspaper.

BANNER ADVERTISEMENTS

A Banner is an advertisement located on the news webpage. Banners feature your business and allow a visitor to click on the ad that links to your website or webpage. All Banners are cycled together, so your Banner advertisement will show, on average, at least once for every 4 pages visited. Banner advertisements must be designed to:

400 x 200 pixels (can be animated if file size is under 50kb)

$150 per month (no contract)
$125 per month (3 month contract)
$75 per month (12 month contract)

WEBSITE WRAP ADVERTISEMENTS

Website Wrap advertisements are constantly displayed across the screen, spanning on top and both sides of the website. Website Wrap advertisements are cycled with other advertisements on the home page and featured news section. Your ad will become the sole background of the webpage in your desired section(s). Website Wrap advertisements must be designed to:

1750 x 750 pixels (with 1200 x 750 pixel center void)

Each Section of www.thewaynedalenews.com
$400 per month (no contract)
$300 per month (3 month contract)
$200 per month (12 month contract)

MEDIA E-MAIL SEND

We’ll send an email on your behalf to all of the area media. Our media list is a collection of 500+ e-mail addresses in the local media (radio, community calendars, newspapers and local television news) within a 40-mile radius of Fort Wayne. The email can contain a press release, announcement or any other information that you want to provide to the local media to promote your business or event. The e-mails are formatted to look like they are sent from your e-mail address, so when the recipient of the e-mail responds, the response goes directly to you, so you can follow up with them directly.

$50 per media list sent (no contract)
$30 per media list sent (contract of 6 times in one year)

The WAYNEDALE NEWS.COM

2505 LOWER HUNTINGTON ROAD • FORT WAYNE, IN 46809
AD DEPT. (260) 755-2568 • SALES@WAYNEDALENEWS.COM
Classified Advertisement Form 2017

Classifieds are $20 (25 words or less); 50 cents per word after the flat rate of $20. Please fill out a Classifieds Form for submission in the next issue. All classifieds must be paid in full before they are printed in any issue. Please have exact cash payment or a check payable to The Waynedale News. Tip: pay in advance so you don’t miss an issue.

YOUR INFORMATION (DOES NOT PRINT)
Name_______________________________________________________________
Phone Number_______________________________________________________
E-Mail Address_______________________________________________________
Mailing Address__________________________________________________________________________________________
City___________________________________ State ________ Zip_____________

FILL IN YOUR CLASSIFIED BELOW
Underline the title of your listing. Be sure to include your telephone number (1 word) or address in the ad!

1 ____________  2 ____________  3 ____________  4 ____________  5 ____________

6 ____________  7 ____________  8 ____________  9 ____________ 10 ____________

11 ____________ 12 ____________ 13 ____________ 14 ____________ 15 ____________

16 ____________ 17 ____________ 18 ____________ 19 ____________ 20 ____________

21 ____________ 22 ____________ 23 ____________ 24 ____________ 25 ____________

26 ____________ 27 ____________ 28 ____________ 29 ____________ 30 ____________

Additional Notes (Does Not Print)
________________________________________________________________________

Word Count______________ Schedule______________
Amount Paid______________ Ck.#__________ Cash _____

Submit / Change Your Classified Online!
thewaynedalenews.com
Community Calendar Form 2017

The Community Calendar is a free announcement service for non-profit, non-religious organizations’ events. Although this is a free service provided by The Waynedale News, please consider a $10 to $15 contribution per issue to keep this service and your local paper available. Note: The Waynedale News receives an abundance of events each issue. Those organizations who have donated and/or those events which have a focus on Waynedale are given highest priority. We evaluate all submissions in a timely manner.

YOUR INFORMATION (DOES NOT PRINT)

Organization_________________________________________________________
Name_______________________________________________________________
Phone Number_______________________________________________________
E-Mail Address_______________________________________________________
Mailing Address______________________________________________________
City___________________________________ State ________ Zip_____________

EVENT DETAILS

Please fill in all applicable fields and attach any promotional materials about the event to this form.

Title______________________________________________________________________________________________
When______________________________________________________________________________________________
Organization_______________________________________________________________________________________
Where____________________________________________________________________________________________
Add’l Details______________________________________________________________________________________
__________________________________________________________________________________________________
__________________________________________________________________________________________________
Why______________________________________________________________________________________________
Cost______________________________________________________________________________________________
Contact___________________________________________________________________________________________

The Waynedale News is always looking for Waynedale story ideas, articles, press releases, photos or any other news from the area. The Waynedale News is a free resource for others in the community who depend on the local news. Please remember we accept advertising, subscriptions, and donations to keep the paper running and available. Feel free to submit news to news@waynedalenews.com for potential use in the next issue.

WDN Office Use Only

Amount Paid___________ Schedule___________
Ck.#___________Cash _____
Positive, Family-Friendly News

Written by community members, our 35,000+ readers enjoy positive and family-friendly outlook on the latest news, entertainment stories and happenings in the area. Our newspaper is small enough to read in one sitting, yet large enough to have something for everyone. Our content is truly a unique experience and has been for the past 85 years!

Direct-to-Doorstep Delivery

Like direct mail, but better! Each issue, every home and business in our delivery area receives our hand-delivered publication. But unlike direct mail, since your advertisement is wrapped with our news articles, it goes into the hands of the reader, instead of in the trash can like direct mail advertisements.

High Readership, Low Waste

Our publication’s popularity and innovative distribution strategy guarantees all advertisements will be seen in more than 99% of the printed copies. Other free newspapers mislead advertisers by claiming to print thousands more copies than are actually read, which leads to a large amount of wasted newspapers and disappointed clients. We have a dedicated distribution staff that micromanages our delivery, so almost no newspaper goes unread. This commitment is to our advertisers and to the environment.