

2019 Rate Sheet

PRINT

WDA Journal (Members' Only Magazine)

AD SIZES	FREQUENCY RATES		
	1x	3x	6x
FULL-PAGE - 8" x 10.5" no bleed - 8.75" x 11.25" with bleed, 7.5" x 10" Live Area	\$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 8" x 10.5" no bleed - 8.75" x 11.25" with bleed, 7.5" x 10" Live Area	\$1,000	\$950	\$900
PREMIUM BACK COVER - 7.125" x 5"	\$1,000	\$950	\$900

WDA Sourcebook (Member Directory & Practice Guide)

AD SIZES	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 - 8" x 10.5" no bleed - 8.75" x 11.25" with bleed, 7.5" x 10" Live Area	\$900

Classifieds

	30-DAY RATE				60-DAY RATE				90-DAY RATE			
	0-34 words	35-69 words	70-105 words	106-140 words	0-34 words	35-69 words	70-105 words	106-140 words	0-34 words	35-69 words	70-105 words	106-140 words
MEMBER	\$65	\$85	\$125	\$135	\$130	\$170	\$250	\$270	\$195	\$255	\$375	\$405
NONMEMBER	\$95	\$110	\$135	\$150	\$190	\$220	\$270	\$300	\$285	\$330	\$405	\$450

ADDITIONAL FEATURES	Box	Anonymous	Include Logo	Add to print journal	Add Urgent icon (CareerForward only)
	+\$150	+\$10	+\$50	+\$25	+\$25

See ShopWDA.org or contracts for deadlines.

Questions? Please contact us:

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DIGITAL

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

NEW!

CareerForward (Job Board)

WDA.org (website)

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