

Advertising Terms

1. The publication has an image size of 11" x 11", with a finished size of 9.86 x 9.86" on offset web newsprint.
2. Column width is approx. 2.25"
3. Ad deadline is 4 p.m. Tuesday of the week the ad is to run.
4. Ads cannot be cancelled or altered after the ad deadline.
5. Ad placement is not guaranteed unless put into the initial order.
6. Advertiser agrees to hold Publisher, Empire Capital & Consulting Corp., its staff, agents, and assigns harmless for any and all misrepresentations and/or omissions of facts contained within such advertisement(s).
7. Publisher has the right to reject any ad, in whole or in part, especially if in the Publisher's sole view, it contains material that is defamatory, offensive, slanderous, and/or egregious.
8. If Advertiser runs the ads less than the agreed upon frequency and/or size, then Advertiser agrees to pay the actual frequency & size rate used.

EMPIRE CAPITAL & CONSULTING CORP.

215-886-8299

501 Washington Lane, Suite 304

Philadelphia, PA. 19144

www.empirecapital1.com



Advertising Rates (per issue)

FULL PAGE

1 MONTH	\$500
4 MONTHS	\$450
13 MONTHS	\$405
26 MONTHS	\$365

1/2 PAGE

1 MONTH	\$275
4 MONTHS	\$248
13 MONTHS	\$233
26 MONTHS	\$200

1/4 PAGE

1 MONTH	\$151
4 MONTHS	\$136
13 MONTHS	\$123
26 MONTHS	\$110

1/8 PAGE

1 MONTH	\$83
4 MONTHS	\$75
13 MONTHS	\$67
26 MONTHS	\$61

BUSINESS CARD

1 MONTH	\$30
4 MONTHS	\$27
13 MONTHS	\$24
26 MONTHS	\$22

CLASSIFIED (per line)

1 MONTH	\$3.07
4 MONTHS	\$2.76
12 MONTHS	\$2.48
26 MONTHS	\$2.24

DISPLAY (per column inch)

1 MONTH	\$20.24
4 MONTHS	\$18.21
13 MONTHS	\$16.39
26 MONTHS	\$14.75

RATES EXPIRE 6/30/2015

Deadline for ad copy is the Tuesday before the issue day (Friday)

All ads must be paid prior to insertion

Color & placement may vary price



Femme Financial Newspaper

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Who?

We are Femme Financial News, a locally-owned, free community newspaper serving working women in Jenkintown, Elkins Park, Glenside, and Philadelphia (Mt. Airy, Germantown, Cedarbrook, East and West Oak Lane, and parts of North Philadelphia). We provide women with news and information to help them make better buying decisions in many different facets of their lives. We provide information on how and where to get the best deals so that we help improve their lives each issue.

We are the central repository for community news & information that you cannot get off the Internet, radio, television, or blogs.

What?

What we do is provide bi-weekly news & information about specific people, events, and topics of concern to the local women. We report news that people are really concerned about: From Health, Education, Childcare, Career, Finance, Relationships, Food, Entertainment, Politics, Real Estate, and Religion, and Sex etc. No fluff stuff. We do not waste our readers' valuable time offering junk that does not improve the quality of their lives.

Femme Financial



Where?

We deliver the paper to over 108 centrally located, high-traffic establishments where residents have to go e.g. food stores, supermarkets, gas stations, train stations, libraries, pharmacies, select hair salons, gymnasiums, and churches. For those that prefer home delivery, we have an excellent subscription service that delivers the paper directly to their door by 5 p.m. each issue date.

When?

Femme Financial is distributed bi-weekly on Fridays, and covers only the most interesting news of the week, as well as informing the public about upcoming news events worthy of their attention.

Why Advertise With Us?

BECAUSE YOU WANT TO GROW YOUR BUSINESS!

Women are the fastest growing economic force in the country. Women spend money. They want the best value for their dollars. They frequently turn to Femme Financial News to provide them with accurate, un-biased information on where to go now TO BUY.

If you are serious about growing your business, you cannot afford to leave women out of the equation. You want women ages 25-55 in our area to not only see your ad, but read it and act on it, too! 98.5% of our readers are high school graduates, 27.2% are college graduates. Over 67% of our readers are homeowners. Their average annual household income is over \$43,766. Is this who you want to talk to?

We can deliver your message to this audience of progressive decision makers more cost effectively than other alternatives.

You don't like wasting time and money. That's why you should advertise with us!

