



Media Kit & Ad Rate Sheet

Traffic,
Influence,
and Social
Connections

As of 4/9/20

Since 2007, Women on Business (www.womenonbusiness.com) has been a leading online destination for news, information, and discussions from today's female business thought leaders.

Women on Business is an award-winning site and consistently ranks as one of the top websites for women and top business blogs in rankings by national and global media organizations.

Advertising Rates

Payment is required via PayPal prior to ad publishing unless otherwise indicated below.

Standard Website Display Advertising and Custom Advertising

Ad Description	Location	Price
Run-of-Site Sidebar 125 x 125 Ad	Sidebar, Above the Fold	\$50/month
Home Page Secondary 300 x 250 Ad	Middle of Page, Below the Fold	\$50/month
Run-of-Site Leaderboard 728 x 90 Ad	Top Right, Above the Fold	\$150/month
Custom Ad Placements, Sizes, Formats, and Sponsorships		inquire by email

Paid Post Placement and Writing

Ad Description	Price
Placement of Advertorials (i.e., Sponsored Posts, Native Advertising)	\$100*
Writing Advertorials (i.e., Sponsored Posts, Native Advertising)	\$100

**Sponsored posts must be approved prior to publishing. Send inquiries to susan@womenonbusiness.com. All advertorials will be clearly marked as sponsored content and can include only one do-follow keyword link to the web page of the sponsor's choice. Advertorials must be useful to women in business and may not be self-promotional. Sponsored posts are published within 48 hours of receipt of payment. A \$25 editing fee may apply for low quality content. There are no refunds or discounts. Full guidelines: <https://www.womenonbusiness.com/sponsored-paid-post-guidelines-and-pricing/>.*

Email Newsletter Display Advertising

Ad Description	Location	Price
Feature Position 600 x 160 Ad	Above the Content	\$100/issue
Secondary Position 600 x 160 Ad	Below the Content	\$50/issue

Social Media Advertising

Ad Description	Location	Price
Sponsored Tweet	Twitter.com/womenonbusiness	\$50**
Sponsored Facebook Post	Facebook.com/womenonbusiness	\$50**

***Pricing is for ONE tweet or post. Social media ads/content must be reviewed and approved prior to publishing. Send inquiries to susan@womenonbusiness.com. All social media ads/content will be clearly marked as sponsored content using the hashtag #ad at the end of the post. Social media ads can include one link to a site approved in advance. Sponsored posts are published within 48 hours of receipt of payment. There are no refunds or discounts.*

50,000
Approx. Monthly
Page Views

13,000+
Monthly Visitors

50
Domain Authority

44,000+
Twitter Followers

4,000+
Facebook Fans &
Followers

2,200+
RSS Subscribers

1,000+
Email Subscribers

67%
% of Site Visitors
Between the Ages
of 25 and 34

62%
Female Visitors

U.S.
Country Most Site
Visitors are From

To purchase ad space or for all other advertising inquiries, email susan@womenonbusiness.com.