

# WACOAN+

**Our premium advertising packages includes Waco's top print and digital ad placements.** For the same price your ad will be seen in our magazine, both printed and digital, and on our website.

Print Size	12x	6x	3x
Double Page	\$2,350	\$3,060	\$3,195
Full Page	\$1,200	\$1,395	\$1,495
2/3 Page	\$855	\$975	\$1,050
1/2 Page	\$745	\$825	\$895
1/3 Block	\$595	\$650	\$695
1/3 Vertical*	\$630	\$725	\$795
1/4 Page*	\$475	\$525	\$595
Wish List	\$225	\$295	\$325

## NOTICES & DISCLAIMERS

Call us to discuss guaranteed placement options. Must coordinate pop-up ads date with sales team and must be in the current contract date range. Bonuses only apply to print ad contracts within indicated size and repeat range.

\* The number of available 1/3 vertical and 1/4 page ads are limited.

BONUSES  
WORTH UP TO  
**\$7,500**

## 12x BONUSES

- ★ 50% OFF YOUR PRINT AD FOR ANY 1 MONTH

### On WACOAN.com:

- ★ 2 Pop-Up Ads for 1 week each
- ★ 1 Standard Web Ad for 1 Year
- ★ 1 Featured Business Post
- ★ 1 Newsletter Sponsorship

### Also Includes:

- ★ Private Access to Specials
- ★ Priority in Editorial Access
- ★ Purchase Additional Pop-Up Ads @\$350/week

BONUSES  
WORTH UP TO  
**\$3,800**

## 6x BONUSES

- ★ 25% OFF YOUR PRINT AD FOR ANY 1 MONTH

### On WACOAN.com:

- ★ 1 Pop-Up Ad for 1 week each
- ★ 1 Standard Web Ad for 6 Months

### Also Includes:

- ★ Purchase Additional Pop-Up Ads @\$425/week
- ★ Purchase 1 Discounted Featured Business Post @\$250

## ASK US ABOUT...

OUR EVENT  
AND NONPROFIT  
BUNDLES

&

TURNING YOUR  
MONTHLY AD  
INTO A SPECIAL  
PROFILE



# PRINT SPECIFICATIONS

Sizes below are in inches, width x height.

SIZE	BLEED	TRIM	LIVE AREA
Double Page	17 x 11.125	16.75 x 10.875	15.5 x 9.625*
Full Page	8.625 x 11.125	8.375 x 10.875	7.125 x 9.625
2/3 Page		4.944 x 9.375	
1/2 Page		7.542 x 4.625	
1/3 Vertical		2.347 x 9.375	
1/3 Block		4.944 x 4.625	
1/4 Page		3.620 x 4.490	

\*Please plan appropriately for gutter spacing so images and text do not get cut off.

## GENERAL INFORMATION

PUBLICATION TRIM SIZE: 8.375" x 10.875"

SAFETY: 0.625" from trim on all sides

BLEED: 0.125" beyond trim on all sides

IMAGE RESOLUTION: 300 dpi

COLOR SPACE: CMYK ONLY

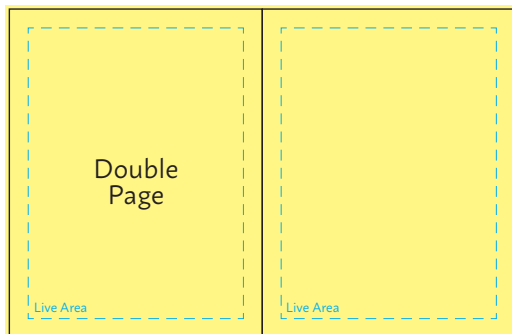
— No RGB or Spot Colors

## DEFINITIONS

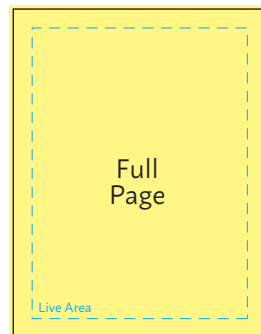
**BLEED** – The amount of artwork that needs to “bleed” off the edge, over the trim to account for printer shifting – 0.125"

**TRIM** – The physical size of your ad, for double and full page ads this is also the size that the page will be cut to.

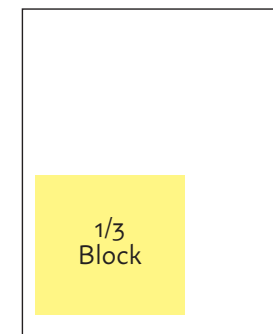
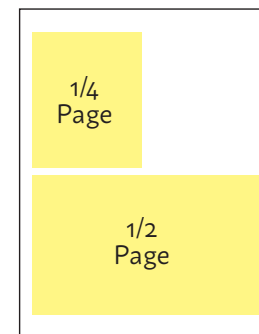
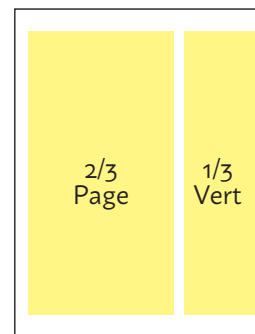
**LIVE AREA** – The margin area where important info should remain, so items are not cut off or in the fold of the magazine.



0.125" Bleed



0.125" Bleed



# PRINT SPECIFICATIONS

Please contact us with any questions.

## PRODUCTION DIRECTOR

Brittany Ross

[brittany@wacoan.com](mailto:brittany@wacoan.com)

254.772.5540, ext. \*113

## COMMON AD PROBLEMS TO AVOID

**We do not recommend using Canva and similar social media focused applications for print design. These are not standard industry/publication applications and do not easily produce print-ready artwork for offset printing presses.**

Please check your ad for these errors before uploading:

- Incorrect dimensions
- Text outside the live area
- Full page ads that do not include a bleed
- Use of low-resolution images
- Images not converted to CMYK
- Spot color/PMS used in the color space

## PLEASE CHECK ALL DEADLINES

Late ads and last-minute changes increase the chance of print error.

**Ad Material DISCLAIMER:** The WACOAN is dedicated to quality print production. We check every ad sent in but cannot be held responsible for materials that are not in accordance with specifications. Please check to make sure submitted ads meet all specifications and deadlines.

## AD DELIVERY

THE PREFERRED WAY to send us files is by uploading them at our simple and secure portal at [upload.wacoan.com](https://upload.wacoan.com)

You may email us at [ads.wacoan.com](mailto:ads.wacoan.com) and [production@athenspublishing.com](mailto:production@athenspublishing.com)

## ACCEPTABLE FILE FORMATS

PDF/X-1A:2001 — The PDF must be made from a PostScript file with all fonts and high-resolution images embedded. Ensure that the color space is CMYK and all elements are a minimum of 300 dpi and 100% in size. We also accept 300dpi CMYK JPG or TIFF files in 100% size.

## AD CREATION

We offer FREE\* ad services when purchasing an ad. Please check with our sales team for requirements. Ads we create may be revised up to 3 times before incurring a \$15 per revision fee.

\*Any photos, creative or ad material created by the WACOAN remains property of the WACOAN and is available for use only in the WACOAN and WACOAN entities.

