



## 2020 Advertising Policies

**Publishing Schedule.** *WFA Fresh News* is published quarterly and reaches Wendy's franchisees throughout the United States. It is printed in 4-color process. All ads must be confirmed by a signed Advertising Reservation Form. Placement of ads in the magazine will be at the discretion of *WFA Fresh News* publisher.

**Premium Advertising Locations - Inside Front Cover (full page only) Outside Back Cover (1/2 page only)** Premium Advertising locations may be purchased for an additional \$1000/issue for the inside front cover and \$500/issue for the outside back cover. These locations will be assigned on a first-come, first-serve basis.

### Tentative 2020 Publication Calendar

<u>Issue</u>	<u>Commitment Due</u>	<u>Materials Due</u>
<b>Winter</b>	January 24, 2020	January 24, 2020
<b>Spring</b>	May 4, 2020	May 22, 2020
<b>Summer</b>	August 3, 2020	August 24, 2020
<b>Fall</b>	November 2, 2020	November 20, 2020

***Payment can accompany submitted ad or invoice provided at time of publication.***

Production Requirements. **The preferred file format for an ad submitted to *WFA Fresh News* is a high resolution PDF file with crop marks and 1/8" bleeds.** Files may also be created and submitted in either Adobe Illustrator or Photoshop. See below for specific details. When sending ad files electronically, please provide a low-res PDF for proofing purposes. A color proof (output) should accompany any physical ad disk.

**Adobe Illustrator CC or older.** Convert all fonts to outline. Include any linked images. Linked images should be 300 dpi. Save file as an .ai, .eps or .pdf.

**Photoshop.** Save files as CMYK in either a .psd, .tif, .jpg or .pdf file format. (No RGB images PLEASE.) File resolution should be 300 dpi.

**FONTS:** Please submit all fonts used in the layout or turn fonts to outlines.

**Should files require labor to make print-ready additional charges will apply.**

**H x W**  
**11" x 8.5"**

**Add 1/8" to all sides if ad bleeds.**

**Live area: 10.5" x 8"**  
Stay 1/4" clear of trim with all type or graphics

### Full Page

Full Year Pricing: **\$8,000**  
Per Issue Pricing: **\$2,000**

**H x W**  
**4.875" x 7.25"**

### Half Page

Full Year Pricing: **\$6,000**  
Per Issue Pricing: **\$1,500**

**H x W**  
**2.875" x 7.25"**

### Third Page

Full Year Pricing: **\$4,000**  
Per Issue Pricing: **\$1,000**

**H x W**  
**4.625" x 2.57"**

### Quarter Page

Full Year Pricing: **\$2,000**  
Per Issue Pricing: **\$500**

**Bonus!**

- Commit to a Full Page for a Full Year and have your logo featured on the WFA website homepage as well as being featured in our WFA Supplier Online Director!

- Commit to a Full Year (any size ad) to be featured in our WFA Supplier Online Directory!



## Advertising Reservation – 2020 WFA Fresh News

<b>Advertiser:</b>		<b>Date:</b>	
Contact Name:			
Address:			
City:	State:	Zip:	
Phone:	Ext:	Fax:	E-mail:

Please indicate the issue(s) in which you plan to advertise.

**Full Year Rates:** Full Page: \$8,000      Half Page: \$6,000      Third Page: \$4,000      Quarter Page: \$2,000

<b>Per Issue:</b>	Full Page: \$2,000	Half Page: \$1,500	Third Page: \$1,000	Quarter Page: \$500
Winter 2020				
Spring 2020				
Summer 2020				
Fall 2020				

**Billing:** Payment can accompany submitted ad  
or invoice provided at time of publication.  
All advertisers will receive a copy of the publication.

**Amount Enclosed:** \$ \_\_\_\_\_

<b>Instructions:</b>	
<b>Repeat material from last issues:</b> _____	<b>New Material:</b> _____ enclosed _____ will send
Special Instructions:	
<b>Signature:</b>	<b>Date:</b>

Please make check payable to WFA and mail to WFA at 4919 Lamar Ave., Mission, KS 66202

To pay by credit card, please e-mail wfa@dc-kansascity.com for an E-invoice.

Phone: (913) 387-5632 • Fax: (913) 384-5112 • E-mail: wfa@dc-kansascity.com

**You Can Email Your Completed  
Form to: wfa@dc-kansascity.com**