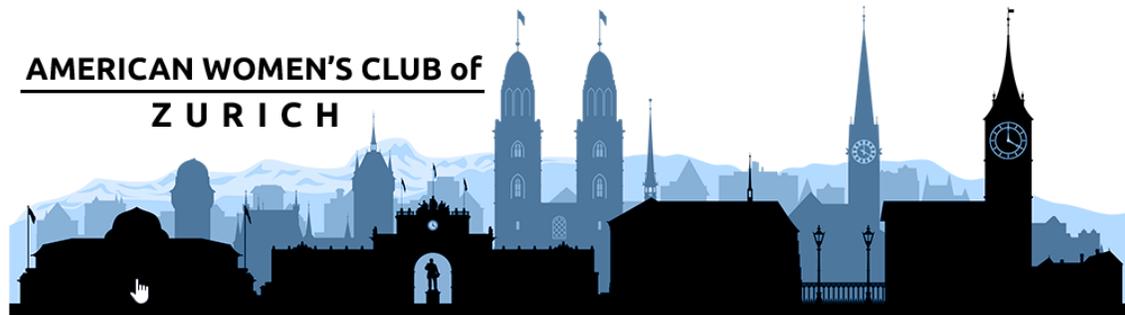


The American Women's Club of Zurich Advertising FAQs



Advertising on our website

Our website boasts an average of nearly 400 unique users each month.

We offer a banner ad placement on our home page.

Q: What size of banner can I have on the homepage

A: We offer a space below the FAWCO information of 455 x 55 px on our homepage.

Q: What format do I need to supply the ad in?

A: We accept files in the following formats for web: .png, .gif, .tiff, with a 72 dpi.

Q: How long can I have my ad run on the website?

A: The shortest time period we offer for ads is one month, but they can always run for longer. Contact our advertising manager for more details. (As a rule, the ads run starting the first of the month until the last day of the month.)

Q: How much do ads on the homepage cost to run?

A: The cost of running an ad on the AWCZ homepage 165 CHF per month. Our advertising manager can let you know if we are currently running any deals.

Advertising in the Round Robin, our bi-monthly print magazine.

The Round Robin reaches our captive audience of over 250 members every two months.

Round Robin Pricing		
Location	Size	Price (CHF)
Back cover (outside)	Full page 125 mm x 180 mm	715
Front cover (inside)	Full page 125 mm x 180 mm	600
Back cover (inside)	Full page 125 mm x 180 mm	600
Full page (inside)	Full page 125 mm x 180 mm	475

Half page (inside)	Half page 90 mm x 125 mm	250
Quarter page (inside)	Quarter page 45 mm x 125 mm	100
Advertorial, 2-pages (inside)	Contact advertising manager for character length and image size recommendations	550
Insert	size A5, weight limit of 8 grams per insert	440

Q: Can I have my ad in black and white or does it have to be in color?

A: Ads can be submitted in either black and white or in color. The Round Robin is printed entirely in color, so we only offer advertising rates for color.

Q: What formats can I submit my ads in?

A: We accept ads in the following formats: .png, .tiff, .bmp, and high-res pdf, with 300dpi or higher. (Note: ads must be sent in the appropriate size corresponding to the ad buy. We cannot guarantee the clear resolution of the ad if the file size is not correct.

Q: How large should my font size be for my ad?

A: We strongly recommend that ad copy is no smaller than 10pt. Anything smaller is nearly impossible for our readers to read. We encourage our ad buyers to emphasize their ad's headlines with the appropriate font size. If you have concerns about how your text size will render, just reach out to our advertising manager