



2023 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.

Use of Logos. Wendy's Legal does not authorize any third party to use Wendy's logos, trademarks, or images commercially. **We will be unable to publish your submission if these are included.**

Tentative 2023 Publication Calendar

<u>Issue</u>	<u>Commitment Due</u>	<u>Materials Due</u>
Spring	February 16, 2023	March 2, 2023
Summer	April 27, 2023	May 11, 2023
Fall	August 17, 2023	August 31, 2023
Winter	November 2, 2023	November 16, 2023

Production Requirements. **Please submit all full page ads as a high resolution PDF file with crop marks and 1/8" bleeds.** File sizes should exactly match the dimensions listed below. Note: If necessary, ads will also be accepted as high resolution Photoshop or Jpeg files (300 dpi). Please supply ad files in CMYK format.

FONTS: Embed all fonts used in a layout or turn fonts to outlines before creating a PDF.

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

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

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**

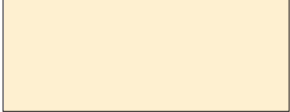
H x W
4.875" x 7.25"



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 Sponsors page!



Advertising Reservation – 2023 WFA Fresh News

Advertiser:		Date:	
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

Per Issue:	Full Page: \$2,000	Half Page: \$1,500	Third Page: \$1,000	Quarter Page: \$500
Spring 2023				
Summer 2023				
Fall 2023				
Winter 2023				

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

Amount Enclosed: \$ _____

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

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

To pay by ACH, please contact us for details

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

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