

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 20,000+ well-educated, upwardly mobile women.

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

"TW targets a lot of issues that women encounter." Cheryl, Portsmouth

POLICIES & PROCEDURES

Ad Submissions - Preferred format for ads submitted: .pdf or .jpg sent to our email address. 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%.

Advertorials - Special advertising sections offer the chance to tell the story of your business in an article format. For \$450 you receive a 300-word article and color photo in a 1/2-page ad. Our full-page option includes a 500-word article + three photos for \$850.

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.

Contracts - Frequency discounts are based on ads running within a 12-month 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.

Call Today To Reserve Space!

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

2020 RATES

Size	1x	4x	8x	12x
1/8	225.	200.	175.	150.
1/6	300.	275.	250.	225.
1/4	400.	350.	325.	300.
1/3	550.	475.	425.	400.
1/2	700.	650.	600.	550.
2/3	900.	850.	800.	725.
Full	1100.	1050.	1000.	900.

Rates are per insertion and include color.

Size		Width	Height
1/8 pg.	V	2.375"	5.125"
	H	4.875"	2.5"
1/6 pg.	V	2.375"	6.75"
	H	4.875"	3.25"
1/4 pg.	V	4.875"	5.125"
	H	10"	2.5"
1/3 pg.	V	4.875"	6.75"
	H	10"	3.25"
1/2 pg.	V	4.875"	10.5"
	H	10"	5.125"
2/3 pg.		10"	6.75"
Full pg.		10"	10.5"

