



The **N**etwork to **E**ncourage **W**omen's **S**upport  
promotes economic growth for women,  
advocates for social issues affecting families,  
and unites women to provide  
a powerful voice through programs,  
information, and an active social network.

**NEWS4Women** links businesses together  
with the influential women consumer marketplace  
through a unique platform at  
[www.NEWS4Women.org](http://www.NEWS4Women.org).

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## Who We Are

**NEWS4Women** was founded by Carol E. Arnott whose passion to support other women through social and professional connections grew from her experience as a woman business owner, a social activist, and from a sincere desire to help other women. Carol recognized that women are not only a major economic force but are also largely responsible for social change in our communities. By providing a **collaborative community**, [www.NEWS4Women.org](http://www.NEWS4Women.org) promotes economic opportunity for small and midsize businesses and engages women to support nonprofit organizations and improve the quality of life for our families.

## What We Do to Grow Small and Midsize Businesses

For the small to midsize business owner **NEWS4Women** offers **affordable solutions** to take advantage of the power of web based marketing. No other marketing tool can showcase your business and reach thousands of potential customers for the price of one first class postage stamp. For just 42 cents a day [www.NEWS4Women.org](http://www.NEWS4Women.org) can help level the playing field when competing with large companies (read large advertising budgets), raise awareness for your business, and increase revenue. Instead of exchanging one business card at a time at a networking function why not use [www.NEWS4Women.org](http://www.NEWS4Women.org) to pass your virtual card to thousands of prospects and maximize your networking potential? Even when you close your doors at the end of your busy day your company is still open on [www.NEWS4Women.org](http://www.NEWS4Women.org).

Businesses listed in our directory will receive a personal invitation to join the **NEWS4Women** professional forum to exchange ideas and network in our virtual community. Can't get away from your business to meet other like minded individuals? Have a business challenge? Find your inspiration and resources right here with the professional network to connect you with other business owners 24/7.

Do you want extra exposure for your product or service? Consider donating a "portal prize", the web equivalent of a door prize, to be raffled at the end of the month. Donated items will be featured in our newsletter and on the home page of [www.NEWS4Women.org](http://www.NEWS4Women.org), including a link to your business, and at the end of each month portal prizes will be raffled off to the lucky winners!



### Are you in the NEWS?

Now is the time to get involved with the  
**Network to Encourage Women's Support**

## What We Do to Help Advertisers Access the Influential Women's Market

The power of the purse is soaring and this growing economic power of women consumers is transforming today's marketplace. Women influence many of the consumer buying decisions including, according to one study, 83 percent of all consumer purchases, 94 percent of home products, 89 percent of vacations, and 75 percent of all decisions regarding the purchase of the largest investment most of us will ever make – a house. **www.NEWS4Women.org** is the only **central resource** providing information, resources, and events for women in this area. With focused advertising on **www.NEWS4Women.org** reaching the powerful women's market has never been easier or more effective. **www.NEWS4Women.org** can position your product or service, capture market share, reinforce brand awareness, and build loyalty among female consumers.

Are you interested in **creative promotional opportunities** to present your company before a targeted group of women consumers while also supporting the community? Sponsoring a **NEWS4Women** event will not only highlight your business but also provide a unique opportunity to recognize your support of the women's business and nonprofit communities. Sponsorship benefits offer ad space on **www.NEWS4Women.org**, your company logo on all promotional material, an exhibit table to distribute your literature and display signage at the event, and a two minute commercial at the beginning of the program. Customized sponsorship packages are also available.

## What We Do to Support Our Community

Nonprofit organizations providing resources to families in our community are offered a free listing in the directory and programs and events are listed on the calendar at **www.NEWS4Women.org** all at no charge. Programs such as WINE4Women and Issues and Banters offer free exhibit and speaking opportunities for nonprofit organizations to address, engage, and inform the women's community and a portion of all program revenues created by **NEWS4Women** goes directly to designated beneficiary organizations in our area.



**Contact Us Today**  
Call **302.388.2885**  
Email **Carol@NEWS4Women.org**

# 2008 Pricing Schedules for www.NEWS4Women.org

## Directory Listing

**Business Listing:** \$153.30 annually (the cost of a first class postage stamp per day)

**Nonprofit Listing:** Free

## Advertising

**Format:** Ads must be in JPG or GIF format.

### Dimensions:

**Header Banner:** 540 pixels wide x 175 pixels high.

**Home Page "Support our Advertisers" Ad:**  
150 pixels wide x 125 pixels high.

**Footer Banner:** 850 pixels wide x 85 pixels high.

### Pricing:



Rates per month:	One Month	Three Months	Six Months	One Year
Header Banner Home Page (540x175)	\$175.00	\$157.50	\$140.00	\$122.50
Header Banner Other Page (540x175)	\$150.00	\$135.00	\$120.00	\$105.00
Home Page Ad (150x125)	\$125.00	\$112.50	\$100.00	\$87.50
Footer Banner Home Page (859x85)	\$100.00	\$90.00	\$80.00	\$70.00
Footer Banner Other Page (859x85)	\$75.00	\$67.50	\$60.00	\$52.50

## Event Sponsorship

**Diamond Sponsor:** \$250

Benefits include:

- Your company logo on all promotional material
- Link to your website
- Exhibit table and signage at the event
- Two minute commercial at the beginning of the program
- 50% discount on banner ad space for one month

**Gold Sponsor:** \$150

Benefits include:

- Your company logo on all promotional material
- Link to your website
- Exhibit table and signage at the event

**Silver Sponsor:** \$75

Benefits include:

- Exhibit table and signage at the event

Contact us at 302.388.2885 or Carol@NEWS4Women.org to create a customized sponsorship package for your company.