

Women in Business 2011

North Alabama Resource Directory

Small Business
Start-up
of the Year

Media
Guide

WBCNA
Annual Impact
Statement

*Pink
Pages*

A Publication of



WBCNA
Women's Business Center
of North Alabama

www.WomenBusinesses.org



Why Women in Business?

Women in Business is a cutting-edge resource directory that focuses on women-owned businesses with timely and informative content relative to the North Alabama region. It showcases and supports the growth and development of businesses and champions their voice by keeping entrepreneurs informed and connected.

Women in Business is a “must read” yearly publication for North Alabama business professionals. It connects businesses in print and online at www.WomenBusinesses.org.

Women in Business is designed to engage professional women by offering vital and active circulation of multiple company owners, leaders, and shareholders.

Additional offerings:

Professional Support

Women in Business is supported by the Women's Economic Development Council (WEDC) and the Women's Business Council (WBC).

A Sophisticated Look

In Every Issue

- WBCNA Annual Impact Statement • Profiles of Women Organizations in North Alabama
- Featured Businesses • Business Tips • Resource Guide • Media Guide • Elected Officials
- Society of 75 • WBCNA Programs and Services • Training Calendars • Pink Pages

Custom Web Presence

All advertisers participating in Women in Business resource directory will be represented on www.WomenBusinesses.org.

Targeted Readership

A desirable audience of business professionals will look to Women in Business for resourceful business information. The audience will include multiple company owners, leaders, shareowners, and entrepreneurs. This yearly publication will become an essential resource for business executives in all industries.

Targeted Distribution

Our goal is to circulate approximately 25,000 copies annually for an initial readership of more than 90,000 and reach out-of-state readers via our exclusive Women in Business website www.WomenBusinesses.org. Women in Business will be available at various City Chambers, City Hall, Small Business Associations, legal services, and multiple corporate/private companies.

Advertising Specifications

Publication Size - Trim Size: 8.5" x 11" , **Live Area** - 7.375" x 9.875"

Ad Construction

- For full page ads, the bleed color or images must extend 1/8" beyond the trim size. All text and images must be at least 1/4" inside trim size (live area). All other ads do not bleed.
- All color must be CMYK (process color)-no spot pantone.
- All images, artwork and fonts must be High Resolution: 300dpi (dots per inch).
- All ads must be built to exact ad dimensions.
- The client assumes all responsibility for supplied files that fail to output properly. We cannot guarantee a perfect color match.

File Formats

All ads will be accepted in the following formats: Photoshop (PSD, TIFF), Illustrator (EPS), and Adobe PDF and JPEG. (Other formats such as Word or Publisher will not be accepted).

PDF is the preferred file format for submission. To make sure the construction of the file is correct please follow instructions to insure correct output. All high-resolution images and fonts must be embedded into the PDF.

Advertising Rates

Ad Sizes & Rates

Standard Placement

Business Card

1/4 page

1/2 page

Full Page

Premium Placement

Inside Front

Page 3

Inside Back

Back Cover

Annual

(Color)

\$125

\$275

\$525

\$1,000

(Color)

\$1,300

\$1,150

\$1,250

\$1,500

Ad Design Rate

\$25

\$35

\$75

\$150

Pink Pages

Basic Business Listing (6 Lines):

Women Owned Business \$50

All Other Businesses \$75

Extras:

Additional Business Listing \$50

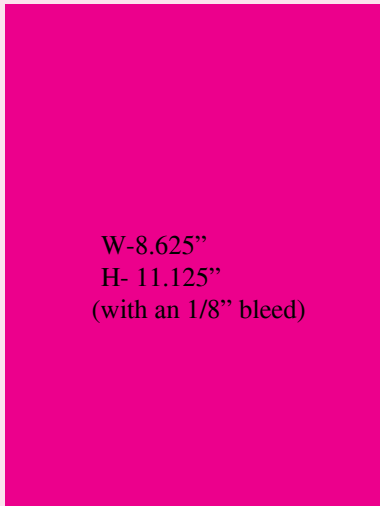
Bold Listing \$25

Extra Lines \$10

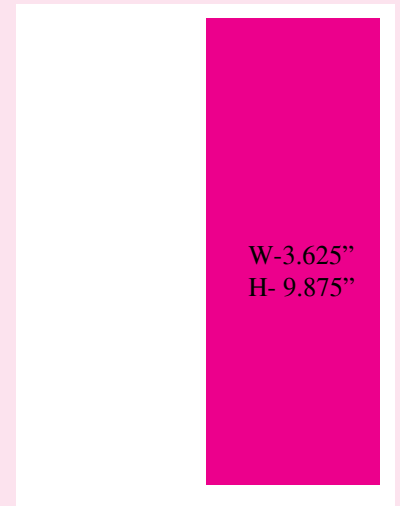
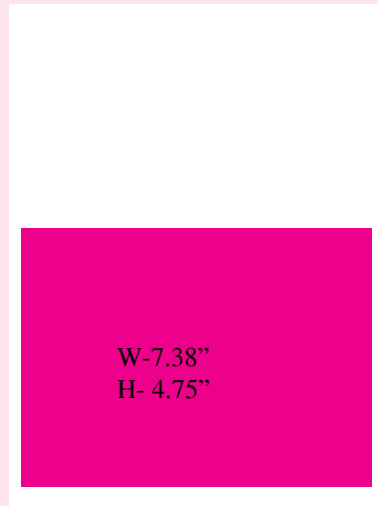
**Advertising Deadline
for 2011 issue is
June 30, 2010.**

Advertising Sizes

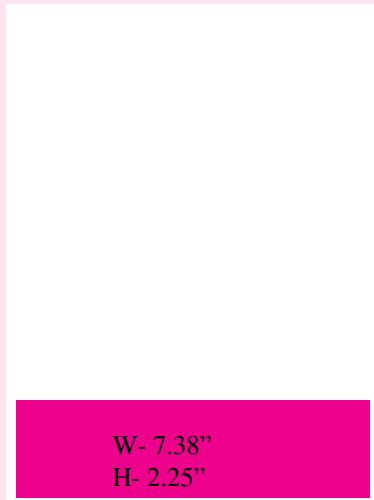
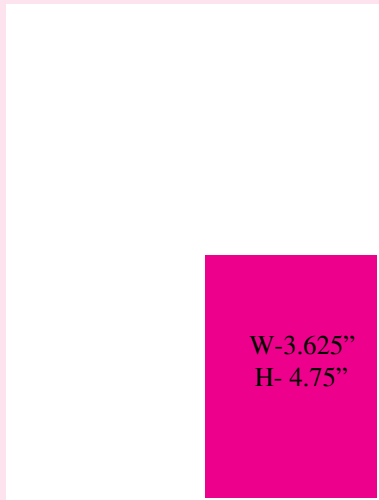
Back Cover with 1/8" bleed



1/2 Page Horizontal and Vertical



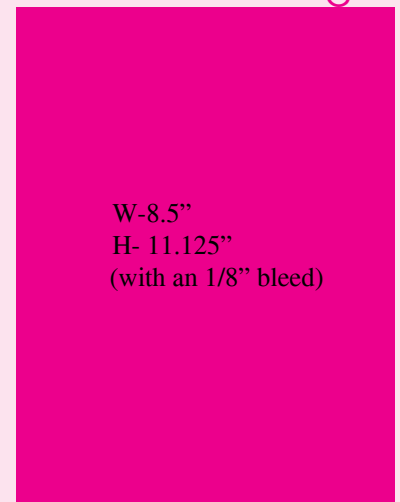
1/4 Page Horizontal and Vertical



Business Card



Inside Front/Back Cover & Full Page



3810-H Sullivan Street
Madison, AL 35758