



TIDEWATER WOMEN

your link to local women

A MAGAZINE FOR WOMEN

Tidewater Women, a free monthly lifestyle magazine targeted exclusively to local women, is the perfect advertising medium to get your message to a readership of 30,000+ well-educated, upwardly mobile women. Now distributed in 800+ locations.

Tidewater Women contains information today's women need and use—from informative articles written by the best area writers to ads for goods and services.

Quality content ensures that *Tidewater Women* will have a long shelf life, meaning

your ads are seen for up to a month or more. *Tidewater Women* is the perfect marketing tool to reach today's women.

Here's what our readers are saying:
 "It's a wonderful magazine!" Denise, Newport News
 "Tidewater Women gets better and better each month." Collette, Norfolk
 "I always look forward to each new issue. The information and encouragement it gives to women is awesome!" Jamie, Va. Beach
 "Tidewater Women targets a lot of issues that women encounter." Cheryl, Portsmouth

POLICIES & PROCEDURES

Ad Submissions - Preferred format for ads submitted: .pdf transmitted via the internet to our email address or on a disk. Hard copy is acceptable, but for best results should be printed out at 300 dpi.

Deadlines - Usually the 15th of each month. Please call after that date to inquire about last-minute insertion orders.

Camera-ready Discount - Camera-ready ads will be discounted 10%.

Women in Business - Special advertising section in January and July issues. For \$395 (b/w) or \$495 (color) you receive a 250-word article and photo in a 1/3-page ad. Our full-page option includes a 500-word article, and three photos for \$1350 (color only).

Payment - Advance payment is required from new advertisers until credit is established. Billed accounts are due 15 days from date of invoice. Accounts 30 days past due are subject to a late charge of 2% per month. 5% discount is offered for pre-payment.

Contracts - Frequency discounts are based on ads running within a set period. Failure to fulfill contract terms will result in additional charges equal to the discounted sum.

Changes and Cancellations - Must be received in our office in writing by one week prior to the deadline of the respective issue. There are no refunds and credits shall be made only for errors materially affecting the value of the advertisement. *Tidewater Women* reserves the right to reject advertising.

Ad Production - *Tidewater Women* will design advertising at no additional charge. However, special artwork, customized borders, logos, etc. will be billed at cost. Photographs, artwork, and copy for reproduction are accepted at advertiser's risk and should be clearly marked to facilitate return.

Special Position - 10% additional.

Process Color - 30% of standard rate.

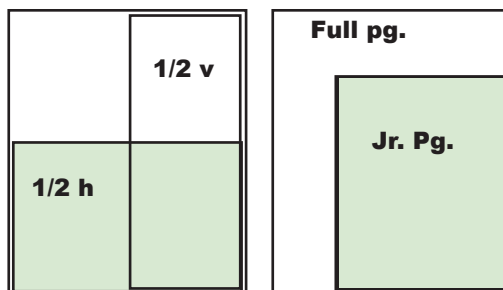
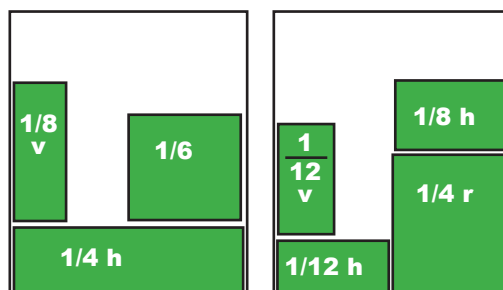
Insert Rates - \$75 per thousand; min. order 5,000.

RATES

Size	1x	4x	8x	12x
1/16	NA	150.	140.	120.
1/12	190.	180.	170.	150.
1/8	240.	230.	220.	200.
1/6	320.	310.	300.	280.
1/4	400.	380.	360.	340.
1/3	600.	580.	560.	540.
1/2	740.	710.	680.	650.
Jr. Pg.	860.	830.	800.	770.
Full	1320.	1280.	1250.	1220.

Rates are per insertion

Size		Width	Height
1/16 pg.	V	2.25"	3"
	H	4.75"	1.375"
1/12 pg.	V	2.25"	4.75"
	H	4.75"	2.25"
1/8 pg.	V	2.25"	6.25"
	H	4.75"	3"
1/6 pg.		4.75"	4.75"
1/4 pg.	V	4.75"	6.25"
	H	9.75"	3"
1/3 pg.	V	4.75"	9.5"
	H	9.75"	4.75"
1/2 pg.	V	4.75"	12.75"
	H	9.75"	6.25"
Jr. pg.		7.25"	9.5"
Full pg.		9.75"	12.75"



Call Today To Reserve Space!

Ph. 757.204.4688 • Fax. 757.401.6469
 3065 Mansfield Lane • Virginia Beach, VA 23457
 tidewaterwomen@hotmail.com • www.tidewaterwomen.com



TIDEWATER WOMEN

your link to local women

WHY ADVERTISE ONLINE?

Advertising with tidewaterwomen.com ensures increased visibility of your business and will also improve traffic to your website, resulting in better page rankings for your site and more business for you.

In order to best serve our advertisers, TW is constantly expanding our online resources to generate increased traffic, return visits, and a rich user experience. This means more users visit tidewaterwomen.com and spend time exploring the site.

Our analytics reports show that our website continues to grow in both online traffic and interactive user participation, thanks to implementation of social media integration and resource development.

All banner and text-based ads receive back-links to respective websites. Tidewater Women will place secondary links in our online advertiser listings. Quality linking supported by relevant anchor text is proven to increase both page rankings and organic placement in search engines such as Google.

Advertisers also may maintain and moderate threads in the Tidewater Women Forums and establish direct, ongoing dialogs with our user base.

In addition, advertisers may sponsor Memo, our monthly eZine to have ads directly emailed to our subscriber base.

ONLINE RATES*

TEXT ADS

\$100/6 months • \$150/year

BANNER ADS

\$150/3 months • \$250/6 months • \$450/year

COUPONS

\$150/6 months • \$250/year

EZINE SPONSOR ADS

\$150/6 eZine issues

PACKAGES*

SILVER PACKAGE

\$500/6 months - includes banner ad, text ad, coupon, and eZine sponsor ad.

GOLD PACKAGE

\$900/year - includes banner ad, text ad, coupon, and eZine sponsor ad.

* \$25 set-up fee; \$25 banner design fee unless web-ready art is provided

ADVERTISING OPTIONS

TEXT ADS consist of a 20-word teaser, which hot links to your website. Text ads appear on all article pages. Min. insertion: six months

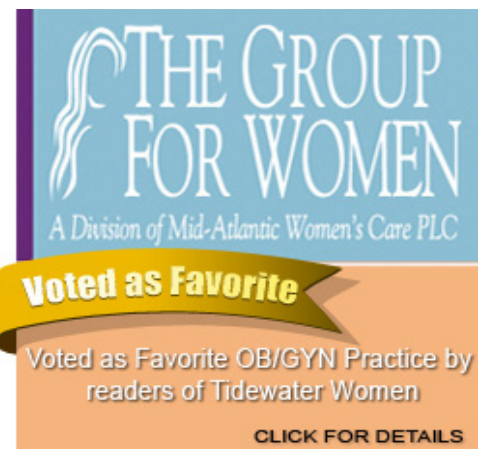
BANNER ADS are 250x250-pixel professionally designed color ads which appear on the home page. Three ads rotate each time the page is refreshed, so your ad will be viewed by at least one out of three visitors to the home

page. The rate also includes a **TEXT AD** (see above). Min. insertion: three months.

COUPONS are 250x250-pixel professionally designed ads which appear on our Coupon Corner page. Min. insertion: six months.

EZINE SPONSOR ADS are 250x250-pixel professionally designed color ads in Memo, TW's monthly eZine. Min. insertion: 6 months.

SAMPLE BANNER, COUPON & EZINE SPONSOR AD



SAMPLE TEXT AD

Health Study
CLINICAL RESEARCH CENTER
Seeking men & women ages 18-65 to participate in health research. Clinical Research Center, EVMS Call 757-446-7932

Ph. 757.204.4688 • Fax. 757.401.6469
3065 Mansfield Lane • Virginia Beach, VA 23457
tidewomen@hotmail.com • www.tidewaterwomen.com