

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>	Commitment Due	ment Due <u>Materials Due</u>		
Winter	January 24, 2020	January 24, 2020		
Spring	May 4, 2020	May 22, 2020		
Summer	August 3, 2020	August 24, 2020		
Fall	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.

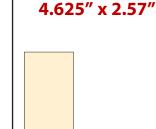
H x W

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 H x W 4.875" x 7.25"



H x W 2.875" x 7.25"



Full Page

Half Page

Third Page

Quarter Page

Full Year Pricing: Per Issue Pricing:

\$8,000 \$2,000 Full Year Pricing: Per Issue Pricing: \$6,000 \$1,500 Full Year Pricing: Per Issue Pricing: \$4,000 \$1,000 Full Year Pricing: Per Issue Pricing:

\$2,000 \$500



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



Advertiser:					Date:		
Contact Name:						1	
Address:							
City:		State:		Zip:			
Phone:	Phone: Ext:		Fax:		E-mail:		
Please indicate the issues Full Year Rates:		which you pl		e rtise. f Page: \$6,000	Third P	age: \$4,000	Quarter Page: \$2,000
Per Issue:		Page: \$2,000	Half	f Page: \$1,500		age: \$1,000	Quarter Page: \$500
Winter 2020			1				
Spring 2020			1				
Summer 2020							
Fall 2020							
Billing: Payment can or invoice pr All advertise	rovided	d at time of p	ublication	າ.	ount Er	nclosed: \$	
Repeat material from last issues:			New Material: enclosed		enclosed	will send	
Special Instructions:							
Signature:					Date:		