

The Women's Pages

The Women's Pages Directory for Women: Online and in Hard Copy

The premiere guide to woman-owned and woman-focused businesses. Distributed free in select venues in the Greater Toronto Area (GTA).

Handy guide to the products and services women rely on This attractive quality soft-cover book gives women access to a wealth of products and services, and includes articles, tip sheets, and coupons. Purse-sized: handy to use all year—unlike a limited shelf-life magazine.

Tap into the fastest growth sector in Canada: women-owned businesses and suppliers of goods and services for women.

BONUS

Free Web Listing and Link

Increase your marketing presence on the internet with a free listing on The Women's Pages website, with a link to your home page when you advertise in The Women's Pages.
www.womenspages.ca

- Increase your site's rankings
- Attract targeted search engine traffic to your site
- Annual value of over \$125 (compared to comparable listings).

The goods and services that you provide will be seen by women from all walks of life throughout the entire year.

**Your ad copy lasts a whole year!
from \$199**



www.TheWomensPages.ca

List your business in two or more categories and receive a 10% discount on the total!

The Women's Pages

Advertising Rates

Rates are for camera-ready artwork and do not include design fees.

Location	Description	Size	Price
Directory	Basic Listing, Black & White	1/12 page	\$ 199.00
Directory	1/6 Page, Black & White	2x Directory Listing	\$ 349.00
Directory	1/4 Page, Black & White	3x Directory Listing	\$ 499.00
Directory	1/3 Page, Black & White	4x Directory Listing	\$ 649.00
Directory	1/2 Page, Black & White	6x Directory Listing	\$ 999.00
Directory	Full Page, Black & White	11x Directory Listing	\$1,499.00
Coupons	1/6 page, 2-sided, Colour	2x Directory Listing	\$ 999.00
Inside Colour Ad	1/4 page	3x Directory Listing	\$ 999.00
Inside Colour Ad	1/2 page	6x Directory Listing	\$1,799.00
Inside Colour Ad	Full Page	11x Directory Listing	\$3,499.00
Front Cover Banner	Full Colour	1/6 Page	\$3,999.00
Inside Front Cover	Full Colour	Full Page	\$4,999.00
Inside Front Right	Full Colour	Full Page	\$3,999.00
Inside Back Cover	Full Colour	Full Page	\$4,999.00
Back Cover	Full Colour	Full Page	\$5,999.00

Fits in a purse! 5.5 inches x 8.5 inches



Each bar represents one directory listing; each directory listing is 2/3 of an inch (1.7cm) high.

Creating your ad or directory listing:

Ads must be camera-ready (laid out for placement in the guide), and in digital format. Scanning, cleaning and/or paste up fees are not included.

Acceptable formats:
EPS, TIFF, or Illustrator, in CMYK colour profile.

Images that include greyscale (photos, or shades of grey in art) should always be scanned or created at 300 dpi (dots per inch) resolution.

Line art (pure black and white graphics with no shades of grey) should be scanned or created at 400-600 dpi for best reproduction.

For text-only directory listings, please submit via email and verify all spelling before sending.

Don't have artwork? Need a designer?

For ad design, contact Gisela McKay
416.596.9533 ext. 289
<http://www.pixcode.com>
Special Design rate: \$60/hr; 1 hour minimum

Sending us your ad or listing:

Remember to include ALL files needed to print your ad: artwork, logos, fonts. For ads created on a PC, please convert your entire ad to .eps and embed fonts (convert text to outlines).

Digital ad files and listing text can be sent to us by email:
2007guide@thewomenspages.ca

Mail, courier, or drop off a CD or Flash Drive with the digital copy of your advertisement to our office:
c/o Marilyn's, 200 Spadina Avenue, Toronto, ON M5T 2C2

Contact us for more information at 416.504.6777

Payment is due at the time the ad is placed.

You can pay in one of three ways:

In store at Marilyn's (200 Spadina Avenue): Cash, Visa, Mastercard, American Express, Business Cheque, or Interac.

Online at www.thewomenspages.ca Visa, Mastercard, American Express.

Through an Authorized Agent: Business Cheque or Credit Card info.

Get Your Women's Pages Listing Now!

To place a listing in the guide, please fill out the following form.
Please note the form continues on the reverse.

Sales Order Form (side A)

Date: MM DD YYYY

Name:

Company:

Address:

City:

Province:

Postal Code:

Phone:

Coupon Code:

Email:

Website:

Ad Type	Category/Location	Price	Item Total
Website Listing - FREE! (a \$125.00 Value) - www.thewomenspages.ca			FREE!
Subtotal			
Multiple Listings Discount - two or more ads - 10% off subtotal			
6% GST			

Continued on the reverse...

Don't wait! Space is selling quickly.

Don't miss your chance to be part of this unique initiative!

Total

Sales Order Form (side B)
(Continued from reverse.)

Agreements and Payments

Orders must be confirmed by this signed Advertising Agreement specifying all ad insertions and the total contracted costs for space or placement. Payment is required for each insertion in The Women's Pages, and is due immediately upon signing of this contract.

Total: \$ _____ (from the reverse of this document)

Payment Means: (Please check one)

Cash Interac Cheque Credit Card Money Order

If Cash (or Interac):

Please drop off cash (along with this form, signed) to:

Marilyn's
200 Spadina Avenue
Toronto, ON
M5T 2C2

If Cheque or Money Order:

Please mail or drop off (along with this form, signed) to:

Marilyn's
200 Spadina Avenue
Toronto, ON
M5T 2C2

Or fax to: 416.524.5252 (please call before you fax).

If Credit Card: (Please check one)

Visa Master Card American Express

Credit Card Number: _____ Expiry Date: ____MM____ ____YYYY____

Name of Cardholder: _____

Please sign the following Advertising Agreement:

_____ (Hereafter referred to as "The customer") hereby agree with the terms
(INDIVIDUAL/COMPANY NAME)
set out in the body of this agreement and will pay the above total for an ad in The Women's Pages. This ad will run for a period of one year.

Signature: _____ Date: _____

All orders must be accompanied by a signed Ad Insertion Order agreement. Payment is required for each ad inserted in the Women's Pages. Payment must be made at the time of signing the contract and must reflect the total contracted amount for space, ad placement, and any associated costs.

The Women's Pages is not liable for the content of customer advertising, or promises made by advertiser about the quality or reliability of the products and services offered.