

# west coast WOMAN

Published by LMB Media, Inc. • Louise Bruderle, President and Owner

*Now Celebrating 33 years of Publishing!*

## 2021 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

**Color per insertion** \$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):

E-blast only: \$75                      E-magazine and E-blast: \$100

#### Digital ONLY (no print ads) per insertion:

E-blast only: \$125                      E-magazine 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

- January 1, 2022 Closes December 15
- February 1, 2022 Closes January 15
- March 1, 2022 Closes February 15
- April 1, 2022 Closes March 15

- May 1, 2021 Closes April 15
- June 1, 2021 Closes May 15
- July 1, 2021 Closes June 15
- August 1, 2021 Closes July 15

- September 2021 Closes August 15
- October 2021 Closes September 15
- November 2021 Closes October 15
- December 2021 Closes November 15

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Check out our e-magazine: <https://www.yumpu.com/en/document/read/65448621/wcw-4-21>