

Women **CONNECT**™

2010 Media Kit



Connecting
WOMEN
All Over the World

Women **CONNECT**™

1416 Cumberland Street
Harrisburg, PA 17103
717-233-7611 (sales office)
717-731-1405 (business office)
info@women-connect.com
www.women-connect.com



From the Founding Editor-in-Chief:



Women-CONNECT is a quarterly publication that will reflect the diversity and rich cultures of successful women all around us who will inspire and motivate us to live not only successfully but also significantly by making differences in the lives of each other. The mission of Women-CONNECT is to embrace, celebrate and share ideas and experiences by making connections and creating relationships with diverse women everywhere. The stories that you will read will be of remarkable women from different cultures and various walks of life, each with unique backgrounds and experiences.

There is something wonderful happening around the world as we begin to embrace the many cultures. I believe we all have something to offer, and when we begin to appreciate and value the differences in others, we enhance our own lives.

I hope to see you in Women-CONNECT! Remember that we can all grow as we learn and share our own experiences...and celebrate one another's successes!

Pat

Patricia L. Gadsden



Purchasing Power and Economic Clout of Women

NATIONAL BUYING POWER OF A DIVERSE NATION

African-American – Buying power will increase from \$318.1 billion in 1990 to \$1.2 trillion in 2013, an increase of 289.6%.

Asian-American – Buying power will increase from \$117 billion in 1990 to \$752.3 billion in 2013, an increase of 545.9%.

Native American/Alaska Native – Buying power will increase from \$19.7 million in 1990 to \$84.6 million in 2013, an increase of 329.0%.

Latinas – Buying power will increase from \$212 billion in 1990 to \$1.3 trillion in 2013, an increase of 554.3%.

- ❖ 50% of U.S. Workforce is women.
- ❖ 66% of home-based businesses are owned by women.
- ❖ New businesses started by women are twice those started by men. Women of color businesses are growing at four times that rate.
- ❖ 70% of caregivers are women.
- ❖ Women Purchase or influence the purchase of 80% of all products and services.
- ❖ 86% of all personal wealth is controlled by women.
- ❖ 8 out of 10 women are the principle purchasers of their homes.
- ❖ 62% of all shareholders are women.
- ❖ 60% of all new cars are purchased by women.
- ❖ Since 1964, women have been the majority voters.

Women **CONNECT**[™]
Sponsorship Opportunities

The 2nd Annual
CORETTA SCOTT KING
Women For Diversity Award Dinner

Honoring Local Women For Their Work In Diversity In Our Communities

March 2, 2010 • 5:30pm

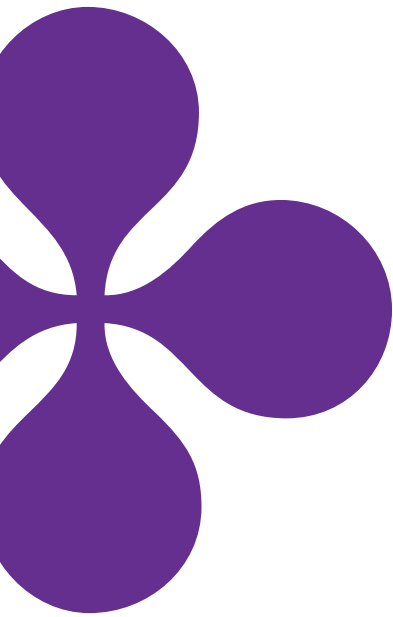


**2010 Speaker:
Bernice A. King**

**MOTHER
PEARL** *Gala*
May 8, 2010
Strawberry Square
To honor the legacy of our mothers.

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Women CONNECT™
Ad Rates/Schedule

Ad Size	RATES*	
	1X	4X
Cover 2	2195	1975
Cover 3	1395	1260
Cover 4	2495	2245
Full Page	995	895
1/2 Page	515	460
1/3 Page	325	295
1/4 Page	235	210
1/6 Page	175	150
Profiler	200	175
Business Card Ad Page	100	75
Business Spotlight **	500	NA

*All rates are NET.

National rates available upon request.

** Includes a 1/4 page ad with business story as it associates to theme of issue – limited availability.

Four color Process only. No PMS or match colors. Rates based on supplied artwork that meet our production specifications.

SPECIAL POSITIONS

Guaranteed Placement: Earned frequency rate plus 10%
(Guaranteed placement only available on 1/3 size ads and larger).

AD DESIGN & PRODUCTION

Ad design – request quote.

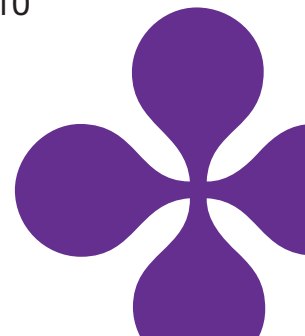
Production charges will be assessed for advertising that is not camera-ready.

SCHEDULE

Issue	Spring '10	Summer '10	Fall '10	Winter '10
Editorial Theme	Coretta Scott King Special Issue	Diversity Champions	Women's Impact on Politics	Creative Expression (Arts, Music, Dance)
Ad Closing	12/23/09	03/2/10	06/28/10	09/17/10
Ad Materials Due	12/30/09	03/9/10	07/5/10	09/24/10
Issue On Sale	02/21/10	05/1/10	08/27/10	11/16/10



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Advertising Contract

Please complete this form, sign it where indicated, and return it to OP Marketing.

Thank you for your business!

3607 Rosemont Ave., Suite 405 ❖ Camp Hill, PA 17011 ❖ 717-731-1405 phone ❖ 717-427-1525 fax

Sales Rep:	Today's Date:
Your Name:	Your Title:
Your Company:	Phone:
Street Address:	Email:
City:	Fax:
State/Territory:	
Zip/Postal Code:	
Who should we contact about the ad, if other than you?	
Contact's Phone:	Contact's e-mail:

Please reserve the following ad space for me in Women-CONNECT magazine:

(Check one. Please confirm special positions with your ad rep before completing this form.)

- Cover 2
 Cover 3
 Cover 4
 Spread
 Full Page
 1/2 Island
 1/2 Horizontal
 1/3 Square
 1/3 Vertical
 1/4 Square
 1/6 Vertical
 1/6 Horizontal

Frequency:

Rate:

Issues Desired: (Check desired issues)
 Spring '09
 Summer '09
 Fall '09
 Winter '09

Special Instructions:

PLEASE NOTE: This is an agreement to reserve ad space in **Women-CONNECT** magazine. By signing this form, you authorize the publisher to place an ad — supplied by you, or prepared by the publisher at your request and expense — in the issues of **Women-CONNECT** that you have specified above. You acknowledge that you have received a copy of our rate card, and agree to pay the price listed above within 30 days of the invoice date each time your ad is published in accord with this contract. You also consent to the terms, policies, and conditions stated below.

Terms, Policies & Conditions:

- Advertisers must pay in advance for the first insertion. All payments must be in US funds. Checks made payable to OP Marketing.
- No cancellations can be accepted after the relevant issue's scheduled ad closing date.
- All ads are considered to be supplied as camera-ready digital artwork. Production charges will be incurred for any ads that do not meet the requirements.
- Special positions must be confirmed by publisher and editor before they can be guaranteed.
- All ads and every element thereof are subject to publisher's approval. Publisher reserves the right to refuse any advertisement.
- Failure to pay for a published ad within 30 days of the invoice date may result in suspension from advertising in subsequent issues. A 2% monthly penalty may be levied on any amount more than 60 days overdue.

Signed: _____ **Title:** _____ **Date:** _____

Fax this signed form to: OP MARKETING ❖ FAX: 717-427-1525 ❖ *Thanks!*



Credit Card Authorization Form

NAME ON CREDIT CARD _____

BILLING ADDRESS OF CARD _____

TYPE OF CARD (CHECK ONE) MASTERCARD VISA DISCOVER

EXPIRATION DATE _____

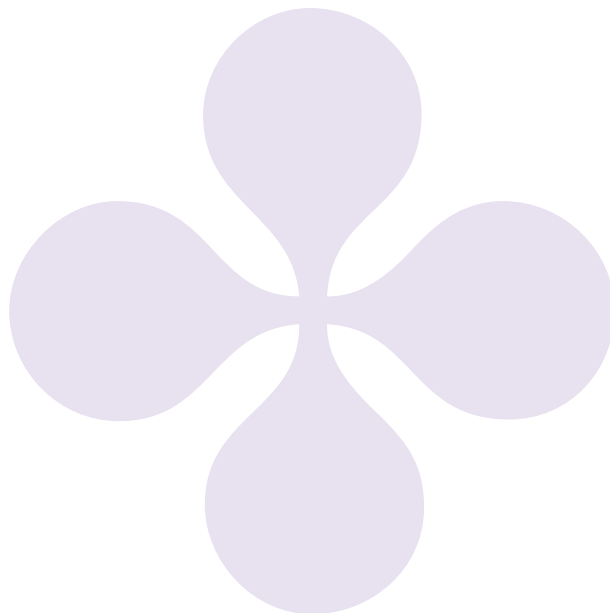
VIN NUMBER (3 DIGIT CODE ON BACK PANEL) _____

CHOOSE WHICH BILLING OPTION:

BILL 1st ISSUE _____

BILL EVERY ISSUE _____

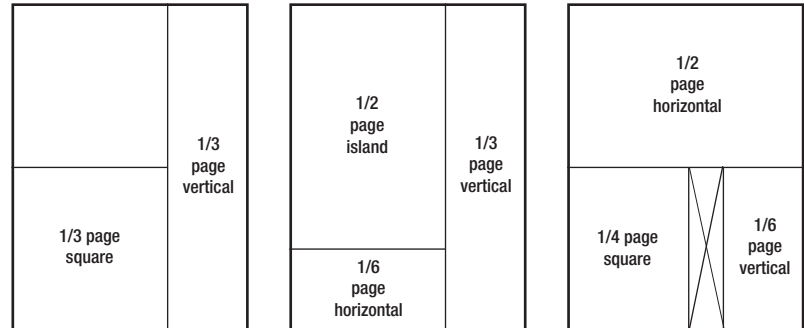
SIGNATURE _____ DATE _____



ADVERTISING SPECIFICATIONS



Ad Size	Width x Height
Full page bleed	8.75" x 11.25"
Full page live area	8" x 10.5"
1/2 page horizontal	7.5" x 4.875"
1/2 page island	4.75" x 7.5"
1/3 page vertical	2.375" x 10"
1/3 page square	4.75" x 4.875"
1/4 page square	3.625" x 4.875"
1/6 page vertical	2.375" x 4.875"
1/6 page horizontal	4.75" x 2.25"



- ❖ Printed: Sheetfed
- ❖ Binding: Saddle Stitch
- ❖ Trim Size: 8.5 x 11
- ❖ Bleed Allowance: .125" on all edges
- ❖ Safety Area: .25"
- ❖ Dot Gain on Press: 17 - 23%
- ❖ Rotation of Colors: SWOP (Black, Cyan, Magenta, Yellow)

DIGITAL AD SPECIFICATIONS

Women-CONNECT can accept digital ads from both Macintosh and Windows platforms. Before submission, please confirm that your application and media are listed below.

File Type: (Listed in Order of Preference)

Preferred
 PDF/X-1a
 Illustrator EPS
 PhotoShop EPS

Accepted
 QuarkXPress 5.0 or higher
 InDesign CS1 or higher

For advertisements prepared in QuarkXPress and InDesign, place the page layout document and all images in one folder. Collect all the fonts, both screen and printer, used in the document and place them in a folder labeled "fonts" inside the document folder. It's critical that you supply all fonts used, even such common ones as Times and Helvetica. Different versions of fonts with the same name from the same foundry may have different metrics or kerning pairs, and these differences can cause type to reflow. We will use your fonts exclusively for your ad.

MEDIA

Files can be sent on CD, e-mail or by www.yousendit.com.

Send Ad Materials to:

Orison Publishers, Inc.
 Women CONNECT Production
 3607 Rosemont Ave., Suite 405
 Camp Hill, PA 17011
 717-731-1405 • Fax 717-427-1525

E-Mail (2 meg and under)
ads@women-connect.com

FTP (over 2 meg):
www.yousendit.com (Sign up for a free account. Upload your file from your web browser. No special software needed. Enter ads@women-connect.com to send your ad.)

Production Charges will apply if ad does not meet our specifications. Materials are destroyed 12 months after publication.

PROOFS

A content proof should be submitted with every ad. All proofs should be at 100%. Proofs of full page ads should include registration marks.

For color ads a properly calibrated, SWOP-certified proof with color bar should be included for guidance on press.

FONTS

We can only accept PostScript Type 1 fonts. If TrueType fonts are used, they must be converted to outlines in Illustrator or a similar program, or embedded within a PDF. Type must not have styles (bold, italic, etc) applied in the page layout program. The actual (bold or italic) font must be selected.

DOCUMENT SETUP

For full page ads, your document page size should match the magazine page size. Trim marks with 1/8" offset. Bleeds should extend 1/8" beyond trim. Maximum one ad per document.

IMAGES

Photographic: Should be saved in TIFF or EPS format, not JPEG, and must not contain extra channels. The color space should be CMYK or Grayscale. Do not place CMYK images in black & white ads. The maximum ink coverage (C+Y+M+K), not to exceed 290%. The resolution of images should be between 250 and 400 dpi. Images should not contain embedded transfer functions or halftone screens. Do not use ICC profiles or other color management.

Linework:
 Should be saved as a bitmap TIFF. Should have an effective resolution of 1200 to 2400 dpi.

Vector (EPS logos, etc):
 Images must be embedded, not linked. Fonts must be converted to outline (preferred) or embedded within the EPS. Do not place EPS files inside of EPS files.

Colors:
 No RGB or Pantone. Must be CMYK. Ink coverage not to exceed 290%.