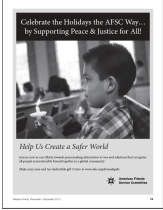








Advertising with *Western Friend*

Rates and Dates for 2025

Display Ads: All display ads are in black and white.

Full-page ad 7" x 9 3/4" 	Single issue \$420 each	3 consecutive issues \$380 each	6 consecutive issues \$340 each
Half-page ad 7" x 4 1/2" 	Single issue \$300 each	3 consecutive issues \$270 each	6 consecutive issues \$240 each
Third-page square ad 4 5/8" x 4 5/8" 	Single issue \$230 each	3 consecutive issues \$205 each	6 consecutive issues \$180 each
Third-page column ad 2 1/8" x 9 3/4" 	Single issue \$230 each	3 consecutive issues \$205 each	6 consecutive issues \$180 each
Quarter-page ad 3 3/8" x 4 3/4" 	Single issue \$220 each	3 consecutive issues \$195 each	6 consecutive issues \$170 each

Classified ads

\$25 per issue minimum Add 10% for box or spot color Add \$15 for logo	Single issue \$0.75 per word	3 consecutive issues \$0.70 per word	6 consecutive issues \$0.65 per word
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Scheduling Ads in Western Friend:

Western Friend goes to press six times per year. The schedule below is the one we typically follow for managing ads in *Western Friend*.

We have hired a new Editor / Executive Director to take responsibility for *Western Friend* at the start of 2025. Consequently, the first few magazine issues of 2025 will likely run late, relative to the typical deadlines listed below.

All the deadlines in this schedule can be flexed by a couple of days:

Issue of Magazine	Confirm intention to place ad(s) and commit to size(s)	Supply art for ad(s)	Magazine goes to the printer
Jan/Feb	Nov 20	Dec 20	Dec 28
Mar/Apr	Jan 20	Feb 20	Feb 28
May/June	Mar 20	Apr 20	Apr 28
July/Aug	May 20	June 20	June 28
Sept/Oct	July 20	Aug 20	Aug 28
Nov/Dec	Sept 20	Oct 20	Oct 28

For more information, contact the editor: editor@westernfriend.org.