

WORD&WAY 2020 Schedule and Rates

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

Recent cover packages:

Ad reservation deadline: 15th of month

Note: Schedule subject to change

January

Corporate Sin

February

Deaf Ministry

March

Year of Jubilee!

April

Faith, Birth, and a Pandemic

May

Unusual Books for an Unusual Time

June

Census: Who Counts & Who Doesn't

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 twice-monthly e-newsletter

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

Rates - Baptist Without an Adjective weekly podcast

Sponsorship: \$20 per episode an issue (includes two mentions)

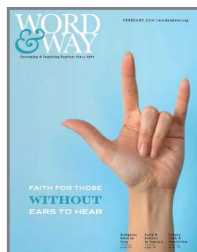
About Word&Way:

Founded in 1896, Word&Way provides news, opinion and features to church leaders and congregations.

Our mission is to inform and inspire in print and electronically through our magazine, website, podcast, e-newsletter, and social media.

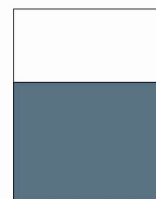
We seek to be a **force for good** and unifying influence for Baptist denominations in the Midwest.

Word&Way has received 190 awards in the past 42 years for editorial, news, design, and advertising from our peers.



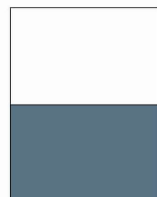
Back / Full page

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



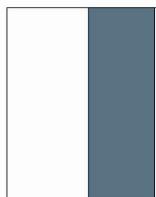
Back cover

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"



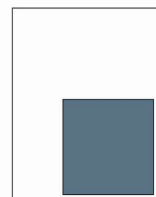
Half page (V)

Bleed size: 8.75" x 11.25"
Trim size: 4.26" x 11"
w/ no bleed: 3.63" x 10"



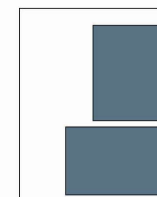
Sidebar

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



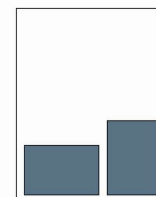
1/3 page

Ad size: 4.92" x 5.08"



1/4 page

Ad size: 4.92" x 3.63" (h)
Ad size: 3.63" x 4.9" (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

For more information:

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