

2022 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 2022 Publication Calendar

<u>Issue</u> <u>Commitment Due</u>		<u>Materials Due</u>		
Spring	January 18, 2022	February 1, 2022		
Summer	May 3, 2022	May 17, 2022		
Fall	August 2, 2022	August 17, 2022		
Winter	November 8, 2022	November 22, 2022		

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.

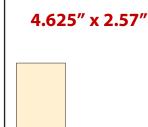
H x W

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



Advertiser:					Date:			
Contact Name:						1		
Address:								
City:		State:		Zip:				
Phone:	Phone: Ext:		Fax:		E-mail:			
Please indicate the issu		which you p		ertise. f Page: \$6,000	Third P	age: \$4,000	Quarter Page: \$2,000	
Per Issue:		Page: \$2,000	Half Page: \$1,500		Third Page: \$1,000		Quarter Page: \$500	
Spring 2022			1					
Summer 2022								
Fall 2022								
Winter 2022								
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: enclosed		enclosed	will send		
Special Instructions:								
Signature:					Date:			