



CENTRAL VIRGINIA WOMEN'S SOURCEBOOK

Be a part of the ultimate resource for women

2012

With extensive listings of businesses owned by women, run by women, and targeted to women, **V Women's Sourcebook** is the go-to guide for the women of Central Virginia, available in full color print and online. Categories range from accountants and attorneys, to coffee shops and dentists, financial analysts, physicians, salons and spas, sports and weight loss, and dozens of other categories.

Distribution: The Sourcebook print edition will be distributed throughout Greater Richmond, and our online edition reaches far beyond. Both are targeted to women, businesses and newcomers throughout Central Virginia. Estimated readership: 100,000.

Enhanced listings, display ads, and advertorials give businesses and organizations extra exposure to this eager, loyal segment of the market. In addition, profiles of women making a difference and other exciting content make the Sourcebook an interesting read all year long.

Listings: Basic listings include choice of category, name/business name, one-line tagline, address, e-mail and phone number. Optional enhancements include bold listing, web site, description, and listing in additional categories.

Display ads: Attractive, colorful, eye-catching ads give businesses the opportunity to highlight their products and services.

Advertorials: An article showcases a business, emphasizing its strengths and allowing readers to learn more about them in a full or half page of promotion and photos.

If you have a business that is woman owned, woman run, or that is of special interest to women, we invite you to be a part of **Central Virginia Women's Sourcebook!**



BACK BY POPULAR
DEMAND



CENTRAL VIRGINIA WOMEN'S SOURCEBOOK

For more information, contact your account executive or contact **V** @ 804-644-3091 or vsponsorships@gmail.com.

Prices for Listings, Displays and Advertorials

BASIC LISTING \$39

Basic listing includes choice of one category, business name and business owner, one-line tagline, address, phone, e-mail, and, if applicable, symbols noting if business is woman-owned and SWAM-certified. Appears in print and online.

ENHANCED LISTING

Enhance your listing by adding the following

Name/business in bold
 Web site (with online link)
 Business description / 4 lines)
 Additional category

} \$20 includes all 3
 \$25 for each additional listing

DISPLAY ADS and ADVERTORIALS

These options are also placed in category of choice, with free referral within the listing(s): "See our ad, page xx."

1/16 Limited (includes logo, biz name, website only)	\$95
1/8 page display	\$185
1/4 page display	\$375
1/2 page display	\$750
Full Page display	\$1,495
Half Page Advertorial	\$875
<i>includes writing (250 words) and rights to use of final product (limited photo space)</i>	
Full Page Advertorial	\$1,795
<i>includes writing (500 words) and rights to use of final product (photography additional)</i>	
Sponsorships	
<i>(include prime spaces below and offer advertorial in print and online)</i>	
Back Cover	\$2,295
Inside Front Cover	\$1,895
Inside Back Cover	\$1,695

AVAILABLE DISCOUNTS

- Display advertisers earn a free basic listing
- Current online V advertisers earn 15% off Sourcebook rates
- Non-profits earn 15% discount on displays and advertorials



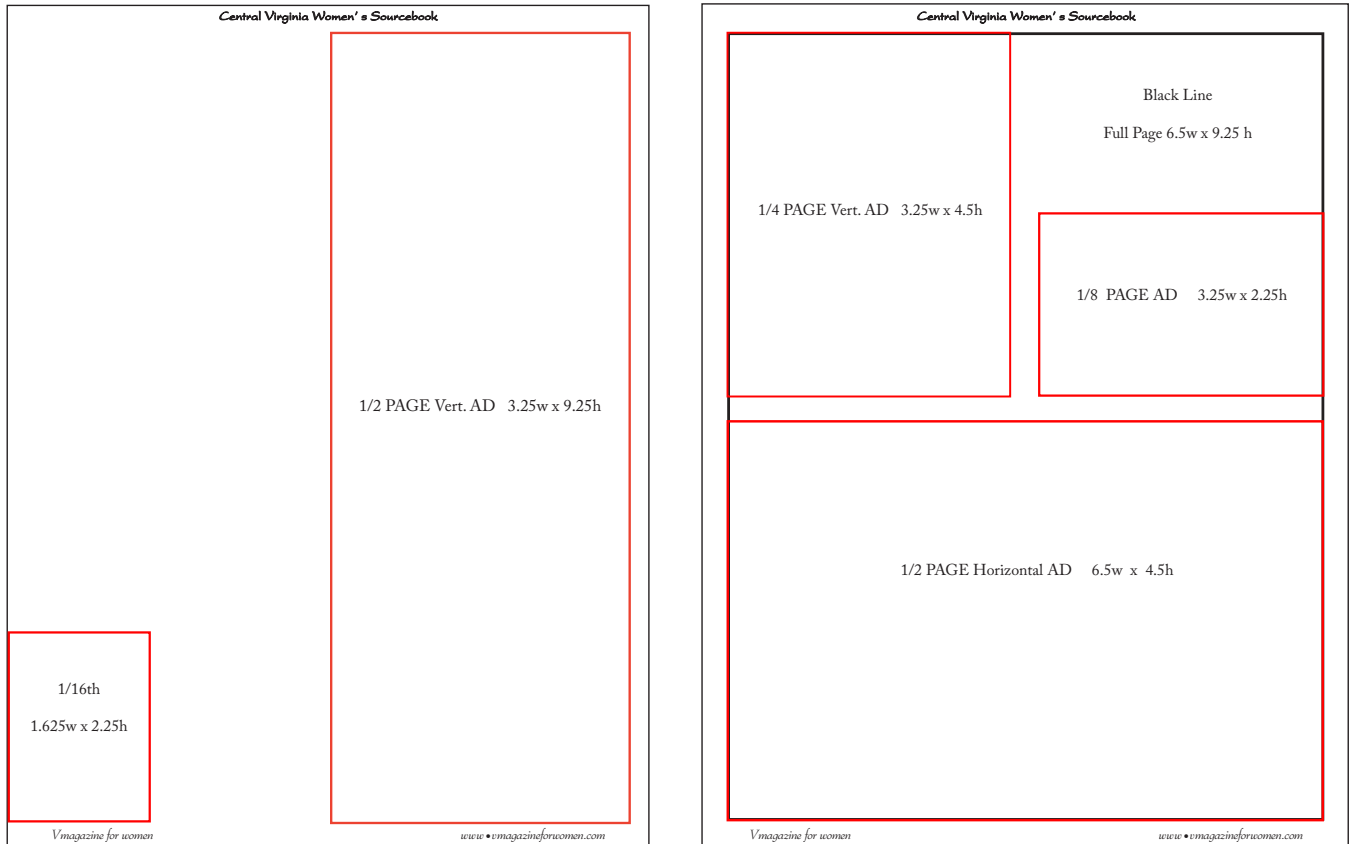
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MECHANICAL REQUIREMENTS

(Full magazine trim size: 7" w x 10" h).



PRINTING SPECIFICATIONS: Digital files should be at least 200 dpi. E-mail digital files to your account executive.

FORMAT FOR DIGITAL FILE SUBMISSION: .PDF, .TIF, .JPG, .EPS, or native InDesign files with fonts.

AD DESIGN/COMPOSITION: Rates include typesetting, initial design and composition. Additional charges may be added for photography, illustrations, redesign, and other special work.

COPY RESPONSIBILITY/AUTHORIZATION: Publisher reserves the right to reject any advertising copy, and advertising that resembles editorial may be marked "advertorial."

PROOFS: Proofs for non-print ready ads are provided for approval if advertiser meets submission deadlines.

TERMS: Prepayment required for listings; for displays and advertorials, pre-payment or half up front, balance due by November 30, 2011 (with credit card information to reserve final payment).

DEADLINES: Deadlines to be announced.



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