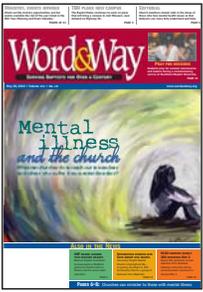


Word&Way 2015 Advertising Rates: Print and Electronic



Our mission: To accurately inform Baptists and others of relevant news; promote the work of Christ; and encourage inspirational living.

Word&Way is a biweekly publication for Midwest Baptists that won awards in 2014 for:

- Regional newspaper & In-depth coverage (Honorable mention) - *Associated Church Press*
- Feature writing (1st) and Feature writing package (1st & 3rd) - *Baptist Communicators Association*



Upcoming news packages and coverage:

January 15
Stewardship
& Generosity

January 29
Race
Relations

February 12
State of
Marriage

February 26
Church
Shopping

March 12
Retirement Planning
PLUS Church Construction

March 26
Passing the
Leadership Baton

Print

Print deadline:

10 days prior to publication

Format: PDF, EPS, JPG

Classified Advertising:

75 cents per word,
includes 2 weeks online

Frequency display discounts

for 6X (5%) and 10X (10%) placements

1/16-page Business card 2C x 2" or 1C x 4" \$117.44 / \$132.00	Quarter-page 3C x 5.42" \$468.00 \$525.00
1/8-page 2C x 4" \$234.88 \$264.00	
Half-page Horizontal 5C x 6.5" \$889.06 / \$999.00 reduced rate for size	

Display advertising - common sizes:

Reminder size (B/W)

(sm) 1Cx1" - \$29.36 (med) 1Cx2" - \$58.72 (lg) 1Cx3" - \$88.08

Reminder size (color)

(sm) 1Cx1" - \$33.00 (med) 1Cx2" - \$66.00 (lg) 1Cx3" - \$99.00

Business card 2C x 2" - \$117.44 (b/w) \$132.00 (c)

1/8 page 2C x 4" - \$234.88 (b/w) \$264.00 (c)

Quarter page \$468.00 (b/w) \$525.00 (c)
2C x 8.13" 3C x 5.42" 4C x 4.06" 5C x 3.25"

Half page \$889.05 (b/w) \$999.00 (c)
4C x 8.13" 5C x 6.5"

Full page 5C x 13" - \$1,778.12 (b/w) \$1,998.00 (c)

Column width: 1C: 1.71" | 2C: 3.72" | 3C: 5.73" | 4C: 7.74" | 5C: 9.75"

More sizes available - see our full rate grid.

Electronic

Website:

Web Banner (wordandway.org)

Sizes: 234x60, 468x60, 120X200 120x400

Prices on a sliding scale, based on size and duration, starting at \$75/week.

Advertiser Directory (wordandway.org/directory)

\$50 for a one-year listing

Includes logo, description, contact info and link.

Between the Lines (e-newsletter):

Distributed free by email, alternating weeks with *Word&Way*. It combines print edition content with additional links, web-first content and entertainment.

Issue sponsorship rates

\$50 per issue

Includes information, display ad and link.

Unique offers

Twice annual Event Calendar

\$25 per listing plus MANY perks!

Advent devotion email sponsorship

\$30 a day delivered to inboxes.

Advertiser-based content packages

See March 12 (Church Construction)



For more information:

Ken Satterfield, Advertising/Marketing Coordinator
ads@wordandway.org

Word & Way

3236 Emerald Lane, Suite 400

Jefferson City, Missouri 65109-3700

573-635-5939 x8 (phone) • 573-635-1774 (Fax)

Word&Way Display Advertising Price Grid (color prices in red)

Display rate: \$29.36 per column inch	1 column 1.71" 10.26 picas	2 columns 3.72" 22.32 picas	3 columns 5.73" 34.38 picas	4 columns 7.74" 46.44 picas	5 columns 9.75" 58.5 picas
Height: 1"	\$ 29.36 \$ 33.00	\$ 58.72 \$ 66.00	\$ 88.08 \$ 99.00	\$117.44 \$132.00	\$146.80 \$165.00
1.5"	\$ 44.04 \$ 50.00	\$ 88.08 \$ 99.00	\$132.12 \$149.00	\$176.16 \$200.00	\$220.20 \$249.00
2"	\$ 58.72 \$ 66.00	\$117.44 \$132.00	\$176.16 \$199.00	\$234.88 \$264.00	\$293.60 \$329.00
2.5"	\$ 73.40 \$ 82.50	\$146.80 \$165.00	\$220.20 \$249.00	\$293.60 \$329.00	\$367.00 \$415.00
3"	\$ 88.08 \$ 99.00	\$176.16 \$199.00	\$264.24 \$299.00	\$352.32 \$395.00	\$440.40 \$495.00
Quarter page	2C x 8.13"(V), 3C x 5.42", 4C x 4.06" (H) or 5C x 3.25" (banner)				\$468.00 \$525.00
4"	\$117.44 \$132.00	\$234.88 \$264.00	\$352.32 \$395.00	\$469.76 \$526.00	\$587.20 \$660.00
5"	\$146.80 \$165.00	\$293.60 \$329.00	\$440.40 \$495.00	\$587.20 \$660.00	\$734.00 \$825.00
6"	\$176.16 \$199.00	\$352.32 \$395.00	\$528.48 \$590.00	\$704.64 \$790.00	\$836.76 \$940.00
Half page	4C x 8.13" (V) or 5C x 6.5" (H)				\$889.06 \$999.00
7"	\$205.52 \$230.00	\$411.04 \$460.00	\$615.56 \$690.00	\$822.08 \$925.00	\$976.22 \$1,095.00
8"	\$234.88 \$264.00	\$469.76 \$526.00	\$704.64 \$790.00	\$892.54 \$999.00	\$1,115.68 \$1,255.00
9"	\$264.24 \$299.00	\$528.48 \$590.00	\$792.72 \$890.00	\$1,004.11 \$1,125.00	\$1,255.14 \$1,400.00
10"	\$293.60 \$329.00	\$587.20 \$660.00	\$836.76 \$940.00	\$1,115.68 \$1,255.00	\$1,394.60 \$1,500.00
Full page	5C x 13"				\$1,778.12 \$1,998.00

Note: All sizes half-page and larger (shaded) are priced at a reduced rate (5%).
Frequency discounts of 5% for 6 ad placements and 10% for 10+ placements.



For more information:

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