

# CONFIDENTENT Women

A WOAMTEC™ PUBLICATION

More than a magazine...  
a resource to empower women & build business!



## Advertising Agreement

This agreement is made on (date) \_\_\_\_\_  
and is between WOAMTEC™, *Confident Women* and  
\_\_\_\_\_ (Advertiser).

### SINGLE INSERTION AD SIZES/RATES:

| SIZES  | MEMBER RATES  | NON-MEMBER    |
|--|---------------|---------------|
| 1/4 Page   | \$275         | \$550         |
| 1/2 Page   | \$450         | \$900         |
| Full Page  | \$950         | \$1650        |
| Inside Front Cover                                   | \$1100        | \$1,800       |
| Inside Back Cover                                    | \$1100        | \$1,800       |
| Back Cover   | \$1250        | <b>SOLD</b>   |
| <b>Front Cover Feature<br/>w/ 2 page advertorial</b> | <b>\$2800</b> | <b>\$3800</b> |

Local Directory: 4-Color Banner Ad \$175.00

### ADVERTISER AGREES TO PAY ALL INVOICES UPON RECEIPT

Advertiser agrees that all artwork, copy and photos created by *Confident Women*, a WOAMTEC™ publication are the property of *Confident Women*, a WOAMTEC™ publication and any copyrights existing therein are hereby transferred to *Confident Women*.

In the event the above advertiser wishes to change the ad resulting in a new ad layout design and/or photos, advertiser agrees to pay additional production charges, if required, and agrees to notify *Confident Women*, a WOAMTEC™ publication of the requested ad changes by the first day of the month prior to publication month.

Advertiser agrees to indemnify and hold harmless *Confident Women*, a WOAMTEC™ publication from any loss or liability arising out of or in connection with the publication of the advertised material. *Confident Women*, a WOAMTEC™ publication will not be responsible for errors in advertising beyond the cost of the space occupied by the error.

I have read and understand the this agreement.

Payment Options:  Check # \_\_\_\_\_

Credit Card Type:

Visa  MC  AMEX  Discover

CC# \_\_\_\_\_

Billing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

Exp. \_\_\_\_\_ Billing Zip \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

Signature \_\_\_\_\_

### Ad Reservation

COVER Feature.....>.....\$ \_\_\_\_\_

Full page.....\$ \_\_\_\_\_

Half page.....\$ \_\_\_\_\_

Quarter page.....\$ \_\_\_\_\_

Banner .....\$ \_\_\_\_\_

Grand Total .....\$ \_\_\_\_\_

**Total due upon reservation\* .....\$ \_\_\_\_\_**

The undersigned warrants that he/she is authorized to execute this contract for the Advertiser and that they have received and reviewed a copy of this Agreement.

Signature \_\_\_\_\_ Date \_\_\_\_\_

Any acceptance of this contract is subject to the WOAMTEC™ publication terms on the reverse side of this agreement.

The undersigned warrants that he/she is authorized to execute this contract for the Advertiser and that they have received and reviewed a copy of this Agreement.

Additional Notes/Special Rates/ Co-Op Advertising

I have read and understand the this agreement.

ADVERTISER: \_\_\_\_\_ COMPANY NAME: \_\_\_\_\_

TITLE: \_\_\_\_\_

ADDRESS: \_\_\_\_\_ CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

PHONE: \_\_\_\_\_ FAX: \_\_\_\_\_

EMAIL: \_\_\_\_\_

SIGNED: \_\_\_\_\_ DATED: \_\_\_\_\_

WOAMTEC™ PUBLICATION REPRESENTATIVE: Jeff Hawkins, COO

FIRST EDITION: \_\_\_\_\_ RUN DATE: \_\_\_\_\_ ARTWORK REQUESTED: \_\_\_\_\_

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a resource to empower women & build business!

*Advertising Agreement*



## Advertising Rates & Specs

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**Price Financial Services**  
Cynthia Price, CFP®  
Tel: (407) 339-4500  
www.CindyPrice.com  
CERTIFIED FINANCIAL PLANNER - professional  
GE-88551 (10/14) (exp 10/16) G30451

**4 Color  
Banner Ad  
Space \$175.00**



Front Cover



Back Cover

Speak to them in Confident Women!

### MECHANICAL REQUIREMENTS

Printing Process: Web Offset  
Binding Method: Perfect  
Trim Size: 5.5 x 8.5  
All Bleeds must extend 1/8" beyond the trim

**Filmless Printing:** All ads must be provided in a digital environment.

**Electronic Files:** All photography and illustrations must be provided at no less than 300 ppi and color corrected as CMYK files—no spot colors. Photography copyright releases are the responsibility of the advertiser.

THE PUBLISHER IS NOT RESPONSIBLE FOR THE COLOR QUALITY OF INCORRECTLY PRODUCED FILES.

**Ad Creation:** All ad dimensions are listed below. We accept high resolution PDF files, Photoshop PSD, TIFF, EPS, JPG and Illustrator EPS files. Software such as Microsoft PowerPoint, Word or Publisher is not usable and cannot be accepted. All art must be provided at 300 ppi; line art at 600-1200 ppi.

**Proofs:** If you have color concerns, please provide a hi-resolution color proof with SWOP color bars.

**Upload Instructions:** Finished ads can be sent via email to [info@woamtec.com](mailto:info@woamtec.com). Large ad files over 10 meg can be uploaded using [sharefile.com](http://sharefile.com). Please contact the Advertising Dept. at **866-757-2611** with any questions.

#### FULL PAGE AD

Live Area Non-Bleed:  
5.25"W x 8.125"H

Book Trim:  
5.5"W x 8.5"H

1/8" Margin to Trim

1/8" Bleed  
Bleed ads okay  
for full page

#### HALF PAGE AD

Live Area Non-Bleed:  
5.25"W x 4"H

#### 1/4 PAGE AD

Live Area  
Non-Bleed:  
2.5"W x 4"H

#### DIRECTORY BANNER AD

Banner Ad  
Live Area -  
Non-Bleed:  
2.375"W x 1"H

### DESIGN SERVICES

Art can be supplied "camera ready" or if design services are needed, they are available for any size ad, including color directory banner ads. Fees are based on \$50 per hour. We can work within your budget. Contact **Jeff Hawkins** discuss design fees and ideas.

**Jeff Hawkins** Designer & Art Director  
Confident Women

**407.767.5417 or Toll Free 866.757.2611**

[info@woamtec.com](mailto:info@woamtec.com)

A WOAMTEC Publication

# CONFIDENT Women

## Circulation & Distribution

Total: 25,000 Quarterly  
Estimated Pass Along: 3  
Total Adult Audience: 75,000

### CIRCULATION

- Over 700 paid WOAMTEC® member subscriptions
- 64% average quarterly growth in membership

### DISTRIBUTION

- Distributed at more than 30 networking events each month by our leadership team, with an average attendance of 900 members and guests
- Displayed at local salons, doctor's offices, childcare facilities, boutiques, law offices, banks, coffee shops and eateries

### VIRTUAL DISTRIBUTION\*

Confident Women virtual magazine is online at WOAMTEC.com which is viewed by:

- Over 12,000 unique visitors a month from
- Over 52 different countries, plus hits from every state in the Nation
- Every U.S. State had at least one site visit. Florida, New York, Georgia, North Carolina, and California ranked the Top 5!
- Site visits have grown by 335%

The Average  
WOAMTEC® Woman Juggles:  
Faith • Family • Career  
Grocery shopping  
Clothes Shopping  
Family Planning  
Family Activities  
Vehicle Purchases  
Child Education  
Housekeeping  
and so much more!

Confident Women offers:  
Empowerment  
Advice  
and Multiple Outlets  
that Make Juggling Easier



## Demographics

Members and non-members look to Confident Women for empowerment and support while balancing faith, family and career. Speak to them in *Confident Women!*

Member of  
WOAMTEC®

83%

Age  
Range

21-53  
75%

Education-  
One or  
more degrees  
earned

61%

Own a  
Business

79%

Average  
household  
income

50,000  
to  
\$200,000

79%

Own  
a home

84%

Families with  
Children

72%

Dining  
Out

1 to 3  
times  
per  
month

96%