



Advertising Ratecard 2021-2022

WIBChat, our online magazine to showcase regional women in business is due to be published for the first time on 1 November 2021.

WIBChat provides the perfect vehicle for you to promote your business and to help you raise your business and personal profile, and to tell your story.

Format:

A4 and full colour. A flippable online publication which can also be downloaded in PDF form if people prefer to read it like that. It includes opportunities for clickable links to websites and social media platforms too.

Paging is a minimum of 24 pages each edition.

Frequency:

Every two months in November, January, March, May, July, September and November.

Audience:

Ready-made online audience for the Women in Business Regional Network comprising:

- Over 3300 people on social media
- A subscribed mailing list of 1300
- More than 1300 Women in Business Regional Network website visitors a month.

Reach is expected to be higher through boosted advertising on social media and engagement by those who are featured in the magazine.

The target audience will obviously be regional women in business with the content to include:

- Interviews with regional women in business sharing their stories and their tips for others
- Valuable and practical information for businesses
- Information and tips for women in business OUTSIDE their businesses (because we also have a life outside our businesses)

The opportunities for you:

There are a number of different options each of which is outlined in detail in the following pages:

- Classified advertising \$80 per edition (\$40 for network members)
- Product Showcase \$80 per edition (\$40 for network members)
- Book Promotion \$80 per edition (\$40 for network members)
- Half page blog \$200 per edition (\$80 for network members)
- Half page advertisement \$300 per edition (\$120 for network members)
- Full page advertisement \$600 per edition (\$220 for network members)

Artwork:

You must provide COMPLETE ARTWORK ready for publication for advertisements, including Classified Ads.

If you choose the Blog, Book Promotion or Product Showcase options you will need to submit the components for your spot via our online form which will be sent to you once your booking has been accepted.

How to reserve your spot:

Spots in the magazine will be limited and the aim is that there will be no two blogs on the same topic in each edition, so it will be a case of first in will reserve the spot, eg we won't have two lawyers writing about Wills, but we might have one writing on Wills and the other on Divorce.

You will need to complete our online booking form and pay to reserve your spot. You will receive a full refund if your spot isn't accepted for the current edition. Please note that all costs include GST.

Preference will be given to advertisements placed by financial members of the network ahead of non-members. We reserve the right to also refuse an advertisement if we believe it is not in keeping with the aims and objectives of the Women in Business Regional Network which can be viewed on our website.

Deadlines:

The deadline for RESERVING YOUR SPOT will be the third Friday TWO months prior to publication unless sold out prior. The deadline for PROVIDING YOUR CONTENT will be the 15TH of the MONTH PRIOR to publication. If copy isn't provided by that deadline your advertisement may be cancelled and a 50% charge levied without publication of your ad.

Provision of completed files:

Completed artwork must be provided via PDF format with all fonts embedded and all links activated. If you are unable to activate links within your advertisement it is YOUR responsibility to ensure you provide details of the links at the time of submitting your advertisement for publication.

When providing content via text it is YOUR responsibility to ensure it is correct. We take no responsibility for editing your content.

Artwork - whether complete, as text or photographs must be free of royalty and copyright restrictions when you provide it to us. We will not take responsibility for any artwork provided to us which you do not have the legal right to provide for publication.

Need ideas or got questions?

If you'd like to know more about how WIBChat can benefit your business promotions, even if you need ideas or technical help, simply give us a call on 0435 432 203 or email your questions to network@wibnetwork.com.au. More information can also be found on our website under the WIBChat tab.

Advertising Options

Classified Advertising \$80 (\$40 for members)

Ideal for: Any business looking to get basic information out to other regional women, including others in business. This may for items for sale, job vacancies, rentals (such as shared space), services, course signups or events.

Description: Simple advertisement which is ideal for advertising Jobs, Events, Courses, Items for Sale, Spaces for Rent, Basic Branding/Directory Style Advertisements ... basically anything you would find in a traditional classifieds section of a publication.

Each advertisement will have a header on it (separate to the ad) which will indicate the category.

The following categories are available:







- For Sale
- Jobs
- Events
- Courses
- For Rent/For Hire
- Services
- Miscellaneous

Advertisements must be provided as complete artwork, and can include links to websites, social media or email.

Social media: Client can provide a social media post for posting onto the Women in Business Regional Network Facebook page once during the two-months of the publication.

Sizes/Specifications: Up to 10cm high x 5.9cm wide. The price includes up to 10cm. If you require a larger ad (up to 20cm), additional charges will apply.

WIBChat Classifieds

FOR SALE	JOBS	COURSES
 <p>HEADING HERE This is the text of the advertisement as you would like it to appear. The ad can also include photographs, links and logos. This is the text of the advertisement as you would like it to appear. The ad can also include photographs, links and logos. This is the text of the also include photographs, links and logos.</p>	 <p>HEADING HERE This is the text of the advertisement as you would like it to appear. The ad can also include photographs, links and logos. This is the text of the advertisement as you would like it to appear. The ad can also include photographs, links and logos. This is the text of the also include photographs, links and logos.</p>	 <p>HEADING HERE This is the text of the advertisement as you would like it to appear. The ad can also include photographs, links and logos. This is the text of the advertisement as you would like it to appear. The ad can also include photographs, links and logos. This is the text of the also include photographs, links and logos.</p>
FOR RENT	SERVICES	EVENTS
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Half Page Blog \$200 (\$80 for members)

Ideal for: Any business wanting to promote to regional women (both those in business and those not in business).

Description: Each advertisement will have a blog style and will include a photo related to the blog, a headline and information at the bottom about how to contact the business, including a logo. You may also choose to include an offer for readers WITHIN your blog or, at the end of it.

You will need to inform us on your application to advertise of the subject for the blog and the aim will be to not have blogs on the same subject featured in any one edition. This is a chance to showcase an aspect of your brand and, the more informative and interesting you make it, the more likely it will be read and actioned.

Advertisement content will be provided via our online form including text, photo, logo and contact details, including links.

Each blog will include a category. The following categories are available and must be selected at the time of making a booking: Accounts, Arts/Crafts, Beauty, Business Advice, Cooking/Food, Family, Fashion, Finance, Health, Home, HR, Legal, Motor Vehicles, Pets, Rural/Life On The Land, Safety, Technology, Travel/Tourism/Entertainment, Weddings, Wine, Other not stated

Social media (optional): Client can provide a social media post for posting onto the Women in Business Regional Network Facebook page once during the two-months of the publication. This must be provided at the time of providing ad content.

Network website: Content of the blog will be uploaded to the Women in Business Regional Network website under a Blog tab.

Sizes/Specifications: Approximately 390 words (plus heading), 1 small photograph to illustrate the blog topic (or of the person writing it), contact information or action line at the bottom along with logo. Total space for each ad is 9.0w x 27h.

Half Page Advertisement \$300 (\$120 for members)

Ideal for: Anyone with a business who would like to promote their brand or their business to regional women (both those in business and those not in business).

Description: Each ad must be supplied ready for publication, including any links.

Network website: The client may choose to provide a button advertisement for upload onto the Right Sidebar on the Women in Business Regional Network, including a link to a relevant website. This advertisement will remain on the website only during the two months of the WIBChat publication. This must be provided at the time of providing ad content.

Sizes/Specifications:

Magazine Advertisement Portrait ad 9.0cm w x 27.0cm h.

Magazine Advertisement Landscape ad 18.4cm w x 13.5cm h

Website button ad - 336px x 280 px

Full Page Advertisement \$600 (\$220 for members)

Ideal for: Anyone with a business who would like to promote their brand or their business to regional women (both those in business and those not in business).

Description: Each ad must be supplied ready for publication, including any links.

Network website: The client may choose to provide a button advertisement for upload onto the Right Sidebar on the Women in Business Regional Network, including a link to a relevant website. This advertisement will remain on the website only during the two months of the WIBChat publication. This must be provided at the time of providing ad content.

Sizes/Specifications: Magazine advertisement 18.4cm w x 27.0cm h. Website button ad - 336px x 280 px

Your blog title can go here

By XYZ Author
of XYZ business



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For more information contact:

XYZ Business

Phone Number | Website

Email

Other details

General terms & conditions

- 1) The customer agrees to pay for the advertisement at the time of booking. Payment will be by credit card. A Tax Invoice will be issued once payment has been received.
- 2) The customer warrants that:
 - (a) All artwork and text material supplied is in compliance with copyright law, royalty payments, privacy or other legal constraint, including written words, graphics and video.
 - (b) Information provided for the purposes of publication is true and correct at the time it was provided.
 - (c) Links to websites are free from malware, are genuine, and do not pose a threat to the security or welfare of parties using the links provided.
- 3) The online WIBChat magazine and Women in Business Regional Network website are hosted by a third party. The Women in Business Regional Network and its associated business entities are not responsible for service outages associated with the third party and which are outside its control.
- 4) Although we do everything in our power to prevent it occurring the Women in Business Regional Network and its associated business entities are not responsible for any online hacking by a third party on a social media account where the link to that account is accessed via our website, or our online publication.
- 5) The Women in Business Regional Network reserves the right to suspend or terminate the contract in the event of a prolonged power supply or communications interruption outside of its control.
- 6) The Women in Business Regional Network reserves the right to refuse advertising which does not fall within the aims and objectives of the organisation as outlined on our website <https://wibnetwork.com.au>.
- 7) While every effort will be made to ensure publication is on time, from time to time there may be delays. We undertake to inform the customer when we become aware of such a delay. Consideration will be given to refunds and discounts should the advertisement material be time sensitive and therefore impacted by a delayed publication.
- 8) As copy is provided by the client, no proofs will be sent to the client prior to publication. The Women in Business Regional Network is not responsible in any way for publishing incorrect information if it was provided in that form by the client.
- 9) If content - complete or otherwise - is not provided by the stated deadline the Women in Business Regional Network reserves the right to CANCEL the advertising (and not include it in the next publication) and withhold 50% of the fee as a booking and cancellation fee.
- 10) Only financial members of the Women in Business Regional Network (Standard Members, Corporate Members and Virtual Members) are entitled to book advertising at the Members rate.
- 11) For advertisements which include opportunities for inclusion in social media and on the Women in Business Regional Network website, as well as inclusion in the WIBChat magazine, it is the CLIENT's responsibility to provide the content in a timely manner. Should such information NOT be provided by the client it is not the responsibility of the network team to followup and remind clients of the opportunity.
- 12) The Women in Business Regional Network reserves the right to schedule any of the social media posts at a time of its choosing, and to make editorial alterations without seeking further permission from the client.
- 13) Refunds will only be issued if:
 - (a) The Women in Business Regional Network refuses the advertisement due to policy conflicts, content, or clashes with another similar booking in the same edition for the case of a blog;
 - (b) The WIBChat online publication is not published;
 - (c) Where it can be demonstrated that the Women in Business Regional Network was responsible for errors in publication, NOT when incorrect information was supplied by the client for publication.
- 14) All prices include GST and are for a once-off publication.

More help for your advertising

The Women in Business Regional Network has a number of members who can provide graphic design, writing and photography services to help you prepare your advertisement and blog. Please let us know if you would like to be connected to someone who can help.

CONTACT DETAILS

Email: network@wibnetwork.com.au

Phone: 0435 432 203

