

Inside Woman Online

EMPOWERED TO LIVE



RATE CARD 2011

POSITIONING STATEMENT



The Inside Woman Online brand addresses 360 degrees of life for the new generation of contemporary, confident, ambitious Christian women.

Inside Woman Online was officially launched on 30 October 2011.

Facts about Inside Woman

Race: 92%
Gender: Women
Average Age: 23
Readership: 3000
LSM: 5-7
Highest Education: College

Reasons to Advertise with us

First, we work with each client to make the best ad campaign for their needs. These campaigns can include; button/banner advertising, reviews, blog posts, videos.

Online media is unparalleled in its ability to prove ROI to your business. Monthly stats reporting functionality detailing ad impressions and click to your website are included in your online buy.

Cater your ad to the ever changing needs of your business. Changes are not only free of charge; they are strongly encouraged.

We offer compelling combination of business and lifestyle content and we combine this with social media tools that encourage peer-to-peer engagement via the generation of unique content.



Gain access to a massive audience of more than 3000 audience of Jesus loving, hard working women or established business or professional women.

AD SIZES ACCEPTED

Any variation from the below weight limits must be cleared in advance on a case-by-case basis.



Animated Banners – 25k max size

Top Leader board (728 x 90) – 25k max size CPM Rates – R200

Rectangle (125 x 125) 25k max size CPM Rates – R200

Rectangle (300 x 250) 25k max size CPM Rates – R200

Rich Media Banners – 39k max size

Top Leader board (728 x 90) – 25k max size CPM Rates – R200

Half Page (125 x 125) 25k max size CPM Rates – R200

Rectangle (300 x 250) 25k max size CPM Rates – R200

Creative Policy Inside Woman Online has final approval for all ads with respect to editorial/creative content

- Ads must conform to specifications outlined. Elements not meeting specifications will be returned for revision.



Terms and Conditions

- This publication makes a limited amount of advertising space available to those who, in our editor's opinion, share its vision, policies, and mission.
- This advertising is placed on a "first--come first--served" basis, and must be submitted to the editor for approval before payment is accepted.
- All advertisements and their proposed run dates are confirmed by email within business days, after which you must either submit payment within
- 5 business days to reserve the advertising space, or decline the opportunity.

We do not advertise in the following areas:

- Adult/sexual content, gambling, alcoholic beverages, cosmetic surgery, political/dogmatic commentary, specific medical conditions or therapy, MLM or home based businesses, or other content which violates our organisation's mission and policies.
- Any advertisement is placed strictly at the **discretion of the editor**, who is the final arbitrator as to what is acceptable or not.
- We absolutely reserve the right to refuse or cancel any advertisement for any reason whatsoever, and are not liable for any costs related to an advertisement that is refused or cancelled.
- Any request for advertising space indicates an understanding of these terms and conditions and an explicit agreement to abide by them.

Please note:

- Our sites do not support link exchanges, nor do we participate in ad sharing programmes.

CANCELLATION & CHANGES

- Cancellations or changes in orders are not accepted after the closing date.
- If advertising materials are not received by closing date or by agreed upon extension date, publisher will run most recent advert in its place.
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If you would like to place your advert on our website, please contact Dominick.woman@gmail.com ; Address: Flamingo Court, Cnr 1st Avenue & Church Street, Florida,

