

# west coast **WOMAN**

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## 2013 ADVERTISING RATE CARD

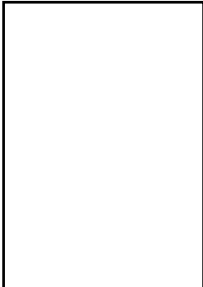

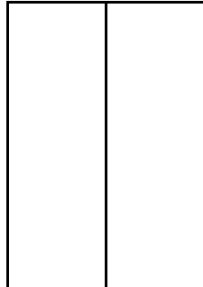
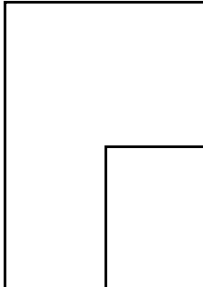
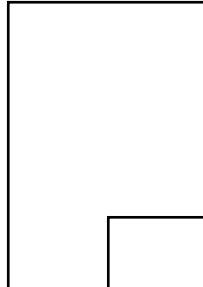
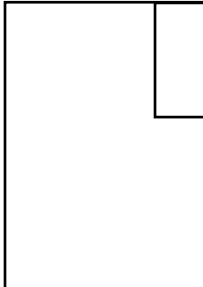
AD SIZE	1 TIME	3 TIMES	6 TIMES	12 TIMES
FULL PAGE	\$1400	\$1275	\$1100	\$895
HALF PAGE	795	765	585	535
QUARTER PAGE	450	395	375	350
EIGHTH PAGE	325	275	245	225
TWELFTH PAGE	145	115	115	115
Medical Directory—Free with larger ads			65	50

COLOR	PER INSERTION
4-Color/Spot Color	\$75
Layout & Design	\$60 – this is a one-time set-up charge

Fixed Position: Add 15%.

Please refer to the advertising contract for complete terms and conditions.

## Ad Sizes • Deadlines • Specifications

					
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 1/4H	Quarter Page 5W x 7 1/2H	Eighth Page 5W x 3 1/2H	Twelfth Page 2 1/4W x 5H

**Ad Specifications:** High resolution PDFs are preferred. High resolution jpg files are also accepted.

\* High resolution means the file must be at least 300 dpi. **NOTE:** Word docs WILL NOT be accepted.

- |  |   |
|--|---|
| <input type="checkbox"/> January 1, 2013 <i>Closes December 15</i> | <input type="checkbox"/> July 1, 2013 <i>Closes June 15</i>         |
| <input type="checkbox"/> February 1, 2013 <i>Closes January 15</i> | <input type="checkbox"/> August 1, 2013 <i>Closes July 15</i>       |
| <input type="checkbox"/> March 1, 2013 <i>Closes February 15</i>   | <input type="checkbox"/> September 1, 2013 <i>Closes August 15</i>  |
| <input type="checkbox"/> April 1, 2013 <i>Closes March 15</i>      | <input type="checkbox"/> October 1, 2013 <i>Closes September 15</i> |
| <input type="checkbox"/> May 1, 2013 <i>Closes April 15</i>        | <input type="checkbox"/> November 1, 2013 <i>Closes October 15</i>  |
| <input type="checkbox"/> June 1, 2013 <i>Closes May 15</i>         | <input type="checkbox"/> December 1, 2013 <i>Closes November 15</i> |

west coast woman • P.O. Box 819 • Sarasota, FL 34230 • (941) 954-3300 • WCWnewspaper@aol.com

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