

tidewater family plus

2020 Rates

healthy living, learning & fun!

P R I N T

Rates are per insertion and include color.

Size	1x	4x	8x	12x
1/8	225.	200.	175.	150.
1/6	300.	275.	250.	225.
1/4	400.	350.	325.	300.
1/3	550.	475.	425.	400.
1/2	700.	650.	600.	550.
2/3	900.	850.	800.	725.
Full	1100.	1050.	1000.	900.

Size		Width	Height
1/8 pg.	V	2.375"	4.875"
	H	4.875"	2.375"
1/6 pg.	V	2.375"	6.5"
	H	4.875"	3.1875"
1/4 pg.	V	4.875"	4.875"
	H	9.875"	2.375"
1/3 pg.	V	4.875"	6.5"
	H	9.875"	3.1875"
1/2 pg.	V	4.875"	9.875"
	H	9.875"	4.875"
2/3 pg.		9.875"	6.5"
Full pg.		9.875"	9.875"

Welcome to Tidewater Family Plus, a free monthly community magazine that reaches a variety of readers from young parents to career women to grandparents. TF Plus is the perfect platform to get your message to an inclusive readership of 20,000+ parents, women, and professionals.

Distributed area-wide in Wawa convenience stores, Harris Teeter, and Food Lion grocery stores, as well as in carefully curated locations such as libraries, rec centers, and restaurants, Tidewater Family Plus reaches thousands of readers across Hampton Roads. TF Plus contains information targeted to our local community—from thoughtful articles written by the area's best writers to ads for goods and services.

P O L I C I E S & P R O C E D U R E S

Deadlines - The 15th of each month. Please call after that date to inquire about last-minute insertion orders.

Ad Submissions - Preferred format for ads submitted: .pdf or .jpg sent to our email address. Hard copy is acceptable, but for best results should be printed out at 300 dpi.

Camera-ready Discount - Camera-ready ads will be discounted 10%.

Special advertising sections offer the chance to tell the story of your business in an article format. For \$450 you receive a 300-word article and color photo in a 1/2-page ad. Our full-page option includes a 500-word article + three photos for \$850.

Payment - Advance payment is required from new advertisers until credit is established. Billed accounts are due 15 days from date of invoice. Accounts 30 days past due are subject to a late charge of 2% per month.

Contracts - Frequency discounts are based on ads running within a 12-month period. Failure to fulfill contract terms will result in additional charges equal to the discounted sum.

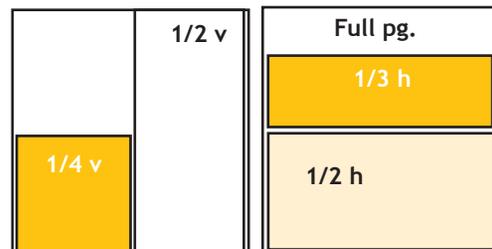
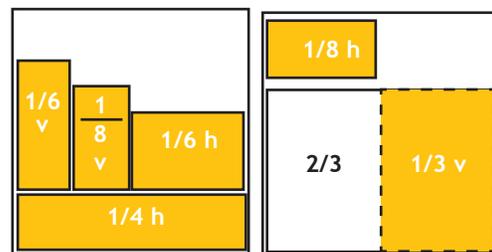
Changes and Cancellations - Must be received in our office in writing by one week prior to the deadline of the respective issue. There are no refunds and credits shall be made only for errors materially affecting the value of the advertisement. Tidewater Family Plus reserves the right to reject advertising.

Ad Production - Tidewater Family Plus will design advertising at no additional charge. However, special artwork will be billed at cost. Photographs and artwork are accepted at advertiser's risk and should be clearly marked to facilitate return.

Special Position - 10% additional.

Quality content ensures that Tidewater Family Plus has a long shelf life, meaning your ads are seen for up to a month or more. Tidewater Family Plus is the perfect marketing tool to reach our local community.

**CALL 757-204-4688
TODAY
TO PLACE YOUR AD.**



**Call Today to
Reserve Space!**

CONNECT TO READERS ONLINE!

Now you can reach an entirely new audience of readers on TF Plus's website.

You can choose to supplement your print ad campaign with ads online or start a new campaign. Available ads include leaderboards, medium rectangles, and wide skyscrapers. Online ads are very affordable and can reach target audiences quickly.

Call us at 757-204-4688 to schedule your online ads. Cheers to the digital age!

WHY ADVERTISE ONLINE?

Advertising with tidewaterfamilyplus.com ensures increased visibility of your business and will also improve traffic to your website, resulting in better page rankings for your site and more business for you.

In order to best serve our advertisers, TF Plus is constantly expanding our online resources to generate increased traffic, return visits, and a rich user experience. This means more users visit tidewaterfamilyplus.com and spend time exploring the site.

Our analytics reports show that our website continues to grow in both online

traffic and interactive user participation, thanks to implementation of social media integration and resource development.

All banner and text-based ads receive back-links to respective websites. Quality linking supported by relevant anchor text is proven to increase both page rankings and organic placement in search engines such as Google.

In addition, advertisers may place ads in MEMO, our monthly ezine, sent out to subscribers. Just give us a call and we'll be happy to set you up.

DIRECTORY LISTINGS

TF Plus offers directory listings to our advertisers to better promote your business. With an online listing, readers can easily find by category the goods and services they need for their households.

Business contacts will receive a username and password associated with their listing, so you can add as much or as little

content as you'd like for viewers, including photos and related videos. Basic listings will include the business name, address, website, contact information, and social media links.

\$10/month per listing category
Minimum 12 months

COUPONS

Businesses may submit a coupon to be featured on our website for \$10 per month. Min. 12 months.

ONLINE RATES*

BANNER ADS

Your ad may appear on any page a viewer visits (i.e., run of site).

Choices are:

Leaderboard - Appears at top of page

\$100 per month. Min. 3 months.

\$70 discounted rate for print advertisers

Medium Rectangle - Appears at top right

\$100 per month. Min. 3 months.

\$70 discounted rate for print advertisers

Half Page - Appears at right

\$150 per month. Min. 3 months.

\$100 discounted rate for print advertisers

EZINE ADS

These ads appear in MEMO, Tidewater Family Plus's ezine, which is mailed to a select group of subscribers the 1st of each month.

\$100 per monthly ezine. Min. 3 months.

\$70 discounted rate for print advertisers

DIMENSIONS

Top Leaderboard: 728 x 90

Medium Rectangle: 300 x 250

Half Page: 300 x 600

PACKAGES

Combine Print & Online Advertising

Ask your sales rep for package rates.

* \$25 set-up fee; \$50-150 banner design fee will apply unless web-ready art is provided. Usage fees for licensed images may be required. HTML 5 ad design extra.