

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. 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

"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 \$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 + 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 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.

Process Color - 30% of standard rate.

Call Today To Reserve Space!

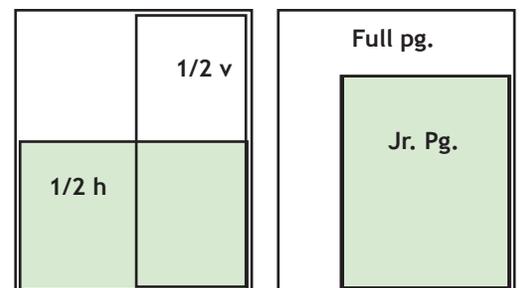
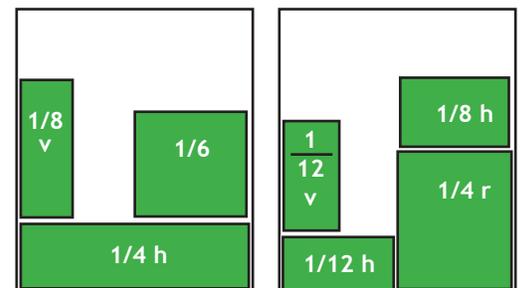
Ph. 757.204.4688 • Fax. 757.401.6469
3065 Mansfield Lane • Virginia Beach, VA 23457
peggy@tidewaterwomen.com • www.tidewaterwomen.com

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"



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CONNECT TO READERS ONLINE!

Now you can reach an entirely new audience of readers on TW's website.

You can choose to supplement your print ad campaign with ads online or start a new campaign. Available ads include leaderboards, medium rectangles, and wide skyscrapers. They are priced per impression and are very affordable.

Call us at 757-204-4688 to schedule your online ads. Cheers to the digital age!

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. Quality linking supported by relevant anchor text is proven to increase both page rankings and organic placement in search engines such as Google.

In addition, advertisers may place ads in MEMO, our monthly ezine, sent out to subscribers.

ONLINE RATES*

BANNER ADS

Our rates are based on impressions, or the number of times a visitor to TW's website sees your ad. Your ad can appear on any page a viewer visits (i.e., run of site).

Choices are:

Leaderboard - Appears at top of page

\$30 per thousand views. Min. 10,000
\$20 discounted rate for print advertisers

Medium Rectangle - Appears at bottom right

\$30 per thousand views. Min. 10,000
\$20 discounted rate for print advertisers

Wide Skyscraper - Appears at right

\$30 per thousand views. Min. 10,000
\$20 discounted rate for print advertisers

EZINE ADS

These ads appear in MEMO, TW's ezine, which is mailed to a select group of subscribers the 1st of each month.

\$150/6 eZine issues

DIMENSIONS

Top Leaderboard: 728 x 90

Medium Rectangle: 300 x 250

Wide Skyscraper: 160 x 600

PACKAGES*

BANNER ADS - PACKAGE OF 3

\$45 per thousand views each ad.

Min. 10,000

* \$25 set-up fee; Banner design fee will apply unless web-ready art is provided. Usage fees for licensed images may be required. HTML 5 ad design extra.