

west coast WOMAN

Published by LMB Media, Inc. • Louise Bruderle, President and Owner
Now Celebrating 29 years of Publishing!

2017 ADVERTISING RATE CARD

AD SIZE	1 TIME	3 TIMES	6 TIMES	12 TIMES
Full Page	\$1400	\$1275	\$1100	\$895
Half Page	795	765	585	535
Quarter Page	450	395	375	350
Eighth Page	325	275	250	230
Twelfth Page	145	135	125	115
Healthcare Directory— FREE with larger ads			65	50
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 AD SPECS:

Horizontal 728 x 90 web site \$50 eblast \$50
 Vertical 120 x 240 web site \$50 eblast \$50

BEST OFFER: Do WCW web site and eblast for \$75/month

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

- January 1, 2017 Closes December 15
- February 1, 2017 Closes January 15
- March 1, 2017 Closes February 15
- April 1, 2017 Closes March 15

- May 1, 2017 Closes April 15
- June 1, 2017 Closes May 15
- July 1, 2017 Closes June 15
- August 1, 2017 Closes July 15

- September 2017 Closes August 15
- October 2017 Closes September 15
- November 2017 Closes October 15
- December 2017 Closes November 15

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