



Leaders in banking.

Dear Media Representative:

**Today's Financial Women (TFW)** meets a distinct need in the financial services industry: to inform and inspire women, helping them to fulfill their career potential.

**TFW** is the flagship publication of Financial Women International, the nation's longest-standing professional association devoted to the advancement of women in the banking and financial services industry. However, the magazine isn't focused on just FWI and FWI members.

In each issue of **TFW**, we interview high-achieving women throughout the industry; offer useful advice on the skills and resources needed to succeed; and cover the industry issues that are shaping financial services careers.

Currently published each spring and fall, **Today's Financial Women** is a full-color, glossy magazine distributed to a wide array of industry professionals nationwide, including FWI's nearly 800 members, 50 state banking associations, district and national conference attendees, and prospects.

For companies looking to reach this audience, we provide opportunities for prominent advertising placement. Consider a full-page ad placement on the back cover or other placement options inside the magazine. Our 2009 ad rates, writers guidelines and a copy of our latest issue are available online for your information.

To learn more, please contact me at 651-453-1007 or [tfw@fwi.org](mailto:tfw@fwi.org).

Thank you for your interest in **Today's Financial Women**.

Sincerely,

Regina Barr, Managing Editor  
*Today's Financial Women*

**Financial Women  
International, Inc.**

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# TODAY'S FINANCIAL WOMEN 2008 ADVERTISING RATES



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## Ad Size / Rate Information

ADVERTISEMENT	DIMENSIONS (inches)	RATE
Full Page (back/inside covers)	8.25 x 11*	\$500
One-Half Page Horizontal	7.583 X 4.875	\$375
One-Third Page Vertical	2.375 x 9	\$250
One-Sixth Page Vertical (business card)	2.375 x 4.25	\$175
One-Fifth Page Horizontal (business card)	5 X 2.3	\$175
Marketplace Listing	5 X 2.3	\$125**
Listing on Advertiser Web Page		Free w/ad purchase

See next page for ad layout specifications. Please note these rates are for ad space only and do not include design/production costs, if needed.

\* Full page ad space located on back cover or inside back cover. Please include a 1/4 inch bleed on all sides.

\*\* \$25 discount for FWI members

## Contact

Regina Barr, Managing Editor  
Today's Financial Women  
651-453-1007  
tfw@fwi.org

**FULL PAGE AD – BACK / INSIDE COVERS**

size: 8.25 x 11

- add bleeds on all sides
- include borders/ design elements within this space

**FULL PAGE AD – INSIDE**

size: 7.583 x 10

- no bleeds
- include borders/ design elements within this space

**HALF PAGE AD – HORIZONTAL**

size: 7.583 x 4.875

- no bleeds
- include borders/ design elements within this space

## 1/3RD PAGE AD VERTICAL

size: 2.375 x 9

- no bleeds
- include borders/  
design elements  
within this space

## 1/6TH PAGE AD VERTICAL

size: 2.375 x 4.25

- no bleeds
- include borders/  
design elements  
within this space

## 1/5TH PAGE AD – HORIZONTAL

size: 5 x 2.3

- no bleeds
- include borders/  
design elements  
within this space

## MARKETPLACE LISTING

- no design required
- include logo, copy and contact info as specified

### BUSINESS CATEGORY HERE

**SQUARE  
OR VERTICAL  
LOGO  
HERE**

Five lines of business  
and contact info  
will be here.  
Approximately 4-5  
words on each line.

### BUSINESS CATEGORY HERE

**HORIZONTAL LOGO HERE**

Three lines of business and contact info  
will be here. Approximately 6-7 words  
on each line.