



The **N**etwork to **E**ncourage **W**omen's **S**upport
is a network of professional women, business owners, nonprofit
organizations, artists, and local legislators with a common goal to promote
economic growth for women, advocate for social issues affecting our families,
and to unite women to provide a powerful voice through programs,
information, and an active social network.

NEWS4Women links businesses and nonprofit organizations
together with the influential women consumer marketplace
through a unique platform at 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*, **NEWS4Women** 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 44 cents a day **NEWS4Women** can help level the playing field when competing with large companies (read large advertising budgets), raise awareness for your business, and increase revenue. Membership benefits include discounted pricing on event registrations, advertising and sponsorship opportunities, featured articles and promotions in our newsletters to showcase your business, publication of your business events or programs on the **NEWS4Women** calendar and more! Instead of exchanging one business card at a time at a networking function why not use **NEWS4Women** 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.

Can't get away from your desk but want to network with other women professionally and socially? The **NEWS4Women** Community provides a forum for women to network, interact and support one another online with targeted discussions to meet the needs of various groups including business owners, professional women, nonprofit organizations, and a social group to share fun events, places to wine and dine, vacation destinations and more!

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 on the home page of 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. **NEWS4Women** is the only **central resource** providing information, resources, and events for women in this area. With focused advertising on **NEWS4Women** reaching the powerful women's market has never been easier or more effective. **NEWS4Women** 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.

Events such as WINE4Women 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

2011 Pricing Schedules for www.NEWS4Women.org

Directory Listing

Business Listing: \$160.60 annually (the cost of a first class postage stamp per day) or choose a monthly payment option of just \$16.06.

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)	\$75.00	\$67.50	\$60.00	\$52.50
Footer Banner Home Page (859x85)	\$100.00	\$90.00	\$80.00	\$70.00

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.