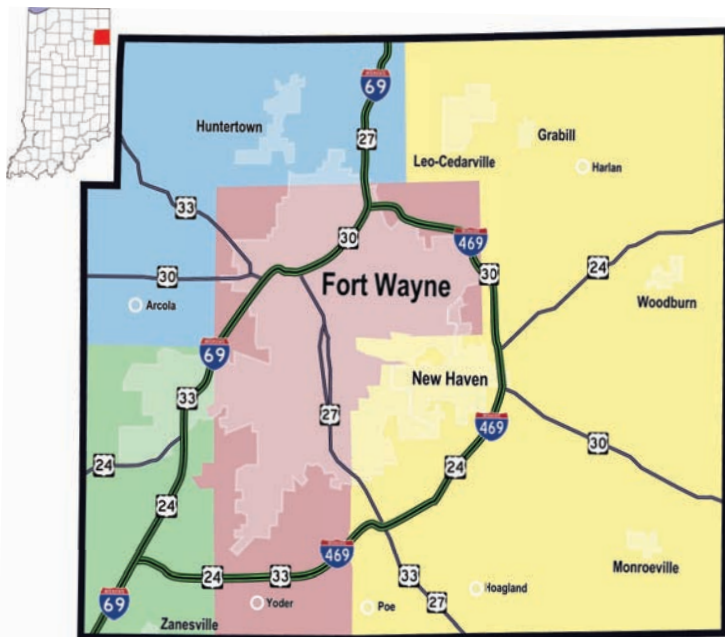


# Publication Dates & Delivery

## 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-14<sup>TH</sup>  
Deadline: January 26

**FEBRUARY 16** BLACK HISTORY MONTH  
Deadline: February 9

**MARCH 1** CELEBRATING LEAP DAY-FEB 29<sup>TH</sup>  
Deadline: February 23

**MARCH 15** ST. PATRICK'S DAY-17<sup>TH</sup>  
Deadline: March 8

**MARCH 29** EASTER SUNDAY-31<sup>ST</sup>  
Deadline: March 22

**APRIL 15** WELCOMING SPRING  
Deadline: April 8

**APRIL 26** CHOP LOCAL HIGHLIGHTS  
Deadline: April 19

**MAY 18** MOTHER'S DAY-12<sup>TH</sup>  
Deadline: May 11

**MAY 24** MEMORIAL DAY-27<sup>TH</sup>  
Deadline: May 17

**JUNE 7** SCHOOLS OUT/SUMMER BREAK  
Deadline: May 31

**JUNE 21** INDEPENDENCE DAY-JULY 4<sup>TH</sup>  
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-21<sup>ST</sup>  
Deadline: August 9

**AUGUST 30** LABOR DAY-SEP 2<sup>ND</sup>  
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-14<sup>TH</sup>  
Deadline: October 4

**OCTOBER 25** HALLOWEEN-31<sup>ST</sup>/ELECTION-NOV 5<sup>TH</sup>  
Deadline: October 18

**NOVEMBER 8** VETERANS DAY-11<sup>TH</sup>  
Deadline: November 1

**NOVEMBER 22** THANKSGIVING-28<sup>TH</sup>/SMALL BIZ. SAT.-30<sup>TH</sup>  
Deadline: November 15

**DECEMBER 6** WINTER HOLIDAY WONDERLAND  
Deadline: November 29

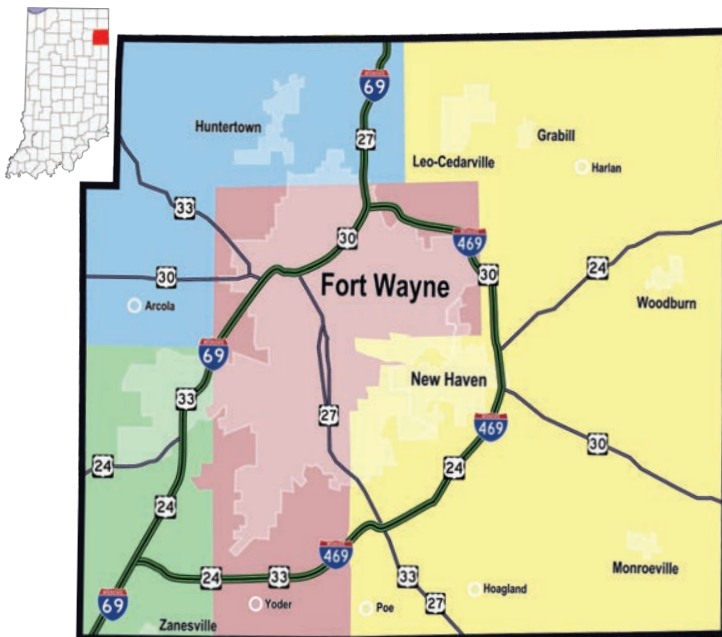
**DECEMBER 20** CHRISTMAS-25<sup>TH</sup>/NEW YEAR'S EVE-31<sup>ST</sup>  
Deadline: December 13

Past Editions  
 8 of November 8, 2024

# Publication Dates & Delivery

## PRINT SCHEDULE + DEADLINES

In 2025, The Waynedale News prints every two weeks on Fridays, from January 17 through December 19. Deadlines for editorial content, submissions, and advertising are set for 5 p.m. on the Friday one week prior to each publication date.



## DELIVERY + DEMOGRAPHICS

Each edition of our newspaper is enjoyed by tens of thousands of readers throughout Fort Wayne, Indiana. Delivered to homes and available for pickup at over 250 local businesses across South & Southwest Fort Wayne, The Waynedale News provides localized news coverage focused on the Waynedale, Aboite, Southtown, Downtown, & 46807 districts.

As the largest independent newspaper in the city, The Waynedale News serves as an unbiased source of positive, family-friendly news. Celebrating 92 years in print, our newspaper remains a popular, free community resource, an independent voice, and a 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 17** NEW YEAR, NEW ME!

Deadline: January 10

**JANUARY 31** WINTER HOBBIES & WELLNESS

Deadline: January 24

**FEBRUARY 14** WAYNEDALE'S 104<sup>TH</sup> ANNIVERSARY!

Deadline: February 7

**FEBRUARY 28** WOMEN'S HISTORY MONTH

Deadline: February 21

**MARCH 14** ST. PATRICK'S DAY-17<sup>TH</sup>

Deadline: March 7

**MARCH 28** WELCOMING SPRING

Deadline: March 21

**APRIL 11** EASTER SUNDAY-20<sup>TH</sup>

Deadline: April 4

**APRIL 25** LOCAL BUSINESS SPOTLIGHT

Deadline: April 18

**MAY 9** MOTHER'S DAY-11<sup>TH</sup>

Deadline: May 2

**MAY 23** MEMORIAL DAY-26<sup>TH</sup>

Deadline: May 16

**JUNE 6** SCHOOL'S OUT, SUMMER BREAK!

Deadline: May 30

**JUNE 20** GARDENING & NATURE FEATURE

Deadline: June 13

**JULY 4** INDEPENDENCE DAY

Deadline: June 27

**JULY 18** SUMMER EVENTS & CELEBRATIONS

Deadline: July 11

**AUGUST 1** BACK TO SCHOOL

Deadline: July 25

**AUGUST 15** SENIOR CITIZENS DAY-21<sup>ST</sup>

Deadline: August 8

**AUGUST 29** LABOR DAY-SEPT 1<sup>ST</sup>

Deadline: August 22

**SEPTEMBER 12** FALL FESTIVAL FUN EDITION

Deadline: September 5

**SEPTEMBER 26** NATIONAL GOOD NEIGHBOR DAY-28<sup>TH</sup>

Deadline: September 19

**OCTOBER 10** INDIGENOUS PEOPLES' DAY-13<sup>TH</sup>

Deadline: October 3

**OCTOBER 24** HALLOWEEN-31<sup>ST</sup> / ELECTION-NOV 4<sup>TH</sup>

Deadline: October 17

**NOVEMBER 7** VETERANS DAY-11<sup>TH</sup>

Deadline: October 31

**NOVEMBER 21** THANKSGIVING-27<sup>TH</sup> / SMALL BIZ. SAT.-29<sup>TH</sup>

Deadline: November 14

**DECEMBER 5** WINTER HOLIDAYS CELEBRATION

Deadline: November 28

**DECEMBER 19** CHRISTMAS-25<sup>TH</sup> / NEW YEAR'S EVE-31<sup>ST</sup>

Deadline: December 12

# 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
<b>1/16 Page</b>	<b>5" x 2.5"</b>	<b>\$ 178.13</b>	<b>\$ 148.13</b>	<b>\$ 100.00</b>
Postcard Size	5" x 3.5"	\$ 249.38	\$ 195.00	\$ 124.69
<b>1/8 Page</b>	<b>5" x 5"</b>	<b>\$ 330.00</b>	<b>\$ 270.00</b>	<b>\$ 165.00</b>
1/4 Page	5" x 10"	\$ 592.50	\$ 472.50	\$ 296.25
<b>1/2 Page</b>	<b>10.5" x 10"</b>	<b>\$1125.00</b>	<b>\$ 885.00</b>	<b>\$ 562.50</b>
Full Page	10.5" x 20"	\$2160.00	\$1680.00	\$1080.00

50% OFF!

Celebrating  
92 Years In Print!



Fort Wayne's  
Largest Independent  
Newspaper

**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 ~ \$1,250  
**Newspaper Insertion Of Pre-printed Flyer** (you supply flyers) ~ \$750

### 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

Showcase your business while supporting our efforts to lead local events, drive community improvement initiatives, and preserve the historic legacy of independent local news. Learn more at [www.waynedalenews.com/community](http://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