



July, 2011

Dear Advertising Partner,

Thanks to the support of our members and business partners, Womanspace is poised for another year of enriching the lives of men, women, and children in the Stateline area. Since its launch in September 2007, **Your Guide** has proven to be one of our most important communication and publicity tools. We have not increased our rates and you will **save 15%** with an annual commitment to all three issues (September 2011–August 2012). Submitting your full payment by July 14, 2011 will garner you an **additional savings of 10%**!

One bonus of partnering with Womanspace is the enhanced exposure your business receives via our free and paid promotion from print and electronic media outlets. **Your Guide** is also available in PDF format on our website and is linked to every weekly **Intertwinings** e-news, currently reaching over 1,800 recipients.

Some of the benefits of annual advertising in **Your Guide** include:

- Your message in three issues per year, appearing in at least 7,500 paper copies (2,500 per issue)
- Members and vendors are encouraged to include affiliation and/or a member discount in their ad
- **Your Guide** linked to our weekly e-news, **Intertwinings**, and available on our website as a download
- A variety of available sizes (sixteenth page to full page) with rates as low as \$171 per year
- The option of submitting new print ads for each issue
- The potential for added-value marketing (ie: "Community News" listings in **Intertwinings**) as space allows and as merited by investment level

Enclosed are price and size specifications for submitting your black and white print ad or color **Intertwinings** ad. If you'd like to see the current issue of **Your Guide**, please view it now on the Publications page of our website and note that each issue is printed in two new appealing colors. **We will accept contracts for the September–December 2011 issue through July 14, 2011, so act now to reserve your ad space.**

We also have **annual and event sponsorships** starting at \$600 that include **Your Guide** ads. To learn more, please contact Pat Lai at 815-877-0118 or [pat@womanspace-rockford.org](mailto:pat@womanspace-rockford.org). We can customize your sponsorship to fit your budget and align your business with the programs, events and features you desire.

Thank you so much for your partnership. We look forward to another vital year of connecting, empowering, creating and transforming the world—one woman at a time!

Sincerely,

Gale Ketteler  
Program Coordinator & Marketing Specialist



**Advertising Sponsorship Contract 2011-2012**

The undersigned wishes to reserve the advertising space checked below (all rates net):

Size	Single Issue	Three Issues (save 15%)	Adv. Payment (save 10%)
<input type="checkbox"/> Inside Cover* . . . . . 8w x 10h . . . . .	\$500 . . . . .	\$1275 . . . . .	\$1147.50
<input type="checkbox"/> Full page . . . . . 8w x 10h . . . . .	\$425 . . . . .	\$1080 . . . . .	\$972.00
<input type="checkbox"/> Half page horizontal . . . . . 8w x 5h . . . . .	\$300 . . . . .	\$765 . . . . .	\$688.50
<input type="checkbox"/> Half page vertical . . . . . 4w x 10h . . . . .	\$300 . . . . .	\$765 . . . . .	\$688.50
<input type="checkbox"/> Quarter page vertical . . . . . 4w x 5h . . . . .	\$200 . . . . .	\$510 . . . . .	\$459.00
<input type="checkbox"/> Eighth Page horizontal . . . . . 4w x 2.5h . . . . .	\$125 . . . . .	\$315 . . . . .	\$283.50
<input type="checkbox"/> Sixteenth page vertical . . . . . 2w x 2.5h . . . . .	\$75 . . . . .	\$190 . . . . .	\$171.00

\* Special placement available on a first-come-first-served basis. Please call to verify availability.

**Ad Contract & Copy Deadlines: July 14, November 1, and March 1**

**Acceptable Files:**

- InDesign, Illustrator, Photoshop, PDFs or JPEGs, 300 dpi. (Include all fonts & graphic support if applicable).
- Ads can be submitted via e-mail or on a CD (please include a black & white printout).
- Camera-ready ads (hard copies) can be scanned.

**Please check all that apply:**

- Use same ad as last year; no changes
- Use same ad as last year with informational changes (e.g., different address, phone number) for no additional charge. I have indicated changes in red on an enclosed copy of previous ad.
- New ad will be sent via email by the deadline date.
- Camera-ready art enclosed.
- Design my ad using the information attached. Enclosed is an additional \$75 for this service.

Files should be emailed to Pat Lai [pat@womanspace-rockford.org](mailto:pat@womanspace-rockford.org). Please use "Your Guide Ad" on subject line.

**Intertwinings e-news ad rates: (50 words or less)**

- Intertwinings ad . . . . . \$25 (2 issues) . . . . . \$130 (13 issues)  
(Includes: Logo, web site, Facebook page or email link; Block placement below "Important Dates" on left rail; Weekly issue sent every Monday morning).

Submit text or copy points via email to [gale@womanspace-rockford.org](mailto:gale@womanspace-rockford.org). Text is subject to editing. Final version will be emailed to you for approval. Payment must be received prior to first run.

*I understand that by returning this entire signed agreement with payment no later than the deadline date, I will be assured of advertising space in Womanspace's **Your Guide**. I also understand that Womanspace reserves the right to reject any ad it deems unsuitable for its publication.*

Company Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone ( ) \_\_\_\_\_ Fax ( ) \_\_\_\_\_

E-mail \_\_\_\_\_

Contact Person \_\_\_\_\_ Title \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

Please invoice me       Total enclosed \$ \_\_\_\_\_ CHK # \_\_\_\_\_

(Send contract, ad copy, and check made payable to **Womanspace** to the address below.)



**Your Guide Advertising Sponsorship Sizes.** *See other side for additional sizes.*

To view a sample of **Your Guide**, visit [womanspace-rockford.org](http://womanspace-rockford.org) and go to Publications>YourGuide (Summer).

**1/8 Page Horizontal (B&W)**

4w x 2.5h"

\$125 for single issues

\$315 for three issues

**1/16 Page Vertical (B&W)**

2w x 2.5h"

\$75 for single issues

\$190 for three issues

**Quarter Page Vertical (B&W)**

4w x 5h"

\$200 for single issues

\$510 for three issues

**Half Page–Horizontal (B&W)**

8w x 5h"

\$300 for single issues

\$765 for three issues

**Full Page (B&W)**

8w x 10h"

\$425 for single issues

\$1080 for three issues

**Inside Front or Back Cover (B&W)**

8w x 10h"

\$500 for single issues

\$1275 for three issues

**Half Page—Vertical (B&W)**

4w x 10h"

\$300 for single issues

\$765 for three issues