

— from the publishers of *Business People* magazine —

BusinessWomen of NORTHEAST INDIANA

In April, *Business People* magazine will publish the second annual *Business Women of Northeast Indiana — A Resource Guide for Women*. This is a directory by category of women business owners, entrepreneurs, executives and professionals in northeast Indiana. It also will contain information about local, regional and national women's organizations and provide helpful editorial that will serve as a tool for women starting their businesses or building their careers. There are many ways to get involved with this publication. Women and/or companies have the opportunity to purchase listings, display advertising or sponsorships.

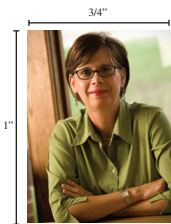
Listings

Please complete and return the form on the back of this sheet with payment.

Premium Listing with/without Color Photo: \$129

Includes color photo with listing. Photo should be supplied at 300 dpi and sized at 3/4" x 1"

Sample:



Business People magazine
Joan Copeland, vice president
536 West Cook Road, Fort Wayne, IN 46825
260.497.0433
jcopeland@businesspeople.com
www.businesspeople.com

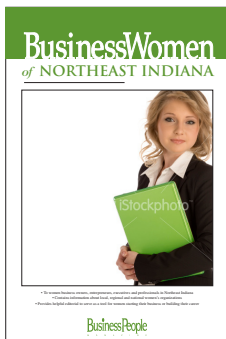
Each additional line: \$10 (i.e. tagline, other women)

Each additional photo: \$25

Each additional category: \$50 (1st category is free)

Distribution

Total circulation: 12,000



The *Business Women of Northeast Indiana — A Resource Guide for Women* is a women-in-business networking tool for new and growing business owners, executives and professionals. The Guide will be distributed:

- Polybagged with the May issue of *Business People* magazine
- April 25th — Tapestry: A Day for Women
- Advertisers also can distribute copies

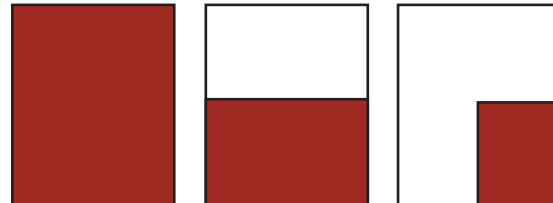
Special Advertising

Sponsorships are available at three different levels. Please call *Business People* magazine for a sponsorship package rate card or contact your account executive by March 3, 2008.

Two page woman's profiles are available. Please call 260.497.0433 or your account executive for more details. Space reservation deadline is March 3, 2008.

Display Advertising

All advertisers will receive one FREE premium listing.



FULL PAGE
5.5" x 8.5"

1/2
5.5" x 4.25"

1/4
2.75" x 4.25"

Ad sizes are in inches, width x height.

Final trim size of publication: 6" x 9"

Files accepted:

- PDF files, Mac or PC (PDF files must have all fonts embedded.)
- JPEG or TIFF files, Mac or PC
- Color ads must be CMYK
- Ads can be submitted via email to production@businesspeople.com

Please call 260.497.0433 for ad rates.

Sales Deadline

March 14, 2008

Every effort will be made to place your ad as close to your listing as space allows. Your ad may be placed by a competitor's ad.

BusinessWomen of NORTHEAST INDIANA

\$129 Premium Listing with/without Color Photo includes: Business name, woman's name & title, and address, City/state/zip and phone number, email address and website address and a 3/4" x 1" provided color photo.

FOR YOUR LISTING, PLEASE PROVIDE:

*Business Name (Please print EXACTLY as you would like items to appear.)

Business Woman's Name & Title

Address, City, State & Zip* (MUST include Zip)

Phone Number (include area code)

Category (See list at right; if your category is not listed, we will create one for you.)

Email Address

Website Address

- I am providing a 3/4" x 1" 300 dpi color photo.
- Photo emailed to production@businesspeople.com Date emailed: _____
- Photo mailed to *Business People*
- I am not providing a photo.

Additional lines \$10/ea. (taglines 4-5 words long, Other women, etc.)

Additional categories \$50/ea.: _____

*** PLEASE ATTACH YOUR BUSINESS CARD
SO WE MAY DOUBLE CHECK SPELLING.**

**YES! I'm interested in placing a (___ 1/4 pg ___ 1/2 pg ___ full pg) ad.
Please contact me.**

To pay by credit card, please complete the following and sign below.

Credit Card Type (circle one): VISA Mastercard AMEX

Credit Card Number: _____ Expiration Date: _____

Cardholder Name (please print): _____

Submit with check or credit card information & your business card to:

Business Women, 536 W. Cook Rd., Ft. Wayne, IN 46825

For more information, contact:

Business People at 260.497.0433 or jcopeland@businesspeople.com.

DEADLINE: MARCH 14, 2008

CATEGORIES

- Accountants/CPAs
- Adoption
- Advertising
- Antiques
- Arts & Crafts
- Attorneys
- Automobile Repair & Services
- Banking
- Beauty Products
- Beauty Services
- Case Management
- Catering
- Celebrations
- Cellular/Phone
- Children's Store
- Chiropractic Care
- Coaches (personal, career, life)
- Computer Services
- Counselors
- Consultant - Medical/Legal
- Dance
- Dentistry
- Dermatology/Skin Care
- Divorce Services
- Education/Instruction
- Entertainment
- Event Coordinators
- Financial Services
- Fitness
- Flooring
- Food Specialties
- Foundations/Endowments
- Funeral Homes
- Furniture
- Garden Goods
- Graphic Design/ Illustration
- Health, Women's
- Health Care
- Health Insurance
- Herbal Products
- Home Furnishings
- Home Services
- Human Resources Consulting
- Insurance
- Interior Design
- Laser Clinics
- Legal Services
- Massage Therapy
- Midwives
- Mortgage Services
- Nurse Practitioners
- Office Supplies & Furniture
- Organizations, Women
- Pet Services
- Photography
- Plastic Surgery
- Pregnancy Services
- Professional Organizer
- Psychologists
- Publishers
- Real Estate
- Recreation/Sports
- Resale
- Scrapbooking/Stamping
- Senior Services
- Service Clubs
- Services
- Shoes & Accessories Retail
- Signs
- Spas
- Title Companies
- Travel
- Veterinarians
- Virtual Tours
- Web Design
- Wedding Services
- Wellness
- Women's Clothing Stores
- Women's Resources
- Women's Services
- Workshops
- Other; Please specify