

Sf **WOMAN**

SIOUX FALLS WOMAN

2024 ADVERTISING SPECIFICATIONS

Celebrating 22 Years!

TRUSTED
Reliable
ADVERTISING

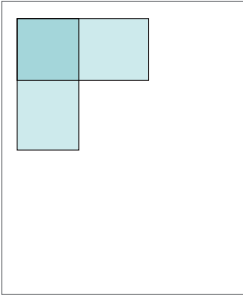
Be confident, you're in the
right place with us!

*Reaching the Women's
Demographic of the
Sioux Empire*



AD DIMENSIONS

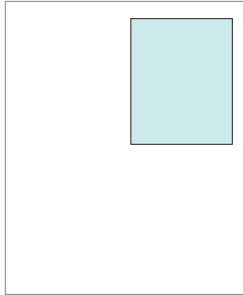
1/6 PAGE:
Horizontal or Vertical



HORIZONTAL
W: 4.875" | H: 2.25"

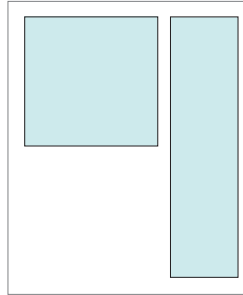
VERTICAL
W: 2.25" | H: 4.875"

1/4 PAGE:
Vertical



VERTICAL
W: 3.75" | H: 4.625"

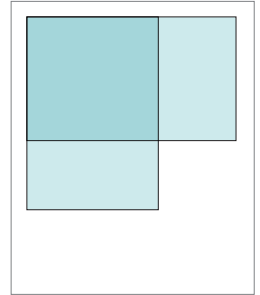
1/3 PAGE:
Horizontal or Vertical



HORIZONTAL
W: 4.875" | H: 4.75"

VERTICAL
W: 2.5" | H: 9.625"

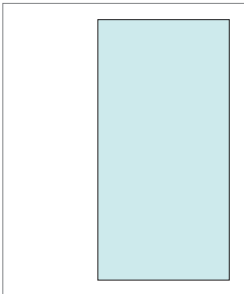
1/2 PAGE:
Horizontal or Vertical



HORIZONTAL
W: 7.75" | H: 4.75"

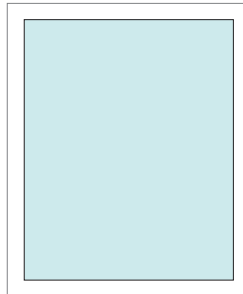
VERTICAL
W: 4.875" | H: 7.125"

2/3 PAGE:
Vertical



VERTICAL
W: 4.875" | H: 9.625"

FULL PAGE:
No Bleeds



VERTICAL
W: 7.75" | H: 9.625"

FULL PAGE:
with Bleeds

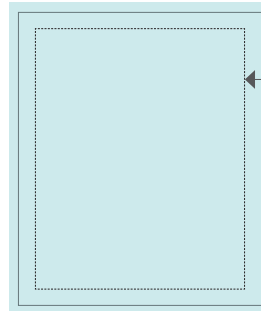


IMAGE (LIVE) AREA:
W: 8" | H: 9.875"

**MUST INCLUDE
1/8" BLEEDS ON
ALL SIDES**
W: 9.25" | H: 11.125"

PAGE/TRIM SIZE:
W: 9" | H: 10.875"

ADVERTISING DEADLINES

ISSUE	AD DEADLINE	ON STANDS
FEBRUARY/MARCH	January 1	Week of February 1
APRIL/MAY	March 1	Week of April 1
JUNE/JULY	May 1	Week of June 1
AUGUST/SEPTEMBER	July 1	Week of August 1
OCTOBER/NOVEMBER	September 1	Week of October 1
HOLIDAY	November 1	Week of Thanksgiving



Did You Know?

DECISIONS MADE BY WOMEN:



95% of all purchase decisions for the household

93% of all household finances

92% of travel decisions

91% of new home purchases

90% of healthcare decisions

88% of all retail purchases

70% of new businesses are started by women

65% of auto purchases

61% of major home repair projects are
purchased by women



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