

west coast WOMAN

Published by LMB Media, Inc. • Louise Bruderle, President and Owner
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2018 ADVERTISING RATE CARD

AD SIZE	1 TIME	3 TIMES	6 TIMES	12 TIMES
Full Page	\$1400	\$1275	\$1100	\$895
Half Page	795	695	585	535
Quarter Page	450	395	375	350
Eighth Page	325	275	250	230
Twelfth Page	155	145	135	125
COLOR	PER INSERTION			
4-Color	\$35			

Layout & Design \$65—one time charge. No charge if camera-ready ad is supplied

Fixed Position: Add 15% Please refer to the advertising contract for complete terms and conditions

Add DIGITAL ADVERTISING to Your Marketing Plan!

We also offer digital advertising in our monthly e-blast and on our web site westcoastwoman.com. Go Digital! It's easy and affordable and you'll reach more WCW readers.

Digital with Print Ads (per insertion);

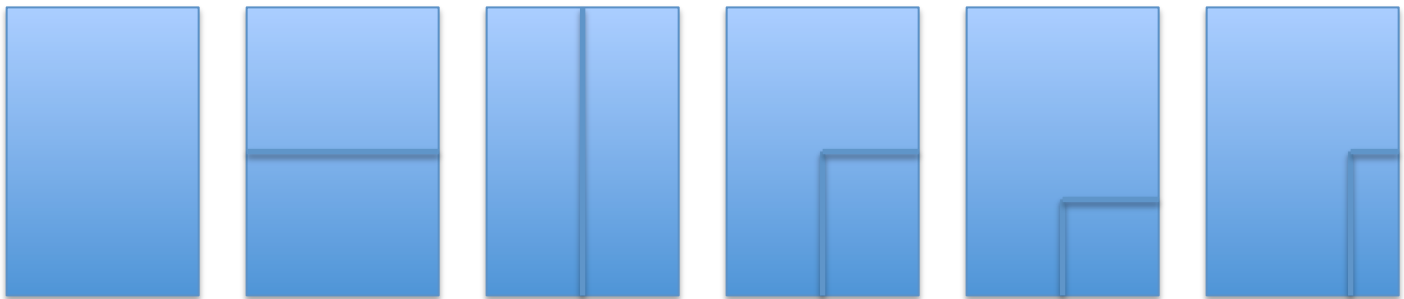
Web site only: \$75 E-blast only: \$75 Both web site and E-blast: \$100

Digital ONLY (no print ads) per insertion:

Web site: \$125 E-blast only: \$125 Web site and E-blast: \$175

DIGITAL AD SPECS: Horizontal 728 x 90 Vertical 120 x 240

Ad Sizes • Deadlines • Specs



Full Page 10 3/8w x 15 1/2h	Half Page Horiz 10 1/8w x 7 5/8h	Half Page Vert 5w x 15 1/2 h	Quarter 5w x 7.5h	Eighth 5w x 3 1/2 h	Twelfth 2 1/4 x 5
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- January 1, 2018 Closes December 15
- February 1, 2018 Closes January 15
- March 1, 2018 Closes February 15
- April 1, 2018 Closes March 15
- May 1, 2018 Closes April 15
- June 1, 2018 Closes May 15
- July 1, 2018 Closes June 15
- August 1, 2018 Closes July 15
- September 2018 Closes August 15
- October 2018 Closes September 15
- November 2018 Closes October 15
- December 2018 Closes November 15

West Coast Woman 941-954-3300 • westcoastwoman@comcast.net • westcoastwoman.com