



2021 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 2021 Publication Calendar

<u>Issue</u>	<u>Commitment Due</u>	<u>Materials Due</u>
Winter	January 26, 2020	February 9, 2021
Spring	April 26, 2021	May 10, 2021
Summer	July 27, 2021	August 10, 2021
Fall	October 26, 2021	November 9, 2021

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 Directory!

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



Advertising Reservation – 2021 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
Winter 2021				
Spring 2021				
Summer 2021				
Fall 2021				

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.
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