



Advertising Rates 2007

Structure: a 32-page electronic publication **Forward Rate:** 2+
40% advertising (12.8 pages)
60% editorial content (19.2 pages)

Statistics:

- VA – 850,906 working women 25-54 (census.gov 2000)
- 80% of all purchases are made or influenced by women (CNN)

Contract Stipulations:

- 3 and 6 issue contracts **Only**; Artwork due by 9th of each month
- ½ payment due at contract signing; remaining balance due within 30 days of signed contract
- 1-year subscription to AVG for 6 issue contracts only

Format for Camera-Ready Ad

If you are providing camera-ready copy, the ad must be submitted in one of the following formats:

- 1) Adobe Acrobat© PDF file (300 dpi), distilled 'Press Optimized' with all fonts embedded.
- 2) 300 dpi, grayscale TIFF or EPS file with fonts converted to outlines.
- 3) Color ads must be converted to CMYK format.

Photos and Graphics

Include any photos or graphics in one of the following formats:

- 1) High-quality photos to be scanned (no printed material or downloaded material from the web).
- 2) Scanned at 300 dpi and saved as a TIFF file.

*****All electronic submissions must be emailed to editor@averagegirlmagazine.com**

Pricing (bi-monthly):

Size	Cost	Bleed/ Non-Bleed	Color
Full Page 7.5 x 9.533	\$750	NB	Y
½ Page 7.5 x 4.906	\$450	NB	Y
½ Page Vertical 4.906 x 7.5			
¼ Page 3.75 x 4.906	\$225	NB	Y
Q Vertical 4.906 x 3.75			
1/8 Page 2.451 x 3.75	\$175	NB	Y
Business Card- 3.75 x 2.451			

Special Advertising Positions

Location	Cost	Bleed/Non-Bleed	Color
Inside Front Cover 8.5 x 10	\$1200	B	Y
Inside Half Page Front Cover 7.5 x 4.906	\$600	B	Y
Full Page Spread 16 x 9.533	\$1500	B	Y
Back Cover 8.5 x 10	\$900	B	Y
Inside Back Cover 8.5 x 10	\$1000	B	Y
Inside Half Page Back Cover 7.5 x 4.906	\$500	B	Y

Note: 6 issue contracts only for inside front cover and back cover

Special Banner Ad Options

Website Only (2 month contracts only)

Size	Cost
135 pixels x 60 pixels	\$99
234 pixels x 60 pixels	\$175
468 pixels x 60 pixels	\$225

Additional Comments:

- A proof sheet will be given to all customers for approval of all ads designed by *AVG magazine*. Once ad proofs are signed off, they are published as is. *AVG magazine* reserves the right to publish ads in whatever issue best suits the production needs of the company.
- Website banner ads will have links to digital ad (if no website available) or webpage.

Contact: Sales at (804) 274-8976 for more details