

## < Ad Pricing >

| Ad Size   | Dimensions          | B&W<br>1x | Color<br>1x  | B&W<br>2x | Color<br>2x  | B&W<br>3x | Color<br>3x  | B&W<br>4x | Color<br>4x  | B&W<br>Full Year | Color<br>Full Year |
|-----------|---------------------|-----------|--------------|-----------|--------------|-----------|--------------|-----------|--------------|------------------|--------------------|
| Full Page | 7.385" w x 9.895" h | \$703     | <b>\$808</b> | \$678     | <b>\$798</b> | \$653     | <b>\$748</b> | \$603     | <b>\$698</b> | \$2,412          | <b>\$2,792</b>     |
| ½ Page    | 7.385" w x 4.885" h | \$447     | <b>\$553</b> | \$404     | <b>\$503</b> | \$388     | <b>\$453</b> | \$328     | <b>\$403</b> | \$1,312          | <b>\$1,612</b>     |
| ¼ Page    | 3.63" w x 4.885" h  | \$272     | <b>\$399</b> | \$232     | <b>\$349</b> | \$222     | <b>\$299</b> | \$172     | <b>\$249</b> | \$688            | <b>\$996</b>       |
| ⅛ Page    | 3.63" w x 2.38" h   | \$190     | <b>\$299</b> | \$165     | <b>\$249</b> | \$140     | <b>\$199</b> | \$95      | <b>\$149</b> | \$380            | <b>\$596</b>       |

## < Ad Submission >

- All artwork is to be supplied as press optimized PDF (PDF/X 1a version is preferred); .EPS, or .TIF file
- 300 dpi resolution or higher
- CMYK for color ads, no RGB, indexed colors, or spot colors
- Grayscale for black & white ads
- All fonts embedded
- All images embedded or included and conform to file requirements listed above
- File image is identical in size to the required printed version (see Dimensions above)
- For full-page ads, include .25 bleed with crop marks
- File name should include your Company Name, Color or BW, and Ad Size. For example: CompanyName\_Color\_1-8pg.pdf
- Please submit your ad via email to: [wc@accesscom.com](mailto:wc@accesscom.com)

*Business Spotlight*

Highlight your business, product or service with a special introduction to our readers!

\$125

Call or email for more details.  
408-378-2191 • [wc@accesscom.com](mailto:wc@accesscom.com)

Ad Design

Beautiful - Effective - Eye-catching!

⅛ Page: \$175

¼ Page: \$225

½ Page: \$275

Full Page: \$325

Contact Mixed Palette Graphic Design  
408-279-4150 • [info@mixedpalette.com](mailto:info@mixedpalette.com)

*Publication Dates*

(Artwork Deadlines)

WINTER

December, January, February  
*Artwork Due By: November 1*

SPRING

March, April, May  
*Artwork Due By: February 1*

SUMMER

June, July, August  
*Artwork Due By: May 1*

FALL

September, October, November  
*Artwork Due By: August 1*

## Distribution & Readership

**Distribution:** 10,000 quarterly  
**Circulation:** 25,000

**Over 80 Drop Sites** (from San Jose to Burlingame):

- Book Stores
- Chamber of Commerce Offices
- Coffee Houses
- Libraries
- Networking Groups
- Restaurants
- Women's Health & Fitness Centers
- and more ...

**Readership**

- 100% Women
- 62% College Graduates
- 52% Self Employed
- Average Age: 30-50+
- Annual Household Income: 45% over 100K