



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

The WAYNE DALE NEWS_{.COM}
Celebrating 90 Years In Print

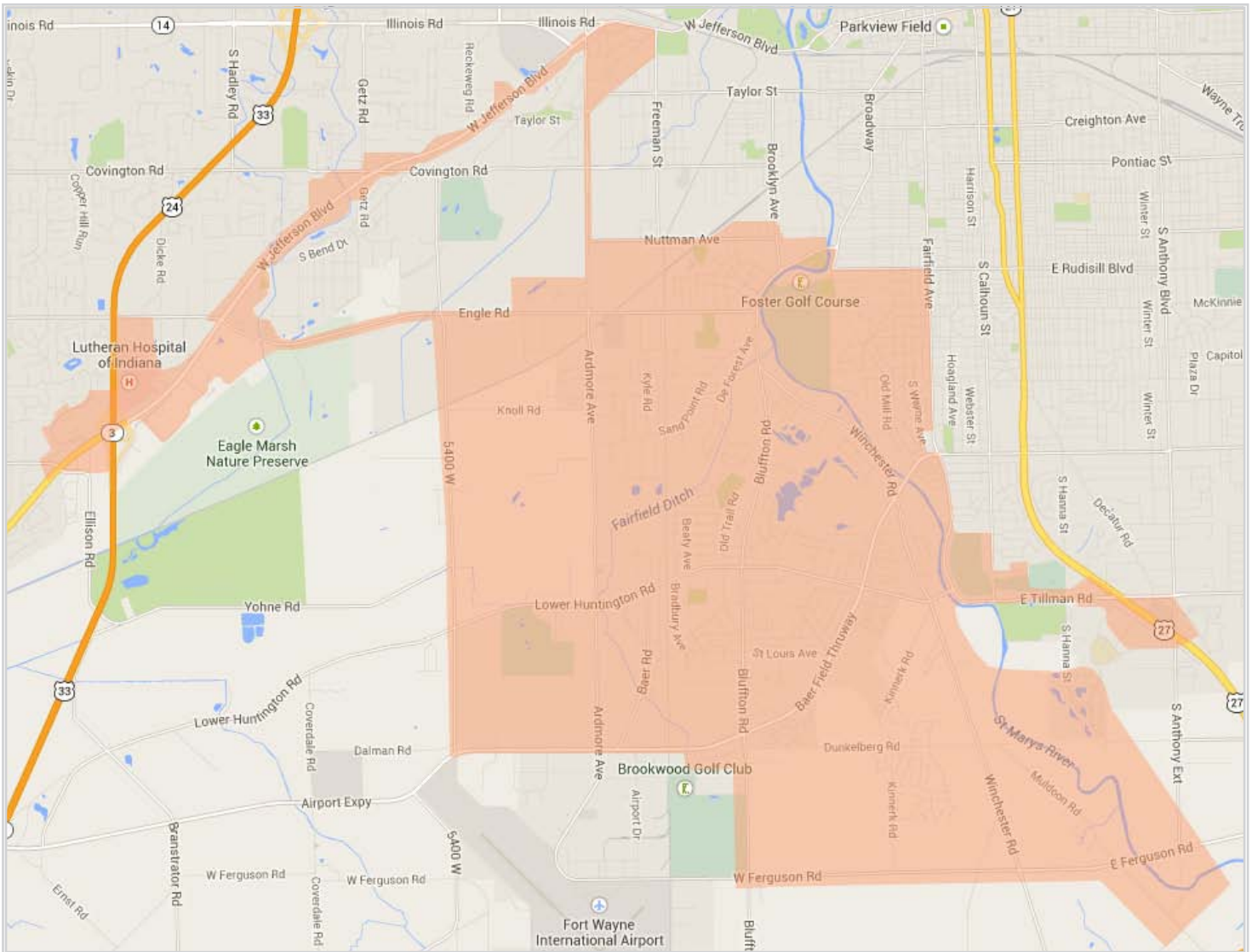
INDEPENDENT & POSITIVE COMMUNITY VOICE • ADVERTISING, PROMOTIONS & PUBLIC RELATIONS

DIRECT DELIVERY TO THE SOUTH & SOUTHWEST QUADRANT OF FORT WAYNE FOR OVER 90 YEARS

NEWS PUBLISHED EVERY 2 WEEKS & DISTRIBUTED TO HOMES, BUSINESSES, ONLINE & SOCIAL MEDIA

Fort Wayne 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.



35,000 READERS, EVERY TWO WEEKS

ZIP CODES:

46809 46802
46819 46816
46807 46804

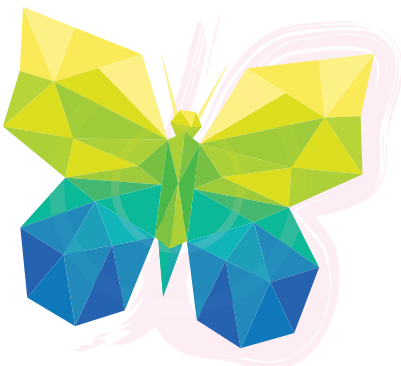
LOCAL NEWS & ENTERTAINMENT

DELIVERY TO:

Homes & Businesses

ADD'L TOWNS:

Ossian Markle
Zanesville Bluffton



The WAYNEDEALE NEWS.COM

2505 LOWER HUNTINGTON ROAD • FORT WAYNE, IN 46809
NEWS DEPT. (260) 747-4535 • NEWS@WAYNEDEALENEWS.COM

Publication Dates & Deadlines 2022

The 2022 Waynedale News (print) publication dates occur on Friday every two weeks starting on the 14th of January through the 16th of December. Each deadline occurs 7 days before the newsprint publication date (on Fridays by 5pm).

JANUARY 14-NEW YEAR, NEW ME!

Deadline: January 7

JANUARY 28-HEALTH & HAPPINESS

Deadline: January 21

FEBRUARY 11-VALENTINE'S DAY-14TH

Deadline: February 4

FEBRUARY 25-EMPLOYEE DAY-MARCH 4TH

Deadline: February 18

MARCH 11-ST. PATRICK'S DAY-17TH

Deadline: March 4

MARCH 25-WELCOMING SPRING

Deadline: March 18

APRIL 8-EASTER SUNDAY-17TH

Deadline: April 1

APRIL 22-SHOP LOCAL HIGHLIGHT

Deadline: April 15

MAY 6-MOTHER'S DAY-8TH

Deadline: April 29

MAY 20-MEMORIAL DAY-30TH

Deadline: May 13

JUNE 3-SCHOOL'S OUT, SUMMER BREAK

Deadline: May 27

JUNE 17-FATHER'S DAY-19TH

Deadline: June 10

JULY 1-INDEPENDENCE DAY-4TH

Deadline: June 24

JULY 15-SUMMER CELEBRATIONS

Deadline: July 8

JULY 29-BACK TO SCHOOL

Deadline: July 22

AUGUST 12-SENIOR CITIZENS DAY-21ST

Deadline: August 5

AUGUST 26-LABOR DAY-SEPT 5TH

Deadline: August 19

SEPTEMBER 9-FIRST DAY OF FALL-22ND

Deadline: September 2

SEPTEMBER 23-FALL FESTIVAL FUN EDITION

Deadline: September 16

OCTOBER 7-SWEETEST DAY-OCT 15TH

Deadline: September 30

OCTOBER 21-HALLOWEEN-31ST

Deadline: October 14

NOVEMBER 4-ELECTION-8TH/ VETERAN'S DAY-11TH

Deadline: October 28

NOVEMBER 18-THANKSGIVING-24TH/ SMALL BIZ. SAT.-26TH

Deadline: November 11

DECEMBER 2-WINTER HOLIDAY WONDERLAND

Deadline: November 25

DECEMBER 16-CHRISTMAS-25TH/ NEW YEAR'S EVE-31ST

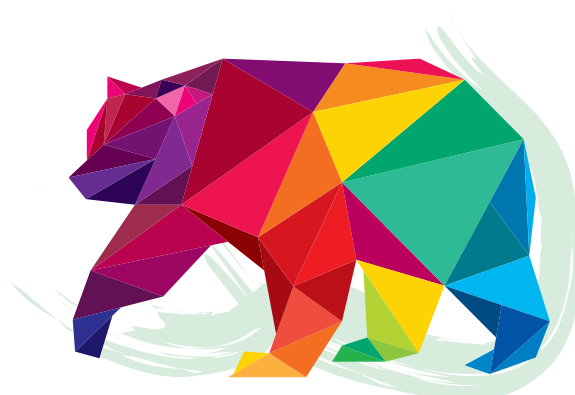
Deadline: December 9

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.

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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!



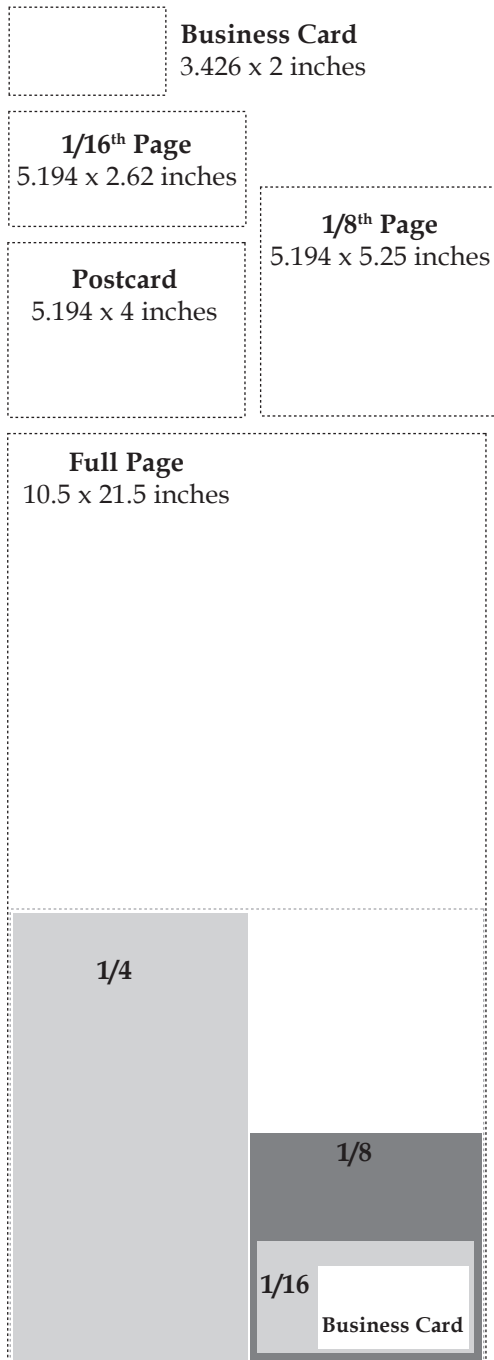
WHAT'S THE BEST OPTION FOR YOU?

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.

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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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Insertions, Printing & Design 2022

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!

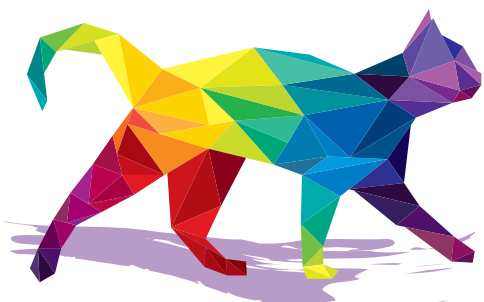


DESIGNING YOUR PROMOTIONS

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 advertising representative with any questions or print needs and we will be sure to give you an accurate quote.



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Sponsored Articles & Public Relations 2022

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. Or our writers can even create a custom story about your organization, event or anything else you would like to promote

Alternatively, 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.

SHOP LOCAL, SHOP IN WAYNEDEALE!



This past weekend was "Small Business Saturday." It was a day to support your local community by shopping small. Small means less than 500 employees.

When you think about Waynedale and the many small businesses which it is comprised of, it is impressive!

How impressive is it that Umber's Hardware is still in business and at basically the same location. It was in 1944 that Lester Umber opened a hardware store in Waynedale. As did many other third generations small businesses

is, Favory's Auto, Hills Meat Market, Waynedale Plumbing.

These local store owners have spent an incredible amount of time, long days and tiresome nights, committed to keeping their small businesses going.

Many of you frequent the "big box" stores without considering what we have right here in Waynedale. Think about it... why travel miles when we have everything right here. Groceries, pharmacies, gas stations, hair salons, birthday cakes and cookies at The Waynedale Bakery, breakfast donuts to take into the office at Mike's Donuts, breakfast at Azar's or Rich's Cafe.

Need a haircut? Hair Barn welcomes walk-ins. Small businesses are too often overlooked. Prices are often less at your small business shops versus corporate-owned stores. Plus the perks are better. Small business shop owners will bend over backwards to give you the TLC in service. It is more personalized, and if you become a "regular" they talk to you on a first name basis.

Local businesses also offer unique items for gifts that are generally handmade or hard to find. These make a much better present than a cookie-cutter product made in millions in "big box" stores.

Small businesses can thrive, but only with the support of a community like Waynedale.

Small businesses have the same access to the same vendors as the big stores. It is not available. Randy-owner of Sandpoint TV says he'll get in touch with his vendor right away and get it ordered, going above and beyond in service support.

In addition, small shop owners are more flexible. For example, if you have an expired gift card or coupon, 9 times out of 10 a local business will honor that savings.

The money you spend here in Waynedale, stays in our community. It provides more local jobs to your neighbors, family and friends.

A small business means more than just money in the community, though.

Yes, your local small business supports everyone by paying taxes that help reduce local property taxes. And it is a fact that up to 70 cents of every dollar spent at a local small business

LUERS V. DWENGER GIRLS BASKETBALL-INCREDIBLE GAME

by Tom O'Brien



one heck of a basketball player herself! BD also lost Fab Frosh, Emily Ross, and one other, I believe. Taya Andrews had around 30 points! The last game I witnessed was her best game ever, and this one easily topped that! She never played this well for us. What an improvement! And talk about improvement, Luers' Emma Wolfe had the finest game I've ever seen any high school girl have in my life! She had an UNBELIEVABLE 49 points. She EARNED every one of them! Nothing came easy for Emma that night. She hit big threes with a perfect arc, lots of soft jump shots, and she could find a way to get fouled just about anytime she wanted. She's so quick, and handles the ball well. And she just knows how to draw contact!

I got home to check the back cover of the Luers program for all-time records. Angie Harris, a Luers legend who played in 1992 and went to Notre Dame on a volleyball scholarship, held the Luers girls record with 46 points for 22 years. Not any more! When I think of some of the all-time greatest players in our storied history, Stefanie Gerhardt, Rachel King, Nancy Rehm, Megan Dossen, Emily Loomis, Amanda Pedro, Jessica Hathaway and Kelley Wyss were all fabulous hoopers at Bishop Luers High School! But none ever had a game like I just witnessed!

Even though we lost to Bishop Dwenger, I'm still excited for Emma, Kayla and the entire team, and for Taya too! What a performance! Congratulations to new Coach Mark Pixley! And I congratulate Coach Cleveland Ingle and his players, too. I know that this win was a big one for their program. It's been a long time, since 1997 I believe, a couple years before our first State Championships. Those Dwenger girls have a great future ahead of them.

I just watched the most incredible girls high school basketball game I've ever seen in my entire life! Dwenger beat Luers in Bishop Dwenger's gym by 6 points, 88-82! It was like watching a well-played, highly skilled COLLEGE game! Dwenger's girls finally pulled away in the early to mid 4th quarter by 12. But Luers girls never quit, and tied it up briefly on a couple free throws. BD scored on the next possession, and then a BD roll player hit a huge 3 pointer to open it up again. It was the biggest shot of the game! It was her second 3 in the 4th quarter.

Both teams had roll players stepping up time and again. Plus junior Kayla Knapke had a career high 18 points. Unfortunately, she was gone by the mid

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.

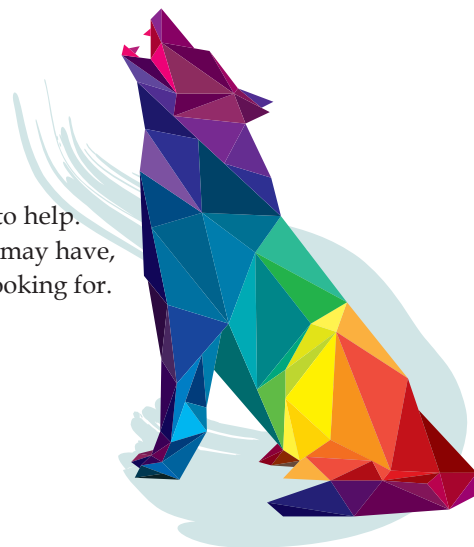
We prefer submissions to be completed on our website www.waynedalenews.com or emailed to news@waynedalenews.com, with the article in a word document (.doc or .docx) and photo(s) in a high resolution digital format.

ASK OUR PUBLIC RELATIONS EXPERTS

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

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Community Sponsorships 2022

Support our positive local news, community enhancing projects and initiatives by placing a sponsorship!

SMALL SPONSORSHIP

One of the most important features of this sponsorship, is that it is designed to be printed in every issue for an entire year, so you can show your support for the Community all year long! The Small Sponsorship could contain a logo, phone number, address, website and anything else you would like that fits in this versatile 2"x1" space.

\$15 per issue (12 month commitment / 25 issues per year)

Actual Size



2"x 1" Black & White

MEDIUM SPONSORSHIP

About the size of a business card and displayed in our brilliant full color, this is a great mid-range option to show your support of the community. This size is large enough to proudly include a message of good tidings or wishing everyone well, as well as display your logo and information.

3.426" wide x 2" tall

\$50 per issue (12 month commitment / 25 issues per year)

\$65 per issue (6 month commitment / 13 issues per half year)



Shown smaller than actual size

PAGE SPONSORSHIP

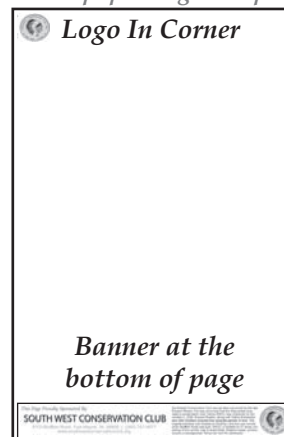
This is the premium way to show your support for the community. Our page sponsorships promote your business or brand as the premier sponsor of the page. The sponsorship includes a 10.5"x1.5" banner at the bottom of the page of your choice, as well as your logo at the top corner of the page. Page sponsorships are limited to one per page and first come, first reserved. Page sponsorships can be placed in bulk to cover an entire section. Please call for section or color pricing.

10.5" wide x 1.5" tall with Logo In Top Corner

\$100 per issue (12 month commitment / 25 issues per year)

\$135 per issue (6 month commitment / 13 issues per half year)

Newspaper Page Sample



CONTACT US TO SUPPORT WAYNE DALE

Want to know more about how we help Waynedale with sponsorships? Please contact an advertising representative or our Publisher's Office at (260) 747-4535 and we will be happy to answer your questions and share with you how you can get involved. *We love talking about helping the community!*

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Web Advertisement Rates 2022

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.waynedalenews.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 **25,000 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 Ad
 1414 x 572 pixels



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)*



Banner Ad
 400 x 200 pixels

NEED A WEB NERD?

Our sales staff and designers can help you! Please contact a sales representative with any questions and we will be sure to simplify the process or price for you.

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)*

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Classified Advertisement Form 2022

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 _____

**Submit / Change Your
Classified Online!**
waynedalenews.com

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 _____

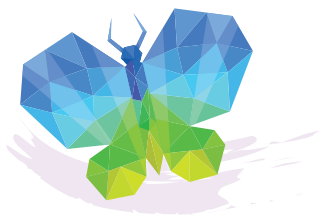
Additional Notes (Does Not Print)

WDN Office Use Only

Word Count _____ Schedule _____

Amount Paid _____

Ck.# _____ Cash _____



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Community Calendar Form 2022

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 _____

**Submit Your
Event Online!**
waynedalenews.com

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.

Additional Notes (Does Not Print)

WDN Office Use Only

Amount Paid _____ Schedule _____
 Ck.# _____ Cash _____

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100%

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 87 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.



99%

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.



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