

WORD&WAY 2018 Schedule and Rates

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

Cover packages:

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

January

Religious Freedom & the Internet

March

Play Ball! Sports and Faith

May

Ministry Families

July

TBA

September

TBA

November

TBA

February

Being Prophetic: What's Love Got to Do with It?

April

Church Tech: Check! Now What?

June

Books & Bytes

August

TBA

October

TBA

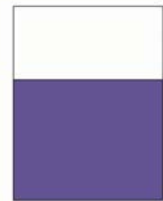
December

TBA



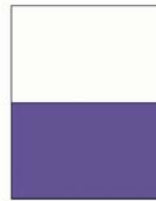
Back / Full page

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"



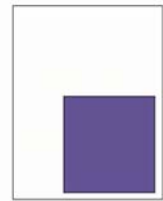
Half page (V)

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"



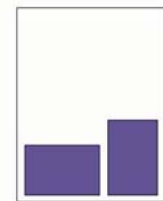
1/3 page

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 news, opinion and features to church leaders and congregations. We seek to be a **force for good** and unifying influence for Baptist denominations in the Midwest. 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).

For more information:

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