



NAWBO-SV

2006 ADVERTISING PROGRAM with The Silicon Valley / San Jose Business Journal

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NAWBO-SV

ADVERTISING PROGRAM OVERVIEW:

In 2006, the **National Association of Women Business Owners of Silicon Valley** will be running **26 full page ads** representing their member companies.

The NAWBO-SV Page will consist of participating companies. Each individual company representing NAWBO will pay for their respective positions on the page.


This is a great opportunity to receive advertising at a substantial savings. Last year, NAWBO-SV negotiated a substantial discount for it's member businesses.

The NAWBO-SV Kickoff Advertisement will be in first quarter 2006.

PAGE 1: NINE (9) COMPANIES AD CONCEPT:

(actual size is 10" w X 13-1/2" t)



 NAWBO-SV <small>NATIONAL ASSOCIATION OF WOMEN BUSINESS OWNERS—SILICON VALLEY CHAPTER</small>		
The organization of choice for women business owners, embracing the diversity of Silicon Valley		
	<p><u>CAMPAIGN</u> =</p> <p><i>26 Ads appearing every other week</i></p>	
<p><u>ADVERTISEMENT DIMENSIONS</u> =</p> <p><i>(2-7/8" w X 3-3/4" t)</i></p>		<p><u>BONUS</u> =</p> <p><i>Attendance to three Business Journal Events in 2006</i></p>



PAGE 2: FIFTEEN (15) COMPANIES AD CONCEPT

(actual size is 10" w X 13-1/2" t)



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The organization of choice for women business owners, embracing the diversity of Silicon Valley

CAMPAIGN =

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every other week*

**ADVERTISEMENT
DIMENSIONS =**

(2-7/8" w X 2 3/16" t)

BONUS =

*Attendance to three
Business Journal
Events in 2006*



www.nawbo-sv.org



BUSINESS JOURNAL **READERSHIP**

A RICHER SET OF PROSPECTS

- **42,000 weekly readers**
- **79% of readers are CEOs, Vice Presidents or Directors**
- **71% have influence on purchasing / leasing of business services and products**
- **54% are Owners / Partners**
- **\$2,800,000 Average household net worth**

Our Subscribers have a guiding role within their companies. They're people in fast growing businesses of all sizes and across all industry lines.

The Journal is the place they can consistently find out what's happening in their local market. That's why it's the place you're sure to find out your best prospects.

Source: *Readex Subscriber Study: 2005*