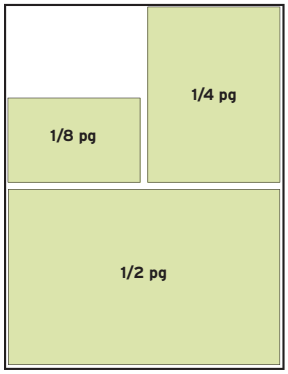

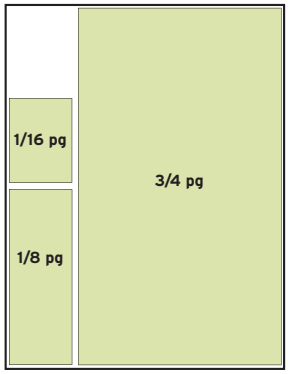

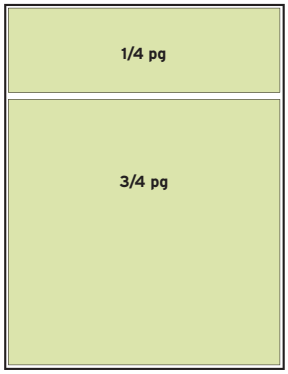

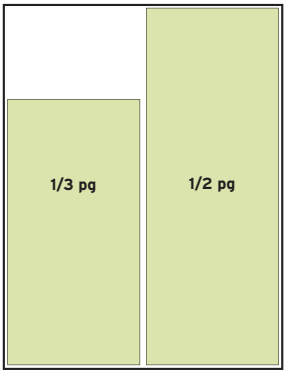

Prices and dimensions

per insertion

	Width	Height		Number of ads in 12 months 12x	6-11x	3-5x	1x
Full page outside back cover	7 1/4"	9 1/2"	Color	$2,175	$2,342	$2,526	$2,914
Full page inside cover	7 1/4"	9 1/2"	Color	$2,033	$2,190	$2,361	$2,724
			Targeted Color Guide	**$2,016**	**$2,162**	**$2,321**	**$2,669**
Full page	7 1/4"	9 1/2"*	Color	$1,891	$2,037	$2,196	$2,534
			B/W	$1,683	$1,830	$1,988	$2,326
			Targeted Color Guide	**$1,563**	**$1,677**	**$1,801**	**$2,077**
Three-quarter square	7 1/4"	7"	Color	$1,471	$1,585	$1,710	$1,974
or vertical	5 3/8"	9 1/2"*	B/W	$1,318	$1,432	$1,556	$1,821
			Targeted Color Guide	**$970**	**$1,060**	**$1,159**	**$1,339**
Half page horizontal	7 1/4"	4 1/2"	Color	$945	$1,019	$1,100	$1,269
or vertical	3 1/2"	9 1/2"*	B/W	$847	$920	$1,001	$1,171
			Targeted Color Guide	**$703**	**$755**	**$809**	**$938**
Third page	3 1/2"	7"	Color	$662	$713	$768	$886
			B/W	$593	$644	$700	$818
			Targeted Color Guide	**$446**	**$477**	**$511**	**$592**
Quarter page horizontal	7 1/4"	2 1/4"	Color	$416	$448	$482	$555
or vertical	3 1/2"	4 1/2"	B/W	$367	$399	$433	$503
			Targeted Color Guide	**$287**	**$308**	**$330**	**$389**
Eighth page horizontal	3 1/2"	2 1/4"	Color	$266	$286	$308	$356
or vertical	1 5/8"	4 1/2"	B/W	$238	$259	$281	$329
			Targeted Color Guide	**$202**	**$218**	**$244**	**$298**
Sixteenth page	1 5/8"	2 1/4"	Color	$169	$185	$211	$255
			B/W	$155	$171	$197	$240

*If placement is in a Targeted Advertising Guide, height is 9 1/4"

Guaranteed placement available at 10% of space rate ($65 minimum) on some pages.

Display cancellation policy Ads cancelled after space reservation deadline will incur a cancellation fee of 20% of the cost of the ad.

Print specs:

Preferred file format Adobe Acrobat pdf file. 300 dpi. Attach or embed all artwork and fonts. Color is cmyk. Ads must be borderd to exact dimensions. Charges will be incurred for any corrections or changes to ads submitted camera ready.

Bleed Specification for full page Inside cover or back cover display ads: Finished trim size: 8 1/8"w x 10 1/2"h; Live area for text: 7 1/4"w x 9 1/2"h; Add 1" on all sides of live area (9 1/4"w 11 1/2"h)

Sending electronic file Email files to ads@womenspress.com

Targeted Advertising Guides

These full-color sections of targeted ads and useful editorial content appear in every issue in print and online. **See the schedule on page 8.**

Your ad in these targeted guides receives:

- Full color
- Print and online presence with a link to your website
- Eligibility for frequency discount

E-Edition!

Bonus—Your print ad is also online every month.