

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>	Commitment Due	Materials Due		
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.

11" x 8.5"

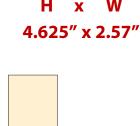
Add 1/8" to all sides if ad bleeds.

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

X 4.875" x 7.25"



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:

\$2,000 Per Issue Pricing: \$500



⁻ 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!



Advertising Reservation – 2021 WFA Fresh News

Advertiser:					Date:			
Contact Name:								
Address:								
City:		State:		Zip:				
Phone:	Phone: Ext:		Fax:		E-mail:			
Please indicate the issues Full Year Rates:		which you pl		ertise. f Page: \$6,000	Third P	age: \$4,000	Quarter Page: \$2,000	
Per Issue:	Full F	Page: \$2,000	Half Page: \$1,500		Third P	age: \$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.								
Instructions:								
Repeat material from last issues:			New Material: enclos		enclosed	will send		
Special Instructions:								
Signature:					Date:			