

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

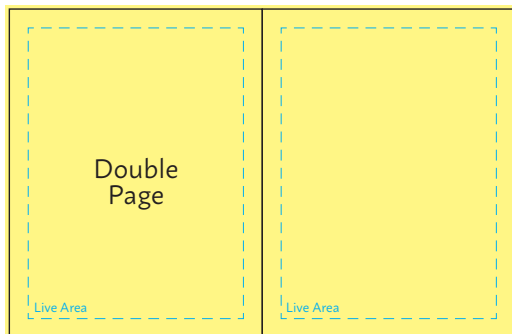
— No RGB or Spot Colors

DEFINITIONS

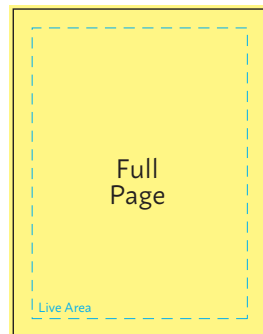
BLEED – The amount of artwork that needs to “bleed” off the edge, over the trim to account for printer shifting – 0.125"

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.

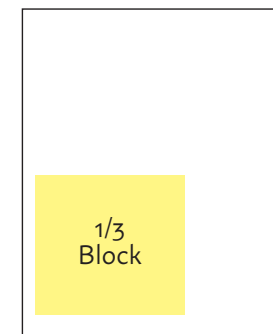
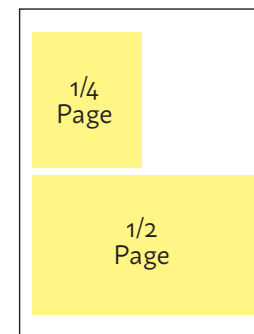
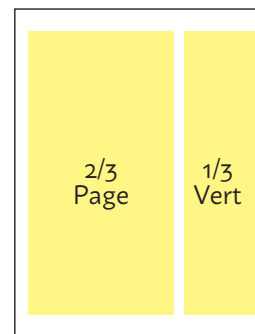
LIVE AREA – The margin area where important info should remain, so items are not cut off or in the fold of the magazine.



0.125" Bleed



0.125" Bleed



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Please contact us with any questions.

PRODUCTION DIRECTOR

Brittany Ross

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

You may email us at ads.wacoan.com and 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.



WACOAN+

Our premium advertising packages offer Waco's top print and digital placements. For one price, your ad will appear in our printed and digital magazine, as well as on our website.

ASK US ABOUT...

Guaranteed Ad Placement

Turning Your Display Ad into a Special Profile

Our Nonprofit and Event Bundles



NOTICES & DISCLAIMERS

Bonuses only apply to print ad contracts within indicated size and repeat range. Must coordinate pop-up ad dates with sales team and must be in the current contract date range. *The number of available 1/3 vertical and 1/4 page display ads are limited. **Only available on a 12x contract. ***Profile rate, size, and requirements subject to change based on monthly theme, please contact us for detailed information.



DISPLAY AD RATES

Print Size	12x Contract Rate	6x Contract Rate	1x Contract Rate
Double Page	\$2,400	\$3,060	\$3,200
Full Page	\$1,250	\$1,450	\$1,550
2/3 Page	\$890	\$1,000	\$1,085
1/2 Page	\$775	\$855	\$925
1/3 Block	\$595	\$650	\$695
1/3 Vertical*	\$695	\$795	\$825
1/4 Page*	\$475	\$525	\$595
Wish List	\$225	\$295	\$325
Love Waco**	\$425	—	—
Expert Advice**	\$195 w/ad \$425 wo/ad	—	—

*** PROFILE AD RATES

Double Page	\$2,400	\$3,060	\$3,200
Full Page	\$1,250	\$1,450	\$1,550
1/2 Page	\$775	\$855	\$925
1/3 Page	\$595	\$650	\$695
1/4 Page	\$475	\$525	\$595

12x BONUSES
WORTH UP TO
\$7,000

★ 25% 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

Also Includes:

- ★ 1 Newsletter Sponsorship
- ★ Private Access to Specials
- ★ Editorial Access Priority
- ★ Option to Purchase Discounted Pop-Up Ads @\$350/week

6x BONUSES
WORTH UP TO
\$2,900

On WACOAN.com:

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

Also Includes:

Option to Purchase Discounted:

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

WACOAN

BRAND STRENGTHS

WACO FOCUSED

Local People • Best of Waco
• Wacoan of the Year • Family-Owned Businesses • Baylor & Education
• Women in Business • Nonprofits & the Giving Guide

FOOD & DRINK

Foodie Culture • Dining • Cocktails
• Recipes • New Restaurants

STYLE & DESIGN

Home Decor • Fashion • Boutiques
• Shopping • Entertaining

ARTS & CULTURE

Art • Craftsmanship • Live Music
• Literature • Festival on the Brazos • Waco Symphony Belles & Brass

TRAVEL & EVENTS

Things to do in Waco • Waco Weekend
• Day Trips • Nightlife • Event Coverage

OUR READERS

- ✓ Typically between 25 and 65 years of age from various cultural backgrounds and professions.
- ✓ Well-educated, high income earning men and women who are supportive of local businesses and seek to promote the local economy.
- ✓ Affluent members of our community who actively participate in local events and organizations.
- ✓ Enjoy a reasonable amount of disposable income and are socially conscious, supporting local charities and non-profit organizations.
- ✓ Interested in a variety of amenities around Waco, including events, dining and shopping.
- ✓ Highly engaged, and on average read all 12 issues of the Wacoan, keeping each issue over 2.5 weeks.

CONTACT US



OUR WEBSITE



DIGITAL MAGAZINE



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