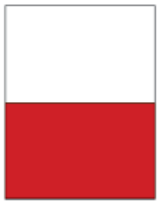
WORD&WAY 2016 Rates and Schedule

Word & Way exists to inform, inspire and motivate Midwest Baptists to service.

Back / Full page
Bleed size: 8.75" x 11.25"
Trim size: 8.50" x 11"
w/ no bleed: 7.50" x 10"

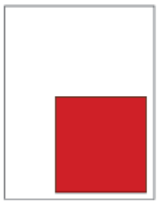
Back cover
Bleed size: 8.75" x 7.50"
Trim size: 8.50" x 7.38"
w/ no bleed: 7.50" x 6.88"



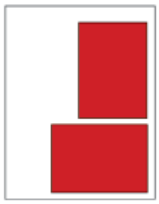
Half page (H)
Bleed size: 8.75" x 5.53"
Trim size: 8.50" x 5.41"
w/ no bleed: 7.50" x 4.90"

Half page (V)
Bleed size: 8.75" x 11.25"
Trim size: 4.26" x 11"
w/ no bleed: 3.63" x 10"

Sidebar
Bleed size: 2.82" x 11.25"
Trim size: 2.45" x 11"
w/ no bleed: 1.82" x 10"



1/3 page
Ad size: 4.92" x 5.08"



1/4 page
Ad size: 3.63" x 4.9" (v)
Ad size: 4.9" x 3.63" (v)

1/8 page (H/V)
Ad size: 4.92" x 1.67" (h)
Ad size: 2.34" x 3.5" (v)

Gutter size: 0.5" Bleed: 0.125" beyond page dimensions

Rates and sizes - Print (display)

Double page spread	$2,700	Sidebar	$575
Inside cover	$1,500	1/3 page	$450
Back/Full page	$1,200	1/4 page	$300
1/2 page	$600	1/8 page	$150

Rates - Print (classified)

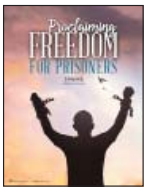
Classifieds include one month online listing: $1.25 per word
Event classifieds: $1.25 per word, includes online calendar
Event calendar: $25/event online, plus 1 mo. print, other promotion

Rates and sizes - Web

Web banners: $75/week + ask about frequency rates
Available sizes: 234x60, 468x60, 120X200 120x400
Ad directory listing: $50 for one year (12 mos.) listing

Rates - e-Newsletter (Between the Lines)

Newsletter sponsorship: $50 an issue *(includes ad and link)*



About *Word & Way*: Founded in 1896, Word & Way provides church leaders and congregations with news, opinion and features. Our target audience are Baptist denominations in the Midwest where we seek to be a **force for good** and unifying influence in Baptist life. Our mission is to inform and inspire in print and electronically through our magazine, website, e-newsletter and social media.

Word & Way has received numerous peer awards for both writing and design from Baptist Communicators Association and Associated Church Press. In 2016 awards included a Grand Prize for Exceptional Achievement in Religious Newswriting, (BCA); 1st, opinion/editorial (ACP & BCA) and honorable mention, feature article (ACP) -- in addition to Awards of Merit for a package and single article.

2016 cover packages

January:
Focus on human trafficking

February:
Focus on refugee resettlement

March:
Focus on prison reform & prison ministry

April:
Baptists working together: The Missouri Plan

May:
Focus on the changing face of chaplaincy

June:
Summer drought of student food programs

July:
Religious liberty legislation roundup

August:
What's become of the tithe?

September:
Changing needs of the elderly

October:
Clergy & politics
Ad Deadline: September 16

November:
Impact issue
Ad Deadline: October 18

December:
Christmas around the world
Ad Deadline: November 16

Note: Schedule subject to change

For more information:

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