

WomenⁱⁿBusiness

A B2B Resource for Women Making a Difference

2024 MEDIA KIT & RATE CARD

Women in Business is a publication dedicated to those women making a difference in the business world. Recent studies indicate that the key decisions are being made by women who utilize their influence and power to effect change on all levels of their organizations and communities. The female presence in the workforce has continued to grow and so has the number of women-owned businesses as well as the number of women in key leadership positions. Our audience has continued to grow steadily since our inception a few years ago. Women in Business is the platform for women in all industries to connect with potential resources and celebrate success with the public at large.

Advertising in Women in Business reaches enterprising readers who care about what role they can play in supporting women-owned businesses and female entrepreneurs in Central Pennsylvania. Women in Business has become a trusted resource by featuring focused editorial by industry specialists alongside profiles spotlighting women who are making an impact in both their companies and communities.

Our experience with the business world has taught us that everyone has a story to tell. In addition to display advertising we will offer special business profiles or paid advertorials that will be published alongside our own editorial written by women experienced in an array of fields including health, law, finance, employment and more.

A BI-MONTHLY PUBLICATION



EVERY ISSUE OF WOMEN IN BUSINESS PROVIDES WOMAN-OWNED BUSINESSES, NETWORKING GROUPS AND INTERESTED READERS WITH:

NETWORKING OPPORTUNITIES

The Opportunities page provides readers with a comprehensive and convenient resource for finding women-in-business networking opportunities throughout the Commonwealth. Input from our readers is a major part of what keeps this resource relevant.

WOMEN ON THE MOVE

Every issue features women in every industry making strides in their career. If someone in your business recently was hired, promoted or received an award, send a short press release along with a color headshot to editor@pabusinesscentral.com.

PROFESSIONAL EDITORIAL

Each issue is filled with advice from professionals in finance, law, energy, healthcare and public relations. We are always searching for women who have the desire to share their expertise with other business owners.

BUSINESS REPORTS

Business reports feature the latest news about woman-owned businesses in Central Pennsylvania and the major industry events that affect them. If your business has recently opened a new location, held an event or received an award, email a press release, picture and other relevant information to editor@pabusinesscentral.com.

ADVERTISE WITH US

DISPLAY ADVERTISEMENTS AND ADVERTORIALS

Not only do we provide a targeted demographic every other month, we also offer:

- Free copies distributed at hundreds of targeted locations throughout 23 counties, such as chambers of commerce, hotels and business incubators
- Focused content by regional experts including lawyers, financial planners, healthcare professionals, entrepreneurs and more
- Profiles of women-owned businesses and entrepreneurs
- Business leads and resources
- Annual special editions including Women Making a Difference and Top 50 Women-Owned Businesses
- Themed issues covering all aspects of business and entrepreneurship.

Call today and let's start moving your business forward.

DAVID WELLS

814.278.1325 / 814.321.8729 cell / davidwells@pabusinesscentral.com

pabusinesscentral.com



2024 WOMEN IN BUSINESS EDITORIAL CALENDAR

Publication Date	List(s)	Focus On	Special Focus
4.26.24	• Top Non-Profit Leaders in Central PA	• Resources Edition	• Resources for Women-Owned Businesses
6.28.24	• Fifty to Follow	• Mentoring & Networking Edition	• Top PA Networking Groups
8.30.24	• Top Female CEOs	• Women in Manufacturing Edition	• Women Entrepreneurs Roundtable
10.25.24	• Women Making a Difference	• Career Development Edition • Breast Cancer Awareness	• Business Leadership Programs/Resources for Women



Affordable Digital Marketing Tools for Businesses of All Sizes

SNGdigital
POWERED BY
PA BUSINESS CENTRAL



**CALL TODAY FOR A FREE
NO COST EVALUATION
814-278-1325**

We are a full service digital marketing agency committed to helping grow small businesses in Central PA.

- » Pay per click
- » Social media
- » Geofencing
- » Targeted E-blast

TARGETED EMAIL DELIVERY
eBlast
Powered By
Pennsylvania Business Central

NEED MORE CUSTOMERS?
CHANGE THE WAY YOU MARKET YOUR BUSINESS

PBC eBLAST: EMAIL MARKETING MADE BETTER!

Our targeted e-blast program has been generating fantastic results in the Marketplace! What makes this program unique is that our clients can actually define their targets by sorting through the hundreds of options we offer: lifestyle, age, income, geo-targeting, and many more.

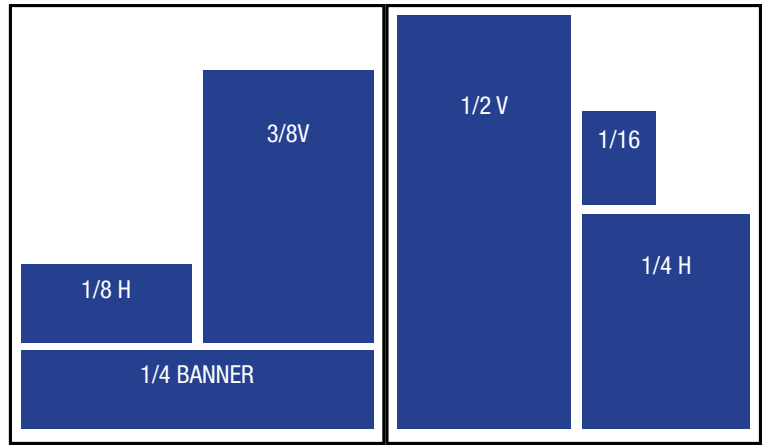
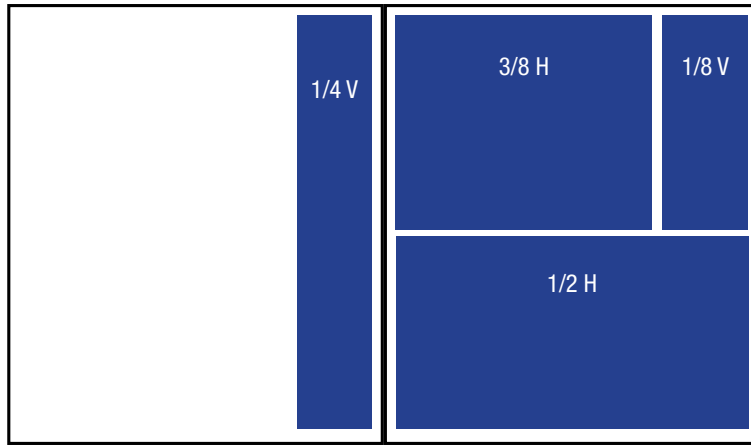
See the possibilities by visiting

WWW.PABUSINESSCENTRAL.COM/TARGETED-E-BLAST

**GET NEW
CUSTOMERS
WITH:**

- HYPER-TARGETED B2C AND B2B EMAILS
- NEW CLIENT ACQUISITION
- BRAND AWARENESS

PRINT ADVERTISING DIMENSIONS



AD SIZE	WIDTH	HEIGHT
FULL PAGE	10.125	11.75
1/2 PAGE VERTICAL	5	11.75
1/2 PAGE HORIZONTAL	10.125	5.75
3/8 PAGE VERTICAL	5	8.75
3/8 PAGE HORIZONTAL	7.625	5.75
1/4 PAGE VERTICAL	2.375	11.75
1/4 PAGE HORIZONTAL	5	5.75

AD SIZE	WIDTH	HEIGHT
1/4 PAGE BANNER	10.125	2.75
1/8 PAGE VERTICAL	2.375	5.75
1/8 PAGE HORIZONTAL	5	2.75
1/16 PAGE	2.375	2.75
CENTERSPREAD	21.25	11.75

PRINT ADVERTISING RATES

BW (BLACK & WHITE)	6X+	3X	1X
1/8 PAGE (V/H)	\$395	\$495	\$595
1/4 PAGE (V/H)	\$595	\$695	\$795
3/8 PAGE (V/H)	\$795	\$895	\$995
1/2 PAGE (V/H)	\$1,195	\$1,295	\$1,395
FULL PAGE	\$1,795	\$1,895	\$1,995
INSIDE BC	-	-	-
BACK COVER	-	-	-
CENTERSPREAD	-	-	-

FC (FULL COLOR)	6X+	3X	1X
1/8 PAGE (V/H)	\$495	\$595	\$695
1/4 PAGE (V/H)	\$895	\$950	\$995
3/8 PAGE (V/H)	\$1,095	\$1,195	\$1,295
1/2 PAGE (V/H)	\$1,295	\$1,395	\$1,495
FULL PAGE	\$1,895	\$1,995	\$2,095
INSIDE BC	\$2,095	\$2,195	\$2,295
BACK COVER	\$2,195	\$2,295	\$2,395
CENTERSPREAD	\$2,995	\$3,095	\$3,495

INSERTS

THIS PUBLICATION ACCEPTS INSERTS. WE CANNOT PROVIDE "ZONING." MINIMUM INSERT OF 10,000.

PRINT SPECIFICATIONS

IF A COMPLETE AND READY TO PUBLISH AD IS BEING PROVIDED, THE FILE SHOULD BE EXPORTED AT 200 DPI AND IN CMYK COLOR MODE. THE PREFERRED FILE FORMAT IS PDF. IF THE AD IS BUILT IN RGB COLOR MODE, IT WILL BE CONVERTED TO CMYK WHICH MAY RESULT IN PROCESS BLACK - BLACK IMAGES AND TEXT WILL PRINT AS A MIXTURE OF CYAN, MAGENTA, YELLOW AND BLACK INK RATHER THAN 100% BLACK. PROCESS BLACK WILL CAUSE THE AD TO LOOK MUDDY AND IN SOME CASES UNABLE TO BE READ IN THE PRINTED PUBLICATION.

WEB ADVERTISING DIMENSIONS

AD SIZE	WIDTH	HEIGHT
VERTICAL PILLAR	200px	320px
PAGE BANNER	980px	140px

PX = PIXELS



WEB ADVERTISING RATES

FC (FULL COLOR)	AD TYPE	MO.
VERTICAL PILLAR	Stationary Ad	\$495
LEADERBOARD	R.O.S.	\$695

3 MONTH MINIMUM RUN - *All web ads must be RGB and 72 dpi.

ASK ABOUT OUR DIGITAL & PRINT BUNDLE

WEEKLY NEWS LETTER (BIZ ALERT)

1 Week (2X) \$395
1 Month (8X) \$895

Premium PA Biz Alert reaches over 5,000 subscribers each week. Delivered directly to their inbox!

Updated 11-14-22



35,000 + READERS

We are Central PA's #1 B2B Resource

C-Level Executives & Influential Business Decision Makers

23 Counties • Direct Mail • Free Regional Distribution

Pub. Date	Issue	Focus	Advertising Deadline
January 26	PBC	Central PA Leadership Edition / Healthcare Quarterly <i>Issue Recognition Program: Top 100 People Signature Edition / Special Focus: Economic Outlook 2024</i>	January 22
February 23	PBC	Business Resources Edition / Banking/Financial Quarterly <i>Issue Recognition Program: Top 100 Organizations Signature Edition / Special Focus: Diversity, Equity, Inclusion</i>	February 19
March 29	PBC	Law Quarterly <i>Issue Recognition Program: Top Commercial Real Estate Agencies / Construction Companies in Central PA</i> <i>Special Focus: Work-Force Housing / Spotlight Cambria County</i>	March 25
March 29	SLG	Senior Healthcare Edition <i>Issue Recognition Program: Top Home Healthcare Agencies / Elder Law / Special Focus: County Offices of Aging</i>	March 25
April 26	PBC	Healthcare Edition/Healthcare Quarterly <i>Issue Recognition Program: Tourism Bureaus / Chambers of Commerce / Special Focus: Spring - Summer Central PA Activities Guide</i>	April 22
April 26	WIB	Resources Edition <i>Issue Recognition Program: Top Non-Profit Leaders in Central PA / Special Focus: Resources for Women-Owned Businesses</i>	April 22
May 31	PBC	Financial Edition / Banking/Financial Quarterly <i>Issue Recognition Program: Top Financial Planners / Top Benefits Solutions Companies</i> <i>Special Focus: Financial Planning Guide / Financial Planners Roundtable</i>	May 27
May 31	SLG	Senior Lifestyle Edition / Senior Networking Groups / Lifelong Learning (OLLI) <i>Issue Recognition Program: Top Assisted Living Facilities / Top Retirement Communities / Special Focus: Senior Friendly Destinations in Central PA</i>	May 27
June 28	PBC	Law Quarterly / Entrepreneurs <i>Issue Recognition Program: Top Law Firms / Start Ups / Special Focus: Spotlight Blair County</i>	June 24
June 28	WIB	Mentoring & Networking Edition <i>Issue Recognition Program: Fifty to Follow / Special Focus: Top PA Networking Groups</i>	June 24
July 12	MPG	Successful Tips for Strategic Planning/Retreats <i>Issue Recognition Program: Top Meeting/Planning Facilities / Special Focus: Sales Force Training / Team Building / Local Roundtable</i>	July 8
July 26	PBC	Economic Development Edition / Healthcare Quarterly <i>Issue Recognition Program: Top Development Corporations / Signature Leaders Under 30</i> <i>Special Focus: PA Rural Healthcare / Ben Franklin Technology Profile</i>	July 22
July 26	SLG	Family Caregiver Support <i>Issue Recognition Program: Memory Care Centers / Special Focus: Alzheimer's/Dementia / Managing Finances</i>	July 22
August 30	PBC	Banking/Financial Quarterly <i>Issue Recognition Program: Banks/ Credit Unions / Special Focus: Banking CEO Roundtable</i>	August 26
August 30	WIB	Women in Manufacturing Edition <i>Issue Recognition Program: Top Female CEOs / Special Focus: Women Entrepreneurs Roundtable</i>	August 26
August 30	MBC	MBC Annual Resource Guide <i>Issue Recognition Program: Industry List / Special Focus: Shale Coverage of PA, WV, and OH / B2B Resources</i>	August 26
September 13	BOL	Recap Top 100 Lists <i>Issue Recognition Program: Consolidation of 2024 Industry Lists / Special Focus: Emerging Central Pennsylvania Industries</i>	September 9
September 27	PBC	Manufacturing Edition / Law Quarterly <i>Issue Recognition Program: Made in Central Pennsylvania / Special Focus: Fall/Winter Central PA Activities Guide / Spotlight Centre County</i>	September 23
October 25	PBC	Hospitals Edition / Healthcare Quarterly <i>Issue Recognition Program: Hospitals / Independent Insurance Agencies / Special Focus: Healthcare Heroes / Spotlight Lycoming County</i>	October 21
October 25	WIB	Career Development Edition / Breast Cancer Awareness <i>Issue Recognition Program: Women Making a Difference / Special Focus: Business Leadership Programs/Resources for Women</i>	October 21
November 27	PBC	Professional Services Edition / Banking/Financial Quarterly <i>Issue Recognition Program: Top Accounting Firms / Foremost Under 40 / Special Focus: Spotlight Indiana County</i>	November 25
November 27	SLG	Senior Financial Edition / Home Services/Resources <i>Issue Recognition Program: Top Homecare Equipment & Supplies / Special Focus: Adult Day Centers / Support Groups for Adults with Aging Parents</i>	November 25
December 20	PBC	Infrastructure Edition / Law Quarterly <i>Issue Recognition Program: Industrial Parks / Public Airports / Special Focus: Women in Business</i>	December 16