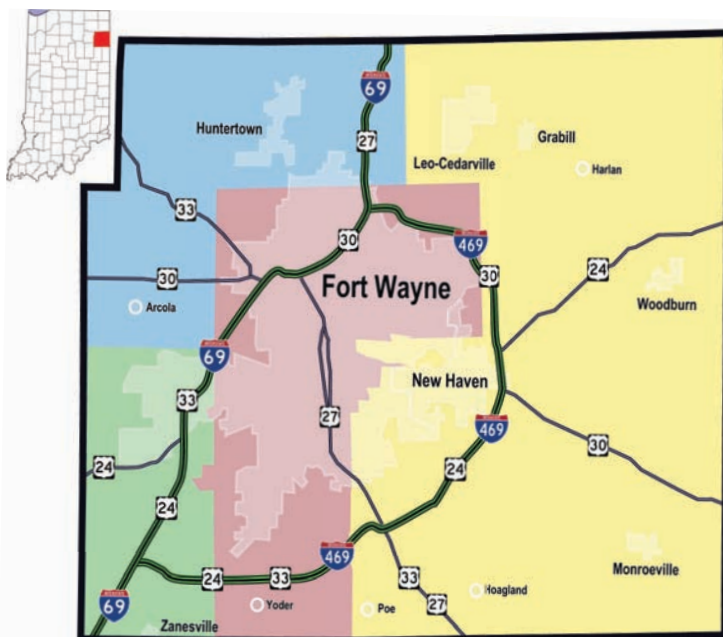


Publication Dates & Delivery

PRINT SCHEDULE + DEADLINES

The 2024 Waynedale News (print) publication dates occur on Friday every two weeks starting on the 19th of January through the 20th of December. Each deadline occurs 7 days before the publication date (on Fridays by 5pm).



DELIVERY + DEMOGRAPHICS

Each edition of our newspaper is enjoyed by tens of thousands of readers throughout Fort Wayne. It is delivered by carrier to homes and it is available for pickup at local businesses throughout South & Southwest Fort Wayne. Our localized news focus includes Waynedale, Aboite, Southtown, Downtown & the 46807 district.

The largest independent newspaper in the city, The Waynedale News serves as a unbiased news source that boasts solely positive & family friendly news. Celebrating 91 years in print, the newspaper maintains its popularity as a free community resource, independent voice and historical record supported entirely by advertisers and private donations.

The WAYNEDALE NEWS.COM

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

JANUARY 19 NEW YEAR, NEW ME!

Deadline: January 12

FEBRUARY 2 VALENTINE'S DAY-14TH

Deadline: January 26

FEBRUARY 16 BLACK HISTORY MONTH

Deadline: February 9

MARCH 1 CELEBRATING LEAP DAY-FEB 29TH

Deadline: February 23

MARCH 15 ST. PATRICK'S DAY-17TH

Deadline: March 8

MARCH 29 EASTER SUNDAY-31ST

Deadline: March 22

APRIL 12 WELCOMING SPRING

Deadline: April 5

APRIL 26 SHOP LOCAL HIGHLIGHTS

Deadline: April 19

MAY 10 MOTHER'S DAY-12TH

Deadline: May 3

MAY 24 MEMORIAL DAY-27TH

Deadline: May 17

JUNE 7 SCHOOL'S OUT, SUMMER BREAK

Deadline: May 31

JUNE 21 INDEPENDENCE DAY-JULY 4TH

Deadline: June 14

JULY 5 GARDENING & NATURE FEATURE

Deadline: June 28

JULY 19 SUMMER CELEBRATIONS

Deadline: July 12

AUGUST 2 BACK TO SCHOOL

Deadline: July 26

AUGUST 16 SENIOR CITIZENS DAY-21ST

Deadline: August 9

AUGUST 30 LABOR DAY-SEPT 2ND

Deadline: August 23

SEPTEMBER 13 HISPANIC HERITAGE MONTH

Deadline: September 6

SEPTEMBER 27 FALL FESTIVAL FUN EDITION

Deadline: September 20

OCTOBER 11 INDIGENOUS PEOPLES' DAY-14TH

Deadline: October 4

OCTOBER 25 HALLOWEEN-31ST/ ELECTION-NOV 5TH

Deadline: October 18

NOVEMBER 8 VETERANS DAY-11TH

Deadline: November 1

NOVEMBER 22 THANKSGIVING-28TH/ SMALL BIZ. SAT.-30TH

Deadline: November 15

DECEMBER 6 WINTER HOLIDAY WONDERLAND

Deadline: November 29

DECEMBER 20 CHRISTMAS-25TH/ NEW YEAR'S EVE-31ST

Deadline: December 13

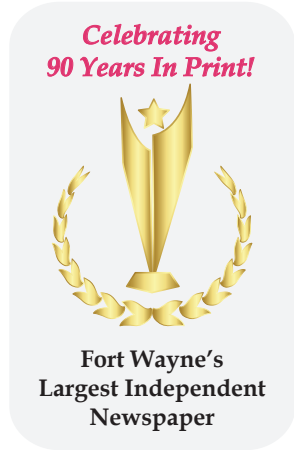
Get Seen, Build Customers & Sell More!

ADVERTISEMENT SIZES + PRICES

Contact us for a custom quote on other ad sizes & schedules!

AD SIZE	IN INCHES	1x PRICE	13x PRICE	25x PRICE [ALL YEAR]
Business Card	3.5" x 2"	\$ 95.00	\$ 80.00	\$ 60.00
1/16 Page	5" x 2.5"	\$ 178.13	\$ 148.13	\$ 100.00
Postcard Size	5" x 3.5"	\$ 249.38	\$ 195.00	\$ 124.69
1/8 Page	5" x 5"	\$ 330.00	\$ 270.00	\$ 165.00
1/4 Page	5" x 10"	\$ 592.50	\$ 472.50	\$ 296.25
1/2 Page	10.5" x 10"	\$1125.00	\$ 885.00	\$ 562.50
Full Page	10.5" x 20"	\$2160.00	\$1680.00	\$1080.00

50% OFF!



Upgrade To A Guaranteed Placement On The Front Page At 2x The Shown Rate

We offer free ad design & advice! Change your ad design whenever. Our designers can create an ad from your pre-made ad, postcard or flyer used in another publication or online.

MORE ADVERTISING SOLUTIONS

ONLINE ADVERTISING [LINK AD TO YOUR SOCIAL MEDIA & WEBSITE]

Banner Advertisement (ad inside articles) ~ 1 month \$150 | 3 months \$100/mo | 12 months \$75/mo
Website Wrap Ad (ad surrounds website) ~ 1 month \$400 | 3 months \$300/mo | 12 months \$200/mo

FLYER INSERTION + PRINTING

Flyer Printing (8.5" x 11" color on both sides) & Insertion Into Newspaper ~ \$1,000
Newspaper Insertion Of Pre-printed Flyer (you supply flyers) ~ \$500

TEXT ONLY ADVERTISEMENT [CLASSIFIED AD]

Text Ad Contains Up To 25 Words (no photos/logo) ~ \$20 (add 50¢ Per Word After 25)

COMMUNITY SPONSORSHIP [SUPPORT OUR COMMUNITY INITIATIVES]

Small Sponsor (1" x 2") ~ \$375 yearly
Medium Sponsor (3.5" x 2") ~ \$1500 yearly
Page Sponsor (call for example) ~ \$3125 yearly

Promote your business while helping us continue to lead local events, improvement organizations & projects. Also, preserve the historic legacy & important community resource of independent local news. More: www.waynedalenews.com/community



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 advertising. Please contact an 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