



# WOW

Capturing Life in Northwest Tampa



## WOW now reaches an expanded audience in Northwest Tampa

Where do Northwest Tampa residents go for the most current and reliable information about their community?

It's not Facebook or Twitter. It's WOW magazine.

A totally unique concept, WOW is the only magazine that blends topics specific to Northwest Tampa and is written predominately by residents.

If you're serious about advertising to Northwest Tampa's residents, WOW has the MOST to offer.

## IN EVERY ISSUE

### HOMEOWNERS

Each month WOW delivers homeowner's association news. Businesses promoting home improvement services such as painting, renovation, cleaning, landscaping, etc. have found a loyal customer base in our readers.

### SCHOOLS & LIBRARY

WOW readers are focused on education. Tutoring services, preschools, private schools and other educational services are highlighted in WOW.

### DINING & TRAVEL

Northwest Tampa residents are shown on their many adventures while WOW's dining and travel writers feature a variety of local eateries and destinations. Each month, WOW contains restaurant ads and specials for residents.

### HEALTH & RECREATION

Monthly health, fitness, recreation and pet columns grace our pages. Advertisers in the areas of athletics, medicine, veterinary care, gourmet food and wine reach WOW's important readers.

### SENIORS, ARTISTS & MORE

Columnists write about the varied interests of residents. Advertisers should take advantage of reaching such an affluent and active Northwest Tampa population.

### PROFESSIONALS

Attorneys, real estate agents, and other professionals find like-minded customers in the WOW.

### Advertiser Benefits

- Reach over 17,160 of the area's affluent consumers
- Special discounts for contract advertisers
- Special edition business summaries

### Distribution

- Circulation | 6,000+
- Home Delivery | 5,600
- Readership | 12,000+

### Specifications

- Perfect bound, full-color magazine
- Trim Size: 8.75" x 10.875"
- Averaging 100 pages per month
- Published the first day of each month

Delivered to Westchase, Tree Tops, Highland Park, Westwood Lakes, West Hampton, Westchester, Mandolin and Windsor Place.

### Demographics<sup>1</sup>

- Population | 17,160+
- Average Age | 36
- Under 5 years | 8%
- 18 and over | 71%
- 65 and over | 8.4%
- High school diploma | 97.1%
- Bachelor's or higher | 57.4%
- Single family homes | 5,700
- Average household size | 2.64
- Average family size | 3.15
- Median household income | \$101,120
- Median family income | \$116,372

# 2019 WOW



## Monthly Magazine & Special Editions † ☎ 📧

### MONTHLY MAGAZINE

- Perfect bound, full-color magazine, published monthly
- Averaging 100 pages per month
- The space reservation and ad materials deadline is the 5th of each month.
- Design detail: keep important information inside of the live area.
- Ad prices at left are per month (i.e. 1X is the price for one month, 6X and 12X are the prices per month for a six- or 12-month contract placement).

### SPECIAL EDITIONS

- Published as part of the regular monthly magazine.
- Design detail: keep important information inside of the live area.
- Space reservation and materials are due on the 5th of the prior month
  - January – **Wellness & Fitness** (Due Dec. 5)
  - March – **Real Estate** (Due Feb. 5)
  - April – **Summer Camp** (Due Mar. 5)
  - July – **Home Improvement** (Due June 5)
  - September – **Restaurant & Dining** (Due Aug. 5)
  - October – **Private School & Education** (Due Sept. 5)

MONTHLY PREMIUM ADS	FINAL TRIM SIZE	BLEED NEEDED SIZE	1X	6X	12X
Back Cover - Full Page	8.375" x 10.875"	8.625" x 11.125"	na	na	\$1,356
Inside Back Cover - Full Page	8.375" x 10.875"	8.625" x 11.125"	na	na	\$1,065
Inside Front Cover - Full Page	8.375" x 10.875"	8.625" x 11.125"	na	na	\$1,065
Publisher's Notes - Full Page	8.375" x 10.875"	8.625" x 11.125"	na	na	\$848
Feature Story - Full Page	8.375" x 10.875"	8.625" x 11.125"	na	na	\$848
Inside Back Cover - Half Page	8.375" x 5.20"	8.625" x 5.45"	na	na	\$504
Contents - Half Page	8.375" x 5.20"	8.625" x 5.45"	na	na	\$504
Directory Premium Ad - 1/3Vert.	2.75" x 10.875"	3.00" x 11.125"	na	na	\$389
MONTHLY STANDARD ADS	FINAL TRIM SIZE	BLEED NEEDED SIZE	1X	6X	12X
Full Page	8.375" x 10.875"	8.625" x 11.125"	\$928	\$835	\$743
Two-Thirds Page	5.25" x 10.875"	5.50" x 11.125"	\$656	\$593	\$533
Half Page	8.375" x 5.20"	8.625" x 5.45"	\$498	\$448	\$399
Third Page Horizontal	8.375" x 2.70"	8.625" x 2.95"	\$354	\$319	\$284
Third Page Vertical	2.75" x 10.875"	3.00" x 11.125"	\$354	\$319	\$284
Third Page Square		4.75" x 4.75"	\$354	\$319	\$284
Quarter Page		3.5" x 4.75"	\$270	\$242	\$215
Sixth Page Vertical		2.25" x 4.75"	\$193	\$174	\$154
Sixth Page Horizontal		4.75" x 2.25"	\$193	\$174	\$154
Eighth Page		3.5" x 2.25"	\$146	\$132	\$117
Additional Business Directory Listing			\$8 per month		

SPECIAL EDITION ADS	FINAL TRIM SIZE	BLEED NEEDED SIZE	1X
Full Page	8.375" x 10.875"	8.625" x 11.125"	\$743
Two-Thirds Page	5.25" x 10.875"	5.50" x 11.125"	\$533
Half Page	8.375" x 5.20"	8.625" x 5.45"	\$399
Third Page Square		4.75" x 4.75"	\$284

## Giving Back to Our Community

WOW, a non-profit organization, gives back to the Westchase and Tampa Bay areas. Our fundraising efforts include The Great West Chase and the Westchase Thanksgiving Food Drive, which benefit an area school and the local food pantry. In addition, WOW provides scholarships for local students and support to a variety of other organizations.

### †Printed Materials Specifications

Advertising charges do not reflect set-up (including typesetting, scanning of logos and/or photos) or reconstruction charges. If WOW ad materials specifications are not followed, WOW is not responsible for final quality.

Adobe® Acrobat PDF files set for press quality, CMYK output (300 DPI) and embedded fonts are the preferred file type. EPS or TIF, CMYK, Adobe® InDesign, PhotoShop or Illustrator for layout with outlined fonts can be accepted. Ad files should not exceed 10 mb and type should not be smaller than 6 pt. to ensure readability.

Unsupported programs include Pagemaker, Corel Draw, Quark-Express and Freehand. Files must be converted to press quality, CMYK PDFs prior to submission. WOW is not responsible for final quality when faxes, scans and materials from Publisher, PowerPoint and Word are provided, nor when RGB files are converted to CMYK.

### 🕒 Deadlines and Design Services

WOW has a completely electronic workflow. All ad materials are due by the specified deadline; late or changed ads will incur a penalty. Electronic ad files are required per WOW's ad materials specifications (last page).

As a courtesy to advertisers, WOW provides professional ad design services. Simple set-up or reconstruction of ads is free of charge up to 10 minutes of design time. After 10 minutes, advertisers will be billed \$57 per hour. Professional design and photo retouching are charged at \$57 per hour. WOW reserves the right to determine the definition of "simple ad design."

There is no charge for camera-ready ads.

Advertisements designed by WOW are not authorized for use in printed or electronic media outside of WOW magazine or its associated publications without prior written permission.

### 📖 Magazine Inserts

The insertion fee for these "flyers" is \$230 and you supply the 5,600 copies for delivery. Copies must be 8.5 x 11-inch flat sheet, matte finish. An additional fee of \$250 will be assessed for any materials that do not meet the standard size or finish, like a postcard or gloss paper. Copies may be printed on both sides. The fee applies per advertiser. Copies are to be delivered to Express Press, 1313 N. Howard Ave., Tampa, FL 33607, phone 884-3310, for collating by a determined date each month. An "Advertising Insertion Order Form" must be signed before the insert can be included in the magazine. Once received, the \$230 fee is due whether or not printed material is received by the printer.

### Placement Guarantees

Due to shifting editorial requirements, WOW can not guarantee most ad placements. Some locations, however, can be guaranteed for an additional fee of \$100. Please contact us for details.

# Ad Rates

## ADVERTISING INFORMATION

Stephanie Montini,  
Advertising Manager

(813) 926-0596

Advertising@WestchaseWOW.com



## WOW Online

- 24/7 source for Westchase breaking news
- Design detail: pay close attention to the final ad size once the image is converted for the web

### WOW ONLINE ADVERTISING (TWO AD PACKAGE)

Your purchase of online ad space can occur in two zones, WOW Online's homepage and subsequent pages of the Web site. The homepage features square ads while subsequent pages will feature two different sized ads (square or header) touting your business. These will rotate with those of other advertisers. Online ads consist of either Flash or standard image ads in JPEG or GIF formats.

Online Square Ad	450 X 450 pixels**	\$97 per month
Online Header Ad	728 x 90 pixels**	

### WOW ONLINE BUSINESS DIRECTORY

Online Business Directory Listing (included with monthly magazine ad placement)	\$50 per month
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### ONLINE CALENDAR ENTRY

Premium Listing	\$25 per month
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\*\* Two different sized ads are required for the purchase of any of the zones on WOW Online, a banner ad that measures 728 x 90 pixels and a page ad that measures 250 X 250 pixels. When clicked on, these ads will open the homepage of your Web site. Your ads will rotate in the two different areas of the zone you have purchased with other advertisers that have purchased that zone. A limited number of ads will be sold for each zone, ensuring the regular appearance of your ad.

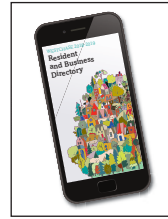


## Insert or Wrapper Ads

- Inserts are supplied by the advertiser to the printer per WOW specifications.
- An Advertising Insertion Order Form must be received by WOW prior to inclusion.
- Wrapper art must be received by the 5th of the month.

### INSERT/WRAPPER ADVERTISING OPTIONS

		1X
Inserts	8.5" x 11" - see insert policies	\$230
Insert - Top Break	8.5" x 11" - see insert policies	\$335
Wrapper (WOW Extra)	7.9" x 10" black & white; advertiser provides art	\$625
Wrapper (WOW Extra)	8.75" x 10.625" CMYK; advertiser provides art	\$894



## Directory

- Annual resident and business directory distributed to all residents and kept as a reference for the year.
- Published as a separate piece from the regular monthly magazine each summer.
- The space reservation deadline is March 1.
- The ad materials deadline is March 15.
- Design detail: keep important information inside of the live area.

DIRECTORY PREMIUM ADS	FINAL TRIM SIZE	BLEED NEEDED SIZE	1X
Back Cover - Full Page	8.375" x 10.875"	8.625" x 11.125"	\$1,700
Inside Back Cover - Full Page	8.375" x 10.875"	8.625" x 11.125"	\$1,331
Inside Front Cover - Full Page	8.375" x 10.875"	8.625" x 11.125"	\$1,331
Banner	8.375" x 1.25"	8.625" x 1.50"	\$556
DIRECTORY STANDARD ADS	FINAL TRIM SIZE	BLEED NEEDED SIZE	1X
Full Page	8.375" x 10.875"	8.625" x 11.125"	\$850
Two-Thirds Page	5.25" x 10.875"	5.50" x 11.125"	\$651
Half Page	8.375" x 5.20"	8.625" x 5.45"	\$564
Third Page Horizontal	8.375" x 2.70"	8.625" x 2.95"	\$409
Third Page Vertical	2.75" x 10.875"	3.00" x 11.125"	\$409
Third Page Square		4.75" x 4.75"	\$409
Sixth Page Vertical		2.25" x 4.75"	\$243
Sixth Page Horizontal		4.75" x 2.25"	\$243
Twelfth Page Square		2.25" x 2.25"	\$123
DIRECTORY LINE LISTINGS			1X
Six Line Listing (300 characters)			\$63
Four Line Listing (200 characters)			\$43

## WOW Social



**NEW:** Call today to learn about WOW's new social media marketing for advertisers. Platforms include:



- WOW emails
- Facebook: Westchase Neighborhood News

## Subscriptions & Final Copies

Copies of WOW are not automatically mailed to advertisers but are available for free at the Westchase Swim & Tennis Center, the Village Swim & Tennis Club, the Maureen Gauzza Public Library and several local businesses. Subscribe with a postage/handling fee of \$6.50 sent with advertising payment; future issues will be automatically billed each month. PDFs of the current edition are available at WestchaseWOW.com.

## Miscellaneous Ad Policies

(1) All ad materials and space reservations are due by the 5th of each month. After the deadline, late or changed ads will incur a penalty charge. (2) All advertising is subject to the approval or rejection of the Advertising Manager. Such rejection shall not be construed as a breach of an advertising contract. (3) WOW will not knowingly publish false, misleading, obscene or defamatory

ads. (4) All advertising positions are at the option of WOW. Ad positioning is not guaranteed. Advertisers will be progressed forward in the WOW as turnover occurs. Full page units on the back, inside front and inside back covers are premium spaces and are usually reserved for contract advertisers of at least one year. (5) Exclusivity is not available. (6) No credit for errors will be made past the first issue the error appears. No adjustment will be given unless, in the opinion of the Advertising Manager, an error in the ad materially affects the ad's value. In spite of our best efforts, copy errors occasionally occur. It is the advertiser's responsibility to check the ad after publication. (7) Political advertising must be prepaid. (8) Advertising may not be brokered, i.e. one advertiser selling or providing a portion of its space in the newsmagazine to another entity. (9) While unlikely, not all ad space may be available in a given month; please call for more information. (10) Rates are subject to change. (11) Checks returned for insufficient funds will incur a \$25 NSF fee. (12) Advertisements designed by WOW are

not authorized for use in printed or electronic media outside of the WOW magazine or its associated publications without prior written permission.

## Online Materials Specifications

Online ads can implement either Flash technology or appear as static, standard image formats (JPEG or GIF). File resolution should be submitted at a minimum of 300 DPI.



# WOW PRINT SPECIFICATIONS

## AD SIZES

**Full Page**  
Trim Size: 8.375" x 10.875"  
Size w/bleed: 8.625" x 11.125"  
Live Area: ~7.375" x ~10.375"

**Quarter Page**  
3.5" x 4.75"

**Sixth Page Vertical**  
2.25" x 4.75"

**Half Page**  
Trim Size: 8.375" x 5.20"  
Size w/bleed: 8.625" x 5.45"  
Live Area: ~7.375" x ~4.70"

**Third Page Horizontal**  
Trim Size: 8.375" x 2.70 | Size w/bleed: 8.625" x 2.95"  
Live Area: ~7.375" x ~2.20"

**Eighth Page**  
3.5" x 2.25"

**Sixth Page Horizontal**  
4.75" x 2.25"

**Third Page Square**  
4.75" x 4.75"

**Third Page Vertical**  
Trim Size: 2.75" x 10.875" | Size w/bleed: 3.00" x 11.125"  
Live Area: ~12.70" x ~10.375" (smaller due to being on an outside edge)

## SPECS & SERVICES

- WOW has a completely electronic work flow. See below for specific print design requirements.
- All WOW products are perfect bound using CMYK process. Please remove all spot colors from ads.
- Ad materials are due by the 5th of each month.
- It is recommended that important information be positioned inside of the live area (see below for details).

### Required File Formats

- (1) Adobe® Acrobat PDF files set for press quality, CMYK output (300 DPI) and embedded fonts.
- (2) PC-based, EPS or TIF, CMYK Adobe® InDesign, PhotoShop or Illustrator for layout with fonts outlined. Files should not exceed 10 mb.

Unsupported program files include Pagemaker, Corel Draw, QuarkExpress and Freehand. Files must be converted to press quality, CMYK PDFs prior to submission.

WOW is not responsible for final quality when faxes, scans and materials from Publisher, PowerPoint and Microsoft Word are provided; nor when RGB files are converted to CMYK.

Type should not be smaller than 6 pt. to ensure readability.

professional ad design services†. All materials for WOW design must be received by the 5th of each month.

Simple set-up or reconstruction of ads is free of charge up to 10 minutes of design time.† After 10 minutes, advertisers will be billed \$57 per hour.

Professional design and photo retouching are charged at \$57 per hour.

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### Bleed-size Ad Specs

We provide three types of sizing detail for bleed ads:

- (1) FINAL TRIM SIZE is the final, printed size of the ad
- (2) BLEED NEEDED SIZE is trim size plus a .125" outer edge to accommodate cutting to the final magazine size. The bleed is added so that color and images can run to the edge of the page. Our printer creates our full-bleed magazine by trimming 1/8" (0.125") around the outside of the page. Unfortunately, cutting machines can be off by as much as 1/4" (0.25") so if you place text or important images within 1/8" (0.125") of the edge of the ad, your information may be lost. In addition, if your colors/images are not running to the outside edge of your ad, you may

**Two Thirds Page**  
Trim Size: 3.25" x 10.625" | Size w/bleed: 5.50" x 11.125"  
Live Area: ~4.75" x ~10.375"

have white space where you wanted color or images.

- (3) LIVE AREA is the recommended area for placement of important ad information which avoids the seam of the book. Ads should not have any live text or images within 0.5" of the side edges and 0.25" of the top and bottom edges so that no important information is lost in the seam of the book. WOW cannot guarantee placement on the right or left pages so please create a margin of 0.5" on both the left and right sides of the ad.

### Assistance

WOW wants your ads to be effective. Please contact us with any questions you may have regarding print specs.



### Ad Materials

All ad graphics and photos must be set at a resolution of 300 DPI and CMYK. Files submitted as RGB may incur an additional fee.

All advertising materials and final ads must be received by the 5th of each month.

As a courtesy to advertisers, WOW provides

## WOW ADVERTISING INFORMATION

Stephanie Montini, Advertising Manager | (813) 926-0596 | Advertising@WestchaseWOW.com