

## display ad sizes

**Ad Space Deadline: Friday, January 6, 2012**  
**Publishing Date: March 2012**

**Listing \$140 or FREE with Ad**

**Second Listing (additional category) \$45**

Includes business name, telephone number, e-mail, website, address including zip code, contact person and a 35-word description (\$1 per word for extra words).

**1/12 Page — \$190** (includes one listing)  
2.25" x 2.25"

**1/6 Page/Business Card — \$342** (includes one listing)  
Horizontal 4.75" w x 2.2" h or Vertical 2.25" w x 4.625" h

**1/3 Page — \$639** (includes one listing)  
Horizontal 7.25" w x 3.1" h or Vertical 2.25" w x 9.5" h  
or Square 4.75" w x 4.625" h

**1/2 Page — \$885** (includes up to three listings)  
Horizontal 7.25" w x 4.625" h or Vertical 4.75" w x 7.25" h  
Ability to supply 300-word "how to" article/generic article/business profile with headshot of expert. No self-promotion articles-generic, expert advice only. (Write-up and photos provided by advertiser: or we produce; write-up \$125, photography \$60)

**Full Page — \$1512** (includes up to five listings)  
ad size — 7.25" w x 9.5" h  
Ability to supply 650-word "how to" article/generic article/business profile with headshot of expert. No self-promotion articles-generic, expert advice only. (Write-up and photos provided by advertiser: or we produce; write-up \$125, photography \$60)

**Inside Back — \$1624** (includes up to five listings)

**Inside Front/Page 3 — \$1814** (includes up to five listings)  
ad size — 7.25" w x 9.5" h  
Ability to supply 650-word "how to" article/generic article/business profile with headshot of expert. No self-promotion articles-generic, expert advice only. (Write-up and photos provided by advertiser: or we produce; write-up \$125, photography \$60)

**Back Cover — \$1966** (includes up to five listings)

ad size — 7.25" w x 9.5" h  
Ability to supply 650-word "how to" article/generic article/business profile with headshot of expert. No self-promotion articles-generic, expert advice only. (Write-up and photos provided by advertiser: or we produce; write-up \$125, photography \$60)

**For more information contact:**

**Lisa O'Brien**

direct: (608) 333-2592

[lisa@ogarapub.com](mailto:lisa@ogarapub.com) or [patogara@ogarapub.com](mailto:patogara@ogarapub.com)

[www.TheMadisonWoman.com](http://www.TheMadisonWoman.com)

## Cover Profile Positions (only 24 available)

Put your picture on the cover! Includes 125-word personal profile and picture on the inside as well! Year-round exposure in 10,000 copies. (1,500 are direct mailed).

**Cost: \$395 — Must also purchase a display ad (1/6 page minimum).** Photograph and write up to be provided by cover girl. Limited to 24 cover girls. Cover girl position can **only** be reserved after payment is made.

\*\* All advertising content and appearance is subject to approval.

**Women's Business Directory is not responsible for errors following proof approval.**

## Buy a full page ad and write your own article

Purchase a full page ad in the 2012 Women's Business Directory and you may also supply a free 650-word article. The article must be approved by the publisher; limited number available — first come first serve; some restrictions may apply.

## 2012 Women's Business Directory EDITORIAL SECTIONS

Business Education & Professional Development

Health & Well Being

Caregiving

Parent & Family

Women in Business

Women Owned, Women Managed & Women Leaders

## Production Services/Requirements

- All images should be saved at: 300 dpi.
- We accept files from QuarkXpress 8.12, Illustrator 14, Photoshop 11.0.1, Acrobat 9.3.1.
- We accept the following file formats: JPEG, TIFF, EPS or PDF (jpegs and tiffs only as photos, not as ads with text).
- When working with Pantone or Spot Colors make sure they are converted to CMYK.
- PDF Requirements: Before submitting a PDF, be sure to check for any graphics or type containing RGB, spot color or JPEG files. We can't make changes to text, colors, check photos or convert a color PDF to a black and white PDF. All changes must be made by the client in the native program used to create the file.
- When coloring text, try to choose a sans serif or bold font at least 12 points in size.
- Warning: Any images using dpi less than required will not print as desired. For example, using images from websites (72 dpi) are of poor quality and will look blurry/fuzzy and jagged.
- Note: On glossy cover, a "rich black" color should be used to avoid a "washed out" appearance whenever large fonts, graphics, boxes or backgrounds are to print as black.

### Payment Terms:

All new advertisers must pay in advance of printing. Payment due upon receipt of invoice. Interest charges are added to accounts past due. If payment is not received by deadline, ad will be pulled.

### Policies:

No cancellations after Friday January 13, 2012. Advertiser is liable for cost of ad space if artwork is not received by materials deadline.