

Display Advertisement Rates 2022

EXAMPLE DISPLAY AD SIZE & PRICE

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

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

BLACK & WHITE AD PRICING

| Column Inches..... | Column Inch Rate |
|--------------------|------------------|
| 1-10 | \$14.50 |
| 11-25 | \$12.25 |
| 26-50 | \$10.50 |
| 51-100 | \$ 9.50 |
| 101-130 | \$ 8.75 |

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!

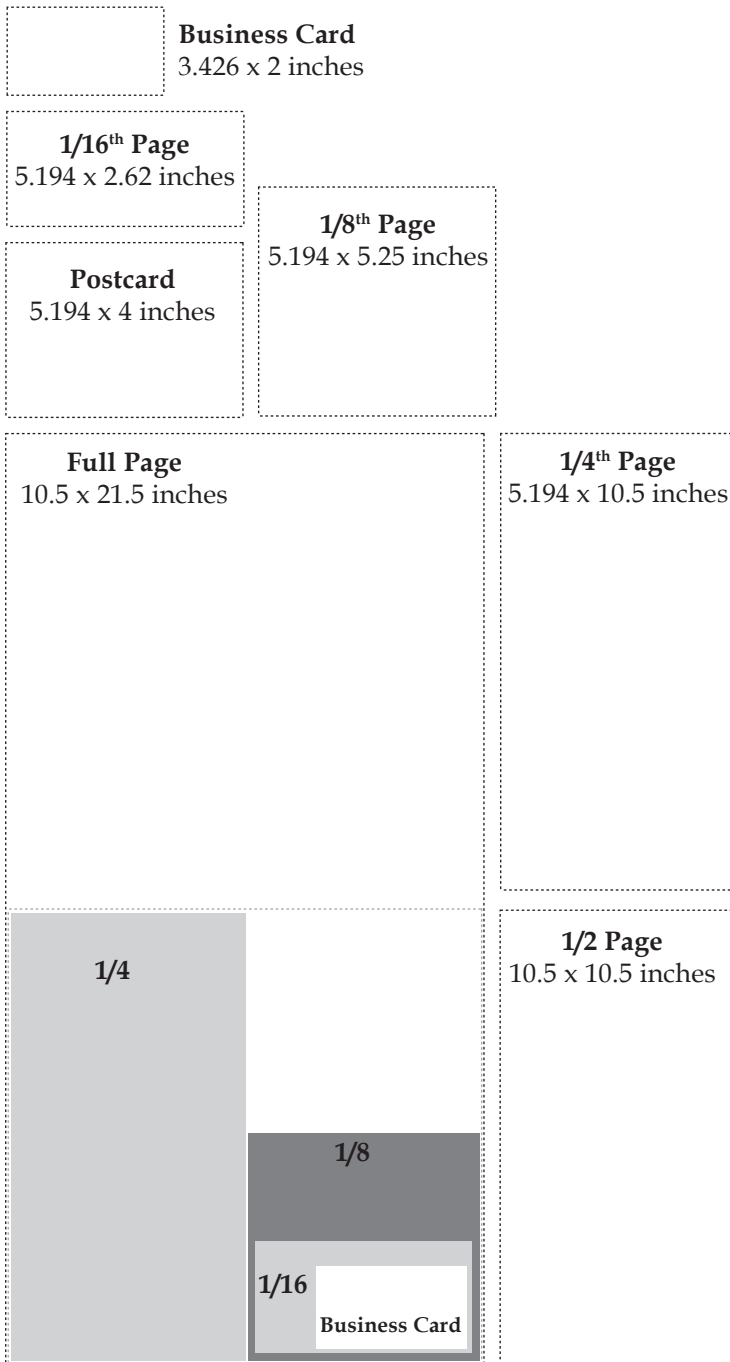


WHAT'S THE BEST OPTION FOR YOU?

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

The **WAYNE DALE NEWS**.COM
 2505 LOWER HUNTINGTON ROAD • FORT WAYNE, IN 46809
 AD DEPT. (260) 747-5529 • SALES.WAYNE DALENEWS.COM

Example Display Ad Sizes



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).*

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"



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