

2018 Rate Sheet

PRINT

WDA Journal (Members' Only Magazine)

AD SIZES	FREQUENCY RATES		
	1x	3x	6x
FULL-PAGE - 9.325" x 11.125" with bleed - 8" x 9.875" no bleed	\$850	\$800	\$750
HALF-PAGE - 7.5" x 5"H or 3.5" x 7.75" V	\$650	\$600	\$550
QUARTER-PAGE - 3.5" x 4.5"H or 4.5" x 3.5" V	\$450	\$400	\$350
PREMIUM FRONT/BACK COVER 9.325" x 11.125" with bleed, 8" x 9.875" no bleed	\$1,000	\$950	\$900
PREMIUM BACK COVER - 7.125" x 5"	\$1,000	\$950	\$900

WDA Sourcebook (Member Directory & Practice Guide)

AD SIZES	FREQUENCY RATES
HALF-PAGE - 7.5" x 5"H or 3.5" x 7.75" V	\$475
FULL-PAGE - 8" x 9.875" no bleed	\$600
HALF-PAGE TAB - 7.5" x 5"H	\$675
FULL-PAGE TAB - 8" x 9.875" no bleed	\$900
COVER - 9.325" x 11.125" with bleed, 8" x 9.875" no bleed	\$900

Classifieds

	FREQUENCY RATES			
	0-34 words	35-69 words	70-105 words	106-140 words
MEMBER	\$65	\$85	\$125	\$135
NONMEMBER	\$95	\$110	\$135	\$150

ADDITIONAL FEATURES	Box	Blind Box	Include Logo	Add to print Journal
	+\$150	+\$10	+\$30	+\$25

See ShopWDA.org or contracts for deadlines.

Questions? Please contact us:

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DIGITAL

WDAJ-Now 2.0 (News App)

AD SIZES	FREQUENCY RATES			
	1x	3x	6x	12x
320x70 px	\$100	\$95	\$90	\$85
320x300 px	\$175	\$165	\$155	\$150

WDA Insider (Members' Only Blog & E-blasts)

AD SIZES	FREQUENCY RATES			
	1x	3x	6x	12x
150x150 px	\$100	\$95	\$90	\$85
150x300 px	\$175	\$165	\$155	\$150
150x450 px	\$250	\$235	\$225	\$220
300x100 px	\$225	\$220	\$215	\$210

WDA.org (website)

AD SIZES	FREQUENCY RATES			
	1x	3x	6x	12x
120x600 px	\$130	\$110	\$105	\$95
275x550 px	\$135	\$115	\$110	\$100

Tongue 'n' Cheek...and Teeth, too! (patient e-newsletter)

AD SIZES	FREQUENCY RATES	
	1x	4x
150x150 px	\$100	\$95
150x300 px	\$175	\$165
150x450 px	\$250	\$235