

## Display Ad Sizes

### Sixth Page/Business Card \$387

Horizontal 2.25" w x 4.625" h or Vertical 4.75" w x 2.2" h  
Includes one listing, display ad, and website listing

### Third Page \$723

Horizontal 2.25" w x 9.5" h or Vertical 7.25" w x 3.1" h or  
Square 4.75" w x 4.625" h  
Includes one listing, display ad, and website listing

### Half Page \$1000

Horizontal 7.25" w x 4.5" h or Vertical 3.5" w x 9.5" h  
Includes up to 5 listings, display ad, and website listings

### Full Page \$1710

7.25" w x 9.5" h  
Includes up to 10 listings, display ad, and website listings

### Inside Cover, Front or Back \$2052

100# Glossy Text Paper with 4 color included  
7.25" w x 9.5" h  
Includes up to 10 listings, display ad, and website listings

### Back Cover \$2223

100# Glossy Text Paper with 4 color included  
7.25" w x 9.5" h  
Includes up to 10 listings, display ad, and website listings

\* Includes full color; Art Charges/Ad Production - \$50; No charge for PDF ads

<p><b>1/6 page</b></p> <p>1/6 vertical 2.25" w x 4.625" h</p> <p>1/6 horizontal 4.75" w x 2.2" h</p>	<p><b>1/3 page</b></p> <p>Square 4.75" w x 4.625" h</p> <p>Vertical 2.25" w x 9.5" h</p>	<p><b>Full page</b> 7.25" w x 9.5" h</p>
<p><b>1/2 page horizontal</b> 7.25" w x 4.5" h</p>	<p><b>Horizontal</b> 7.25" w x 9.5" h</p>	<p><b>1/2 page Vertical</b> 4.75" w x 7.25" h</p>

### Deadline:

Display Ad and Listing Deadline: Tuesday, October 2, 2007  
Publication Date: March 2008

### Production Charges:

Ad cost does not include in-house production fees. A fee of \$50 per hour, with a minimum fee of \$25, will apply to any ad designed in-house.

### 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 closing date. Advertiser is liable for cost of ad space if artwork is not received by materials deadline.

## Listing Definitions

### Listing \$205

Includes business name, telephone number, fax number, e-mail, website, address including zip code, contact person and a 20-word description (\$1 per word for extra words).

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### Second Listing (additional category) \$100

Includes business name, telephone number, fax number, e-mail, website, address including zip code, contact person and a 20 word description (\$1 per word for extra words).

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### Cover Girl Position \$499

Put your picture on the cover! Includes 200-word personal profile and picture on the inside as well! Year-round exposure in 30,000 copies. (2,500 are direct mailed).

**Must also purchase a display ad (1/6 page minimum).** Photograph and write up 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. **Wisconsin Woman is not responsible for errors following proof approval.**

## Production Services/Requirements

- All images should be saved at: 300 dpi.
- We accept files from QuarkXpress 6.1, Illustrator 10.0.3, Photoshop 7.0, Acrobat 6.0.2. **We do not accept** MS Word, Pagemaker, InDesign or other programs other than those listed above.
- We accept the following file formats: JPEG, EPS, PDF, or TIFF (jpegs and tiffs only as photos not as ads with text).
- Black and White Bitmap mode images, such as scanned logos, should be saved at: 600 dpi.
- Save all full-color photos/graphics or type as CMYK mode, not RGB.
- If you are working with Pantone or Spot Colors make sure they are also 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 file.
- All fonts must have both screen and print versions and be usable on a Mac; no PC fonts.
- 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.

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