



Women CONNECT™

Ad Rates/Schedule

RATES*

Ad Size	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	Winter '11	Spring '12	Summer '12	Fall '12	Winter '12
Editorial Theme	Woman Pioneers	Diversity Initiatives	Annual Coretta Scott King Issue	Health Equity	Baby Boomers
Ad Closing	12/02/11	01/21/12	03/22/12	07/02/12	09/22/12
Ad Materials Due	12/09/11	01/28/12	03/29/12	07/09/12	09/29/12
Issue On Sale	12/30/11	02/29/12	04/30/12	08/10/12	10/31/12

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