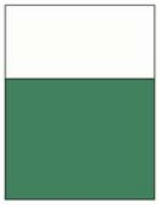
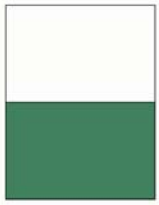
WORD&WAY 2017 Schedule and Rates

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

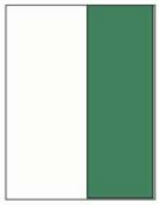
Back / Full page
Bleed size: 8.75" x 11.25"
Trim size: 8.50" x 11"
w/ no bleed: 7.50" x 10"



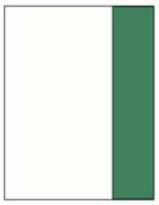
Back cover
Bleed size: 8.75" x 7.50"
Trim size: 8.50" x 7.38"
w/ no bleed: 7.50" x 6.88"



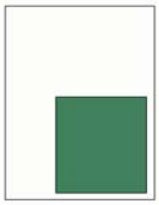
Half page (H)
Bleed size: 8.75" x 5.53"
Trim size: 8.50" x 5.41"
w/ no bleed: 7.50" x 4.90"



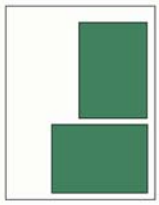
Half page (V)
Bleed size: 8.75" x 11.25"
Trim size: 4.26" x 11"
w/ no bleed: 3.63" x 10"



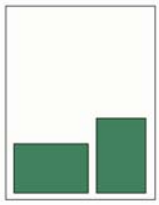
Sidebar
Bleed size: 2.82" x 11.25"
Trim size: 2.45" x 11"
w/ no bleed: 1.82" x 10"



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 - www.wordandway.org

Web banners: $75/week + ask about frequency rates
Available sizes: 234x60, 468x60, 120X200 120x400

Rates - Between the Lines eNewsletter

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 is 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, eNewsletter and social media.

Word&Way has received almost 20 awards in the past four years for both writing and design from Baptist Communicators Association, Religion Communications Council and Associated Church Press. 2017 Award recognitions include second in regional denominational magazines (ACP); first in single news story (RCC); and second opinion/editorial writing (BCA).

Cover packages:

Ad reservation deadline: 15th of month
Note: Schedule subject to change

January
A Time to Lament

February
Discovering the Christian Difference

March
Predatory Lending

April
The "Other" Holy Land

May
Church Fashions: Then & Now

June
Authors: Faith in Print

July
Let There Be Light: Church & Construction

August
Baptist World Alliance in Thailand

September
What's New in the Old Testament?

October
Reformation at 500: What's Next?

November
End-of-Life Discussions

December
TBA

For more information:

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