

GTWOMAN IN BIZ GUIDE 2010*

*The Guide is a SEPARATE annual publication published by GTWoman each fall.

Listings*

Listings: \$99

Includes business name, phone number, one contact woman & title, address/state/zip, email address, website and tagline in printed Guide, along with complete listing and link in GTWoman's online Guide.

Each additional line: \$10 (i.e. a second woman's name, email and phone would be three lines = an additional \$30)

Each additional category: \$40 (1st category is free)

Listing Forms online at www.grandtraversewoman.com

*Listings are FREE with purchase of Profile or Ad.

Advertising

SIZE..... B&W..... 4-Color

1/4\$275 \$375

1/2\$375 \$495

Full pg\$695 \$895

Cover positions (full pg/color)..... \$995

FULL PAGE	1/2	1/4
4.75 x 8.00	4.75 x 3.95	2.32 x 3.95

Ad sizes are in inches, width x height.

Final trim size: 5.25" by 8.5"

Files accepted:

- PDF files, Mac or PC (PDF files must have all fonts embedded.)
- JPEG or TIFF files, 300 dpi, Mac or PC, CMYK or grayscale
- InDesign files (Include all fonts & graphics.)
- Ads can be submitted via email at sales@grandtraversewoman.com.

Profiles

GTWoman in Business Profiles

Cost is \$525 and includes: a free listing (\$99 value), free professional photo taken by GTWoman, photo with listing, and full-page COLOR profile in the Guide.

KANDACE CHAPPELL & KERRY WINKLER
GRAND TRAVERSE WOMEN MAGAZINE

Grand Traverse WOMAN
women in business magazine for women

Services
Grand Traverse Woman Magazine is a bimonthly publication by and for women in Northern Michigan. We also host regular women's events including Network Nites, GTWoman in Business Luncheons and the annual GTWoman Expo!

Years In Business:
5, but since we're twins, it's both closer to 50.

How did you start?
Putting out her own publication was Kandace's dream from about the grade six. It took 15 years, two other careers, having her first child - and coping her twin sister Kerry into quitting a perfectly good job to finally make it happen!

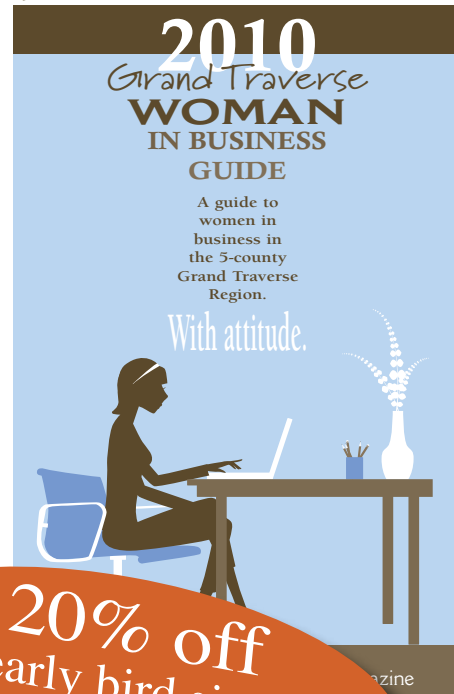
We put our heads together and built a first issue looking at it as readers. Would we publish this magazine? Would it make us laugh? Think? Change? Do something new? We didn't move forward until every answer was YES. We then made those first, scary steps into advertising and quickly found out that this region is filled with like-minded women who were ready, willing and happy to support the magazine. What a feeling!

How you got here:
Over the last five years, our business has grown to include networking events for women (some events dwarf the magazine in glory) and we hope we have a pull to work on for about a week afterward, as well as guest spots on WMGT 1270 W. McCarty's show and broadly Friday's Women segments on TV 769. But we can't take credit for the

Photo Courtesy:
growth - it has really been a movement from our readers - women who love to get together and see what will happen next. Regardless of our process.

Your advice to women:
Work with smart women who make you laugh. There's nothing worse than deadening a business meeting. Don't choose to work with someone based on just credentials. You can work with smart women. Or you can work with smart women you enjoy. Keep looking until you find those women... and business will never be work.

Contact:
Kandace Chappell & Kerry Winkler
Grand Traverse Woman Magazine
231.276.5105
Fax: 231.276.5106
info@grandtraversewoman.com
www.grandtraversewoman.com



20% off
for early bird sign-up
on profiles & ads

Distribution

The Guide is marketed as a women-in-business tool for new, growing and established business owners. The Guide will be distributed to women face-to-face at:

- GTWoman events throughout the year, including Network Nites, Business Luncheons and the GTWoman Exp(o!).
- GTWoman booths at conferences & expos including: area Chamber of Commerce Business Expos, Health Fairs, Women's Expos and more.
- GTWoman's website - 10,000 visitors a month!
- Covering Grand Traverse, Leelanau, Antrim, Benzie and Kalkaska counties at chambers, libraries, colleges, businesses and women's organizations.
- Each listee can also distribute copies.

Total circulation: 10,000+

DEADLINE:
Sept. 30, 2009

www.grandtraversewoman.com ~ 231.276.5105

GUIDE 2010 LISTING FORM

Grand Traverse **WOMAN** IN BUSINESS GUIDE '10

LISTING: \$99 (or FREE with purchase of Profile or Ad.)

Business Name* (Please print EXACTLY as you'd like all items to appear.)

Businesswoman's Name

Businesswoman's Title

Street Address

City

State

Zip Code

Phone Number (include area code)

Email Address

Website Address

Tagline (4-5 word description of your business)

Category (see list at right/if your industry is not listed, please specify. First category is free.)

Additional lines \$10/ea. (i.e. a second woman's name, email and phone would be three lines = an additional \$30)

Additional categories \$40/ea.: _____

YES! I'm interested in purchasing a (___1/4pg ___1/2pg ___full pg) ad. Call me!

YES! I'm interested in purchasing a *GTWoman* in Business PROFILE. Call me!

Please FAX Form to 231.276.5106:

VISA / MASTERCARD / DISCOVER TOTAL AMOUNT TO CHARGE: \$_____

Credit Card No.: _____

Exp. Date: _____ Billing address: _____

Or mail check to: *GTWoman*, Attn: Guide, P.O. Box 22, Interlochen, MI, 49643

Listing forms also available online at www.grandtraversewoman.com.

DEADLINE:
Sept. 30, 2009

* Please attach your business card as a means of doublechecking all spelling.

CATEGORIES

Accountants/CPAs/Services
Acupuncture
Advertising
Agricultural Tourism
Antiques
Apartments
Appliance Repair
Arts & Galleries
Assisted Living
Attorneys
Auto Repair & Services
Builders/Contractors
Business Services
Candles
Catering
Cell Phone Services
Children's Stores
Chiropractic Care
Cleaning Services
Clothing Stores/Boutiques
Coaches (personal, career, life)
Communications/Writing
Computer Services & Training
Cooking
Counselors/Psychologists
Dentistry
Dermatology/Skin Care
Digital Marketing
Education
Embroidery/Screen Printing/
Promotional Products
Emergency Services
- Water/Fire/Smoke
Entertainment
Event Coordinators
Fitness
Financial Services/Banking
Flooring
Florist
Food Specialties
Funeral Homes
Furniture
Gifts
Graphic Design
Greeting Card Services
Health Care & Services
Home Services
Insurance - Auto, Health, Life
Interior Design
Kitchen/Bath
Laser Clinics
Massage Therapy
Marketing
Nursery/Plants
OB/GYN
Office Supplies
Optical
Organic Farming & Products
Organizations for Women
Orthodontics
Painting
Pet Services & Boutiques
Photography
Physical Therapy
Physicians
Plastic Surgery
Printing
Private Club
Private Detective
Publishers
Radio
Real Estate
Renewable Energy
Restaurants
Salons
Senior Services
Signs
Sleep Services
Spas
Storage
Television
Title Companies
Travel
Veterinarians
Web Design & Services
Wedding Services
Weight Loss
Wellness
Window Treatments
Wineries