

OVER 35,000 READERS! • WEBSITE EXPOSURE • MAIL & E-MAIL SUBSCRIPTIONS • 12,000 DISTRIBUTION

HOMES AND BUSINESSES • SW QUADRANT FORT WAYNE • OSSIAN • BLUFFTON • ZANESVILLE • MARKLE

PUBLISHED EVERY 2 WEEKS & DISTRIBUTED IN WAYNE DALE 100% TO HOMES AND BUSINESSES FOR 80 YEARS

## Greetings!

We are proud to announce our **Media Kit for 2012**. This includes our publishing schedule, delivery map, newspaper advertisement rates, ad sizes by inches, web advertising rates, a classified form, and more. Please keep this information on file for current or future reference. All of this information and more can also be found on [www.thewaynedalenews.com](http://www.thewaynedalenews.com).

*The Waynedale Newspaper* is looked forward to by each of our **35,000 readers!** Recently, we have made improvements to our client handling system and now create monthly specials to better serve you. Our newspaper has more timely and relevant content than ever before, from which we have received a great response from the community. Many readers now turn to *The Waynedale News* for their **primary local news source**. Surveys show that many of our readers keep the newspaper in their home to re-read for longer than four weeks. Our faithful readers have supported our advertisers and sponsors for the past 80 years.

Our primary mission in Waynedale is to unite and enhance the community and surrounding area. Your advertisement payment not only goes toward the support and future success of the newspaper, but also goes back into the community. **Readers turn to the newspaper for information and education of community events, news, businesses & happenings.** It is a free resource to all. In the past year, we sponsored many community events, gave grants to local non-profits, and began more community enhancing projects. With your support, we can continue our plans to promote and assist the area in the future.

Our news website [www.thewaynedalenews.com](http://www.thewaynedalenews.com) now receives over **40,000 visitors** on a monthly basis. This is a direct result of the latest community news & entertainment as well as over 10,000 pages of archived news content. Visitors can comment on their favorite articles, share on facebook, and interact with authors. Our website advertising is trackable and can link directly to your webpage.

*The Waynedale News* is a broadsheet-sized newspaper with 4-color and black & white pages. Our newspaper carriers deliver **100% of Waynedale and the surrounding area**, reaching our 35,000 readers every two weeks. Our distribution includes more than **10,000 homes**, bulk delivery to **over 200 businesses**, and mailed subscriptions. For more information regarding our distribution and an interactive map, please visit our website [www.thewaynedalenews.com](http://www.thewaynedalenews.com).

*The Waynedale News is one of the few remaining and largest locally owned community newspapers in Indiana. The young owners, Alex Cornwell (24) and Michael Alberico (25), are long time Waynedale community members and supporters. Both are graduates of the University of Saint Francis and Michael is a graduate of Bishop Luers High School. Please visit [www.waynedalerllc.com](http://www.waynedalerllc.com) for more.*

*The Waynedale News is always looking for Waynedale story ideas, articles, press releases, photos or any other news from the area. The Waynedale News is a free resource for others in the community who depend on the local news. Please remember we accept advertising, subscriptions, and donations to keep the paper running and available. Feel free to submit news to [news@waynedalenews.com](mailto:news@waynedalenews.com) for potential use in the next issue.*

## QUESTIONS?

Newspaper Media Kits can be confusing, but they don't have to be. Please contact our sales representative with any questions and we will be sure to simplify the process, price or problem for you.  
TEL. (260) 755-2568 OR [SALES@WAYNE DALE NEWS.COM](mailto:SALES@WAYNE DALE NEWS.COM)

*The* **WAYNE DALE NEWS**.COM

2700 LOWER HUNTINGTON ROAD • FORT WAYNE, IN 46809

TEL. (260) 747-4535 • FAX. (260) 747-5529

[NEWS@WAYNE DALE NEWS.COM](mailto:NEWS@WAYNE DALE NEWS.COM)

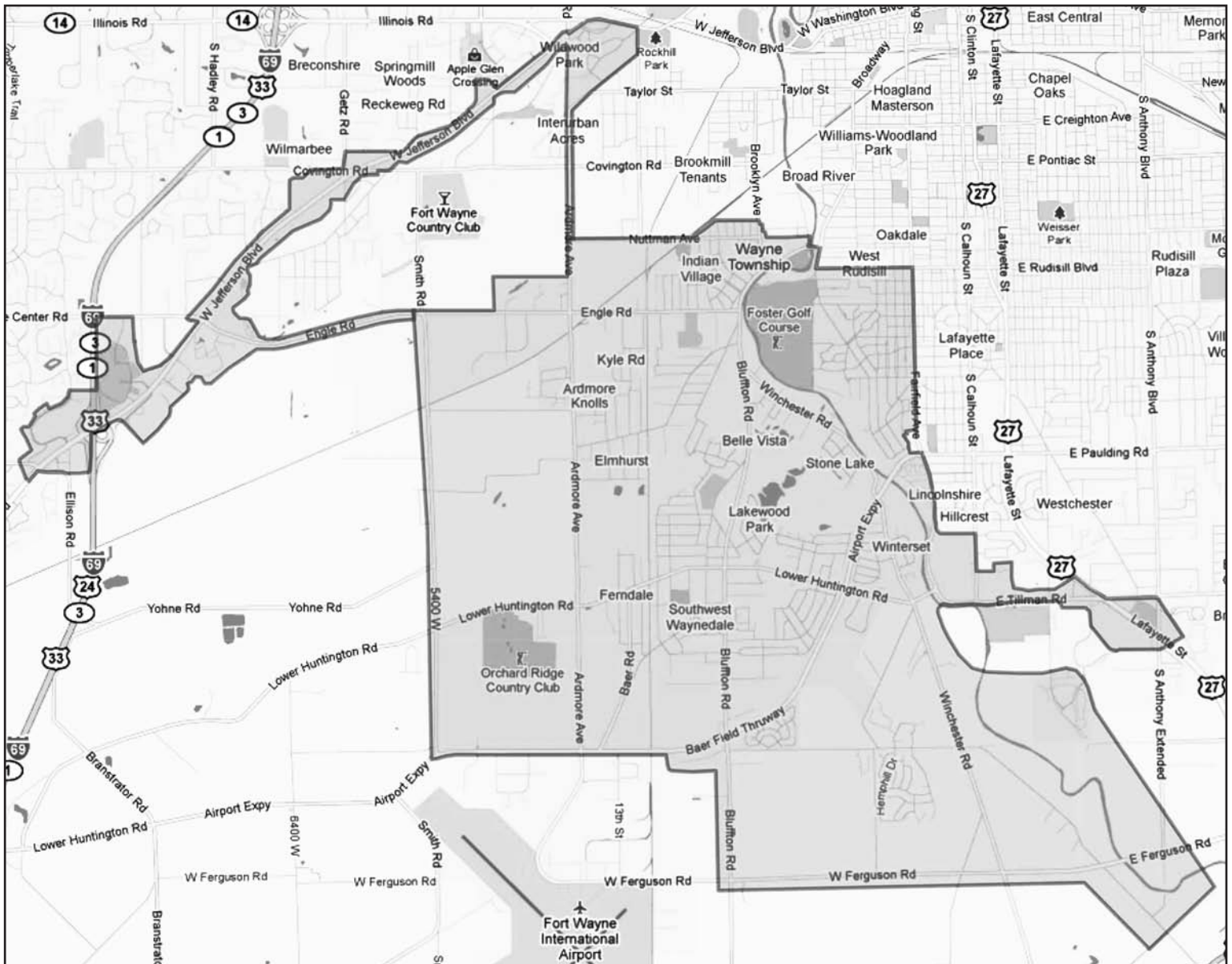
OVER 35,000 READERS! • WEBSITE EXPOSURE • MAIL & E-MAIL SUBSCRIPTIONS • 12,000 DISTRIBUTION

HOMES AND BUSINESSES • SW QUADRANT FORT WAYNE • OSSIAN • BLUFFTON • ZANESVILLE • MARKLE

PUBLISHED EVERY 2 WEEKS & DISTRIBUTED IN WAYNE DALE 100% TO HOMES AND BUSINESSES FOR 80 YEARS

# NEWSPAPER DISTRIBUTION 2012

We currently serve over **35,000 readers** with the printed version of *The Waynedale News*! All newspapers are hand-delivered to the Greater Waynedale Community, to all homes and businesses by our newspaper carriers. Our distribution doesn't stop at the Waynedale boundaries, *The Waynedale Newspaper* is also delivered to **South & Southwest Fort Wayne**, Ossian, Bluffton, Zanesville, Markle in Indiana. The newspaper is also mailed to residences and businesses via our first class subscription mail service. See the map below for our **100% distribution area**, in which we deliver to every home & business in the outlined grey area.



**Delivery By Zip code:**

46809      46804  
46807      46819

**35,000 Readers!**  
Every Two Weeks

**Family Friendly, Hometown**  
LOCAL NEWS & ENTERTAINMENT

**Delivered to**  
Homes & Businesses

# The WAYNE DALE NEWS .COM

2700 LOWER HUNTINGTON ROAD • FORT WAYNE, IN 46809

TEL. (260) 747-4535 • FAX. (260) 747-5529

NEWS@WAYNE DALE NEWS.COM

## PUBLICATION DATES & DEADLINES 2012

### **JANUARY 27**

*Deadline: January 20*

-----

### **FEBRUARY 10-VALENTINES DAY-14<sup>TH</sup>**

*Deadline: February 3*

-----

### **FEBRUARY 24**

*Deadline: February 17*

-----

### **MARCH 9**

*Deadline: March 2*

-----

### **MARCH 23**

*Deadline: March 16*

-----

### **APRIL 6-EASTER-8<sup>TH</sup>**

*Deadline: March 30*

-----

### **APRIL 20**

*Deadline: April 13*

-----

### **MAY 4-MOTHER'S DAY-13<sup>TH</sup>**

*Deadline: April 27*

-----

### **MAY 18-MEMORIAL DAY-28<sup>TH</sup>**

*Deadline: May 11*

-----

### **JUNE 1**

*Deadline: May 25*

-----

### **JUNE 15-FATHER'S DAY-17<sup>TH</sup>**

*Deadline: June 8*

-----

### **JUNE 29-INDEPENDENCE DAY-JULY 4<sup>TH</sup>**

*Deadline: June 22*

-----

### **JULY 13**

*Deadline: July 6*

-----

### **JULY 27**

*Deadline: July 20*

-----

### **AUGUST 10**

*Deadline: August 3*

-----

### **AUGUST 24-LABOR DAY-SEPT. 3<sup>RD</sup>**

*Deadline: August 17*

-----

### **SEPTEMBER 7**

*Deadline: August 31*

-----

### **SEPTEMBER 21**

*Deadline: September 14*

-----

### **OCTOBER 5**

*Deadline: September 28*

-----

### **OCTOBER 19-HALLOWEEN-31<sup>ST</sup>**

*Deadline: October 12*

-----

### **NOVEMBER 2-VETERANS DAY-11<sup>TH</sup>/ELECTION-6<sup>TH</sup>**

*Deadline: October 26*

-----

### **NOVEMBER 16-THANKSGIVING-22<sup>ND</sup>**

*Deadline: November 9*

-----

### **DECEMBER 7**

*Deadline: November 30*

-----

### **DECEMBER 21-CHRISTMAS-24<sup>TH</sup>**

*Deadline: December 14*

-----

### **QUESTIONS?**

Newspaper deadlines can be confusing. Please contact our publisher(s) with any questions and we will be sure to simplify the process or problem for you. *Any late submissions may not make it in the issue.*

**TEL. (260) 747-4535 OR NEWS@WAYNEDALENEWS.COM**

*The* **WAYNEDALE NEWS**.COM

2700 LOWER HUNTINGTON ROAD • FORT WAYNE, IN 46809

TEL. (260) 747-4535 • FAX. (260) 747-5529

NEWS@WAYNEDALENEWS.COM

# ADVERTISEMENT RATES 2012

## EXAMPLE DISPLAY AD SIZE & PRICE

Ad Sizes.....	Dimensions.....	B&W.....	1-Color.....	4-Color
Business Card	2 col. x 2 in.	\$ 58.00	\$ 74.00	\$ 90.00
<b>1/16 Page</b>	<b>3 col. x 2.62 in.</b>	<b>\$ 113.97</b>	<b>\$ 145.41</b>	<b>\$ 176.85</b>
WDN Specialty	3 col. x 4 in.	\$ 147.00	\$ 195.00	\$ 243.00
<b>1/8 Page</b>	<b>3 col. x 5.25 in.</b>	<b>\$ 192.94</b>	<b>\$ 255.94</b>	<b>\$ 318.94</b>
1/4 Page	3 col. x 10.5 in.	\$ 330.75	\$ 456.75	\$ 582.75
<b>1/2 Page</b>	<b>6 col. x 10.5 in.</b>	<b>\$ 598.50</b>	<b>\$ 850.50</b>	<b>\$1102.50</b>
Full Page	6 col. x 21.5 in.	\$1128.75	\$1644.75	\$2160.75

*Contact Our Sales Representative For Monthly Specials*

## BLACK & WHITE AD PRICING

### Column Inches...Price Per Column Inch

1-10	\$14.50
11-25	\$12.25
26-50	\$10.50
51-100	\$ 9.50
101-130	\$ 8.75

## GRAPHICS SPECS

E-mailed material must be in a PDF or JPEG file. E-mail your ad or ad info to sales@waynedalenews.com. We can also accept scannable copies and dropped off digital files. Please reference a copy of *Example Ad Sizes* for column sizes in inches.

## ADD COLOR

1-Color and 4-Color ads are placed on our feature pages, which are our highest traffic pages of the newspaper. Our 4-Color ads utilize a range of color to print even a full color photo in your ad. 4-Color pricing: add \$8 per column inch to the black and white rate. With our 1-Color ads, you choose a single color for use in your ad. 1-Color pricing: add \$4 per column inch to the black and white rate.

## FLYERS - INSERTS

You can place a flyer / insert into the interior fold of *The Waynedale Newspaper* for 4 cents per insert. If you provide the flyer graphics, we can print high photographic quality, 4-Color, double-sided, 8.5 x 11" (letter size), semi-gloss flyers for you for 4 cents per flyer. If the flyer graphics are not provided, we can design the flyer for you for an additional 15% graphics fee of the printing cost.

## AD DEADLINE

All ad graphics and information must be submitted 7 days prior to the publication date. Please reference a copy of *Publication Dates & Deadlines* or contact your sales representative for more details.

## OTHER ADVERTISING OPPORTUNITIES - Call For Details

Front Page Ads - \$15 Brander Ads - Page/Section Sponsorships - Online (thewaynedalenews.com) - Classifieds Business Profiles (written) - Mass Media E-mailing Service - Worship In Waynedale (religious) - & More!

## QUESTIONS?

Newspaper advertising can be confusing, but it doesn't have to be. Please contact our sales representative with any questions and we will be sure to simplify the process, price or problem for you.

TEL. (260) 755-2568 OR SALES@WAYNE DALENEWS.COM

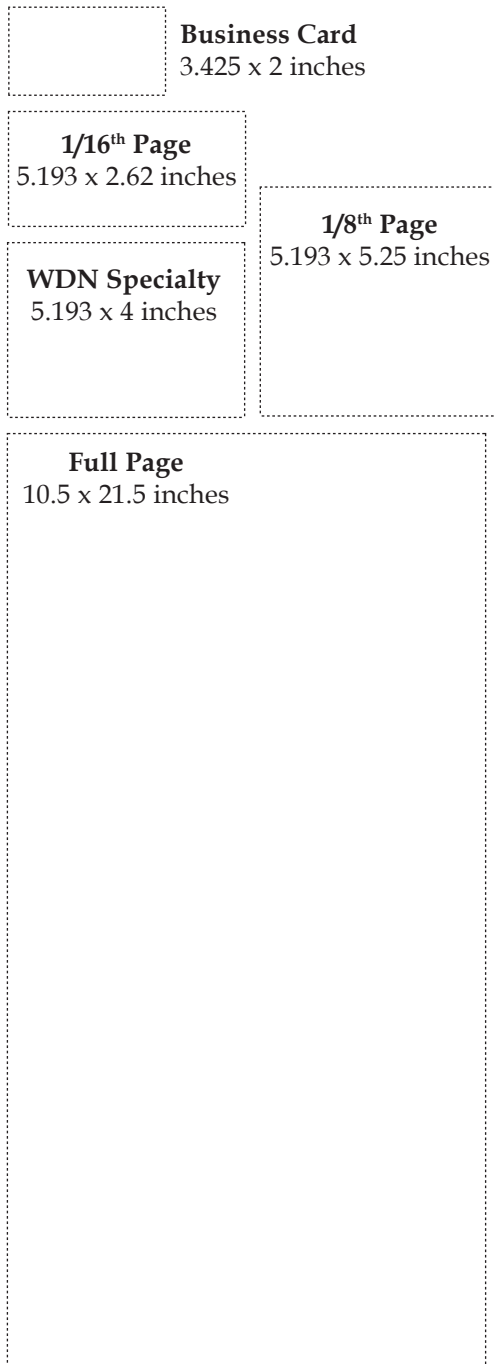
*The* **WAYNE DALE NEWS**.COM

2700 LOWER HUNTINGTON ROAD • FORT WAYNE, IN 46809

TEL. (260) 747-4535 • FAX. (260) 747-5529

NEWS@WAYNE DALENEWS.COM

## EXAMPLE DISPLAY AD SIZES ( IN INCHES )



### DISPLAY ADVERTISEMENTS

Example display ad sizes are available and have been prepared based on best price scenarios, but we can adapt any ad size to our column layout. All in-house ad design is free and we can also incorporate pre-existing ads from other publications. *These ad sizes are in proportion but are scaled down.*

### COLUMN SIZE ( IN INCHES )

Use the column sizes below for designing ads that don't fit the example sizes. Ads can be any height (up to 21.5") but their width must be one of the following:

- 1 Column - 1.657"**
- 2 Columns - 3.426"**
- 3 Columns - 5.194"**
- 4 Columns - 6.963"**
- 5 Columns - 8.731"**
- 6 Columns - 10.50"**

### QUESTIONS?

Newspaper advertising can be confusing, but it doesn't have to be. Please contact our sales representative with any questions and we will be sure to simplify the process, price or problem for you.

TEL. (260) 755-2568 OR SALES@WAYNEDELENEWS.COM

*The* **WAYNEDELE NEWS**.COM

2700 LOWER HUNTINGTON ROAD • FORT WAYNE, IN 46809

TEL. (260) 747-4535 • FAX. (260) 747-5529

NEWS@WAYNEDELENEWS.COM

## WAYNE DALE SPONSORSHIPS 2012

SHOW YOUR SUPPORT FOR WAYNE DALE IN THE NEWSPAPER

*Your payment for these options goes toward community enhancing projects and initiatives!*

### \$15 BRANDER!\*

Designed to help keep your business visible longer. One of the most important features of this ad, is that it is designed to be printed in every issue for an entire year, helping your customers remember and find you when they need you. In addition, placing an ad shows your support for the Waynedale Community!

2" wide x 1" tall

\$15 per issue (12 month contract)

\$18 per issue (6 month contract)



*The \$15 Brander could contain a logo, phone number, address, website and anything else you would like that fits in this versatile 2"x1" space.*

### PAGE & SECTION SPONSORS!\*

This is the premium way to show your support for the community. Our page sponsorships promote your business or brand as the premier sponsor of the page. The sponsorship includes a 10.5"x1.5" banner at the bottom of the page of your choice, as well as your transparent logo that spans the width of the top of that page, behind the text. Page sponsorships are limited to one per page and first come, first reserved. Page sponsorships can be purchased in bulk to cover an entire section, please call for section pricing.

10.5" wide x 1.5" tall & Full Logo Background

\$100 per issue (12 month contract)

\$135 per issue (6 month contract)

*Newspaper Page Sample*



*Reduced Size (Actual Size 10.5"x1.5")*

*This Page Proudly Sponsored By*



Englewood Health and Rehabilitation is proud to be a member of the Waynedale community. We are a 67 bed skilled nursing facility and have just received a quality survey from the State Board of Health. Thank-you for trusting the care of your loved ones with our remarkable staff. If you are looking for nursing placement for a loved one, feel free to come for a tour anytime.

2237 Engle Road Fort Wayne, IN 46809 | (260) 747-2353

*\*The \$15 Brander and Page & Section Sponsorships are priced for black and white, please call for color rates and options. They can be modified once every month; and cannot contain a coupon with an expiration. Payment must be made in a minimum of 6 month increments.*

*A page sponsorship banner could contain any information that fits in this premiere 10.5"x1.5" space.*

# The WAYNE DALE NEWS .COM

2700 LOWER HUNTINGTON ROAD • FORT WAYNE, IN 46809

TEL. (260) 747-4535 • FAX. (260) 747-5529

NEWS@WAYNE DALE NEWS.COM

## WEB ADVERTISEMENT RATES 2012

Thewaynedalenews.com is a free community news website with over **10,000 pages** of brand new Waynedale News articles and past archives. It also boasts author biographies, visitor's article comments, community e-newsletter sign up, and more. We continue to add to the features and pages on a weekly basis, improving usability, speed and content. The website receives **40,000 visitors** and growing every month! The average visitor lives in Fort Wayne or the surrounding area, browses the website for 16 minutes and reads 7 pages. Many visitors enjoy free access to the entire site, in alternative to a printed copy of the newspaper.

### BANNER ADVERTISEMENTS

Banners are located at the bottom of the webpage and are cycled with other promotions and banners. Banners are a great way to feature and allow a user to click linking to your website or webpage. Most banner ads will show at least once on every 4 pages visited. Please provide us with a webpage address that you would like this banner to link back to.

Banner advertisements must be designed to:

798 x 80 pixels - 50kb MAX

\$50 per month (no contract)

\$35 per month (3 month contract)

### SIDELINE ADVERTISEMENTS

Sideline advertisements are constantly displayed across the screen, spanning on both sides of *The Waynedale News* web content. Sideline advertisements are not cycled with any other advertisements, so your ad will become the sole background of the webpage and will not be missed. This type of advertisement is most effective featuring an event or special your organization may be promoting.

Sideline advertisements must be designed to:

1414 x 572 pixels (with 800 pixel mid void) - 300kb MAX

\$200 per month (no contract)

\$150 per month (3 month contract)

### ADDITIONAL EXPOSURE - Call For Details

**Mass Media E-Mail** - reach all of the area media within a 20 mile radius with your press release or message. (tv, radio, newspaper, high traffic blogs, community calendars, & newsletters) Over 600 media e-mail addresses.

**E-Newsletter Sponsorship** - a 798x80 banner on our community newsletter, reaching over 700 residents' inbox.

### QUESTIONS?

Internet advertising can be confusing, but it doesn't have to be. Please contact our sales representative with any questions and we will be sure to simplify the process, price or problem for you.

TEL. (260) 755-2568 OR SALES@WAYNEDALENEWS.COM

Sideline Ad  
1414 x 572 pixels



Banner  
798 x 80 pixels

The **WAYNEDALE NEWS**.COM

2700 LOWER HUNTINGTON ROAD • FORT WAYNE, IN 46809

TEL. (260) 747-4535 • FAX. (260) 747-5529

NEWS@WAYNEDALENEWS.COM

# CLASSIFIED ADVERTISEMENT FORM 2012

Classifieds are \$20 (25 words or less); 50 cents per word after the flat rate of \$20. Please fill out a Classifieds Form for submission in the next issue. **All classifieds must be paid in full** before they are printed in any issue. Please have exact cash payment or a check payable to **The Waynedale News**. *Tip: pay in advance so you don't miss an issue.*

## YOUR INFORMATION (DOES NOT PRINT)

Name \_\_\_\_\_

Phone Number \_\_\_\_\_

E-Mail Address \_\_\_\_\_

Mailing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

**Submit / Change Your  
Classified Online!**  
[thewaynedalenews.com](http://thewaynedalenews.com)

## FILL IN YOUR CLASSIFIED BELOW

Underline the title of your listing. Be sure to include your telephone number (1 word) or address in the ad!

1 _____	2 _____	3 _____	4 _____	5 _____
6 _____	7 _____	8 _____	9 _____	10 _____
11 _____	12 _____	13 _____	14 _____	15 _____
16 _____	17 _____	18 _____	19 _____	20 _____
21 _____	22 _____	23 _____	24 _____	25 _____
26 _____	27 _____	28 _____	29 _____	30 _____

Additional Notes (Does Not Print) \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

<b>WDN Office Use Only</b>	
Word Count _____	Schedule _____
Amount Paid _____	_____
Ck.# _____	Cash _____

# The WAYNEDALE NEWS .COM

2700 LOWER HUNTINGTON ROAD • FORT WAYNE, IN 46809

TEL. (260) 747-4535 • FAX. (260) 747-5529

NEWS@WAYNEDALENEWS.COM

## COMMUNITY CALENDAR FORM

The Community Calendar is a free announcement service for non-profit and not-for-profit organization's events. Although this is a **free service** provided by *The Waynedale News*, **please consider a \$5 to \$10 contribution** per issue to keep this service and your local paper available. *Note: The Waynedale News receives an abundance of events each issue, those organizations who have donated and/or those events which have a focus on Waynedale are given highest priority. We evaluate all submissions in a timely basis.*

### YOUR INFORMATION (DOES NOT PRINT)

Organization \_\_\_\_\_

Name \_\_\_\_\_

Phone Number \_\_\_\_\_

E-Mail Address \_\_\_\_\_

Mailing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

### EVENT DETAILS

Please fill in all applicable fields and attach any promotional materials about the event to this form.

Who \_\_\_\_\_

What \_\_\_\_\_

Where \_\_\_\_\_

When \_\_\_\_\_

Why \_\_\_\_\_

Add'l Details \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Cost \_\_\_\_\_

Contact \_\_\_\_\_

More Info \_\_\_\_\_

*The Waynedale News is always looking for Waynedale story ideas, articles, press releases, photos or any other news from the area. The Waynedale News is a free resource for others in the community who depend on the local news, please remember we accept advertising, subscriptions, and donations to keep the paper running and available. Feel free to submit news to [news@waynedalenews.com](mailto:news@waynedalenews.com) for potential use in the next issue.*

Additional Notes (Does Not Print)

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

#### WDN Office Use Only

Amount Paid \_\_\_\_\_ Schedule \_\_\_\_\_

Ck.# \_\_\_\_\_ Cash \_\_\_\_\_

*The* **WAYNEDALE NEWS**.COM

2700 LOWER HUNTINGTON ROAD • FORT WAYNE, IN 46809

TEL. (260) 747-4535 • FAX. (260) 747-5529

NEWS@WAYNEDALENEWS.COM