

Thank you for the opportunity to help promote your business! The Women's Journal and our readership appreciate your dedication to enriching the lives of the women in our communities. Your sponsorship is what makes our publication possible. It is our pleasure to serve you. We hope to meet and exceed your expectations.

Below is a list of instructions that your sales representative will review with you in order to get your ad or editorial designed and placed correctly.

CLIENT INSTRUCTIONS:

- Email to your rep and CC to specific edition.
- Be sure to name all attachment files with at least part of your company name.
- In subject line of all emails type YOUR COMPANY NAME and ISSUE.

SPONSORED ARTICLES:

All **articles** should be an educational, non-self serving article and accurate length (approximates stated on rate card). The article should be typed in Microsoft Word. Please do not use text boxes. If you would like a section of your article boxed to stand out please type Text Box – 1, 2, etc. before the information and Text Box End at end of information.

Article Length: _____

Please **title** your article; if one is not provided in submission, our editor will create one, but The Women's Journal will not be held accountable should you not like it.

Please **author** your article with either full name or company and any credentials or titles. If one is not provided The Women's Journal will use "Presented by."

Each article can feature a **photo**. All photographs should be at least 200 dpi, JPEG, TIF, or high resolution PDF. Please submit color photo in CMYK process color format; if in RGB, there may be a color shift. Please note any photos taken from a website are usually 72dpi, and will not reproduce clearly in newsprint.

Include a brief paragraph (**bio**) on the author's and/or company's experience and/or credentials at the end of your article. All bios should be accurate length (approximates stated on rate card). *Bio Length:* _____

A short **testimonial** may be included; marketing research has shown testimonials to be a particularly effective tool. Although not required, we highly recommend inserting testimonials at the end of your article.

~ The Women's Journal reserves the right to edit for grammar and formatting of submitted sponsored articles. This is an added service assuring more consistent journalistic practices and offers writers, at no extra cost, assistance with their articles. TWJ makes every effort to maintain the spirit, flavor, and essence of the original article and author's work.

DISPLAY ADS:

Camera Ready Artwork must have a resolution of at least 200 dpi, JPEG, TIF or high resolution PDF with all fonts embedded.

Color ads should be submitted in CMYK process color format; if not they will be converted; color and/or quality shift is possible.

If ad design is required provide at least: company name, address, phone & website; photo/graphics/logos must be submitted as above, text/verbiage for the ad copy, itemized suggestions: Example – 1. use pink & blue, 2. use photo of baby, 3. see attached text

~ Because of our newspaper format, we are unable to guarantee the results of reverses, burns and fine prints. Ads rarely float and generally will be rebordered to fit the correct size.