

# WOW

Westchase's Official Newsmagazine

## WOW World of Westchase ADVERTISING INFORMATION

**Tonya Chaplow,**  
Advertising Manager  
(813) 926-0596

Advertising@WestchaseWOW.com



## WOW is the best place for Northwest Tampa Neighborhood News!

WOW Magazine is the premier full color monthly magazine for residents of the Westchase and Northwest Tampa communities.

It is a totally unique concept and the **only** magazine that blends topics specific to our residents. If you're serious about advertising to Northwest Tampa's residents, WOW has the **most** to offer.

### 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

- Full-color magazine
- Trim Size: 8.75" x 10.875"
- Averaging 72 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>‡</sup>

- Population | 24,185
- Median Age | 39.5
- Under 10 years | 13%
- Ages 10-17 | 10%
- 18 and over | 64%
- 65 and over | 13%
- High school diploma | 96%
- Bachelor's or higher | 60%
- Single family homes | 6,450
- Average household size | 2.55
- Average family size | 3.09
- Median household income | \$120,450
- Median family income | \$103,521

## 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.

† ESTIMATED

‡ SOURCES: NICHE.COM/PLACES-TO-LIVE/WESTCHASE-HILLSBOROUGH-FL/RESIDENTS/HOMES.COM/WESTCHASE-FL/NEIGHBORHOOD/WESTCHASE/

# WOW 2024



## WOW Monthly Magazine & Special Editions

### MONTHLY MAGAZINE

- Full-color magazine, published monthly.
- Averaging 72 pages per month.
- The space reservation and ad materials deadline is the 5th of each month.
- Design Detail: see last page for full design specifications.
- 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.
- Business Directory listing on WOW Online & Westchase Neighborhood News Facebook Group Page.

### SPECIAL EDITIONS

- Published as part of the regular monthly magazine.
- Includes 25-word plug of your business.
- Design detail: keep important information inside of the live area.
- Space reservation and materials are due on the **5th of the prior month**.
- Monthly issue focus:
  - January – **Wellness & Fitness** (Due Dec. 5)
  - February – **Summer Camps** (Due Jan. 5)
  - March – **Real Estate** (Due Feb. 5)
  - April – **Pets** (Due Mar. 5)
  - May – **Pampering** (Due Apr. 5)
  - June – **Restaurant & Dining** (Due May 5)
  - July – **Healthcare** (Due Jun. 5)
  - August – **Home Improvement** (Due Jul. 5)
  - September – **Seniors** (Due Aug. 5)
  - October – **Education** (Due Sept. 5)
  - November – **Photography** (Due Oct. 5)
  - December – **Shop Local** (Due Nov. 5)

MONTHLY PREMIUM ADS	AD SIZE	1X	6X	12X
Back Cover - Full Page (follow full bleed specifications)	8.625" x 11.125"	na	na	\$1,610
Inside Back Cover - Full Page (follow full bleed specifications)	8.625" x 11.125"	na	na	\$1,265
Inside Front Cover - Full Page (follow full bleed specifications)	8.625" x 11.125"	na	na	\$1,265
Publisher's Notes - Full Page (follow full bleed specifications)	8.625" x 11.125"	na	na	\$1,010
Inside Back Cover - Half Page Horizontal	7.25" x 4.75"	na	na	\$600
Contents - Half Page Horizontal	7.25" x 4.75"	na	na	\$600
Directory Premium Ad - Half Page Horizontal	7.25" x 4.75"	na	na	\$600

MONTHLY STANDARD ADS	AD SIZE	1X	6X	12X
Full Page (follow full bleed specifications)	8.625" x 11.125"	\$1,120	\$1,008	\$895
Half Page Horizontal	7.25" x 4.75"	\$600	\$540	\$480
Half Page Vertical	3.5" x 9.75"	\$600	\$540	\$480
Quarter Page	3.5" x 4.75"	\$330	\$295	\$260
Eighth Page	3.5" x 2.25"	\$175	\$160	\$140
Additional Business Directory Listing			\$10	

SPECIAL EDITION ADS	AD SIZE	1X
Full Page (follow full bleed specifications)	8.625" x 11.125"	\$895
Half Page Horizontal	7.25" x 4.75"	\$480
Half Page Vertical	3.5" x 9.75"	\$480
Quarter Page	3.5" x 4.75"	\$260
LISTING ONLY	N/A	\$100



## Giving Back to Our Community

WOW, a non-profit 501(c)3, gives back to the Westchase and Tampa Bay areas. Advertising revenues allow for WOW's free distribution to residents and donations of over \$1 million. Our fundraising efforts include The Great West Chase, Westchase Neighborhood Egg Hunt, 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.

# Ad Rates

## ADVERTISING INFORMATION

**Tonya Chaplow,**  
Advertising Manager  
(813) 926-0596

Advertising@WestchaseWOW.com

## Westchase Neighborhood News Facebook Posts

- Regional neighborhood page with 12,000+ group members
- Choice of static or video posts



### PROMOTIONAL STATIC POSTS

1X

Print Advertiser	1,200 X 1,200 pixels (not to exceed 2,400 pixels tall)	\$35
Non-Print Advertiser	1,200 X 1,200 pixels (not to exceed 2,400 pixels tall)	\$50

### PROMOTIONAL VIDEO POSTS

1X

Print Advertiser	1,280 X 720 pixels landscape or 720 X 1,280 portrait	\$90
Non-Print Advertiser	1,280 X 720 pixels landscape or 720 X 1,280 portrait	\$100

Please confirm all specification guidelines on the last page

## WOW Ezine



- Monthly breaking news digital newsletter
- Reaches over 3,500+ area residents
- Choice of square or banner advertising
- 20% higher click-through rate than normal digital advertising



### EZINE ADVERTISING

1X

Top Banner Ad	800 X 225 pixels	\$140
Square Ad	450 X 450 pixels	\$100
Bottom Banner Ad	800 X 225 pixels	\$120

Please confirm all specification guidelines on the last page

## WOW Update



- Special digital newsletter from the publisher featuring important news and community events
- Reaches over 3,500+ area residents
- Choice of square or banner advertising
- 20% higher click-through rate than normal digital advertising



### UPDATE ADVERTISING

1X

Top Banner Ad	800 X 225 pixels	\$140
Square Ad	450 X 450 pixels	\$100
Bottom Banner Ad	800 X 225 pixels	\$120

Please confirm all specification guidelines on the last page



## WOW 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 in late spring.
- The space reservation and ad materials deadline is April 18.
- Design detail: keep important information inside of the live area.

### DIRECTORY PREMIUM ADS

AD SIZE

1X

Back Cover - Full Page (follow full bleed specifications)	8.625" x 11.125"	\$2,050
Inside Back Cover - Full Page (follow full bleed specifications)	8.625" x 11.125"	\$1,605
Inside Front Cover - Full Page (follow full bleed specifications)	8.625" x 11.125"	\$1,605
Banner	7.25" x 1.25"	\$670

### DIRECTORY STANDARD ADS

AD SIZE

1X

Full Page (follow full bleed specifications)	8.375" x 10.875"	\$1,020
Two-Thirds Page	4.75" x 9.75"	\$785
Half Page Horizontal	7.25" x 4.75"	\$680
Third Page Horizontal	7.25" x 2.25"	\$490
Third Page Vertical	2.25" x 9.75"	\$490
Third Page Square	4.75" x 4.75"	\$490
Sixth Page Vertical	2.25" x 4.75"	\$295
Sixth Page Horizontal	4.75" x 2.25"	\$295
Twelfth Page Square	2.25" x 2.25"	\$150

### DIRECTORY LINE LISTINGS (one, 4-line listing included with ad purchase)

1X

Six Line Listing (300 characters)	\$100
Four Line Listing (200 characters)	\$75

## 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

Your purchase of online ad space can occur in two zones, WOW Online's homepage and subsequent pages of the Web site. Online ads consist of either Flash or standard image ads in JPEG or GIF formats.

Online Square Ad	450 X 450 pixels <sup>11</sup>	\$120 per month
Online Header Ad	1220 X 343 pixels <sup>11</sup>	\$140 per month

### WOW ONLINE BUSINESS DIRECTORY

Month to Month (included with monthly magazine ad placement)	\$25 per month
Year (12 months)	\$275

FREE to our 12-month Print Magazine advertisers



# WOW Services, Specifications, and Special Policies

## Deadlines and Design Services 🕒

WOW has a completely digital workflow. All ad materials are due by the specified deadline in compliance with WOW's printed materials specifications; 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 \$60 per hour. Professional design and photo retouching are charged at \$60 per hour. WOW reserves the right to determine the definition of "simple ad design."

There is no charge for camera-ready ads.

## Printed Materials Specifications ✖

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

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.

Files must be converted to press quality, CMYK PDFs with 300 DPI prior to submission. WOW is not responsible for final quality in file formats not listed or formatted as above, nor when RGB files are converted to CMYK.

**FULL PAGE BLEED ADS:** WOW has three types of sizing detail for full-page 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. Our printer creates a full-bleed, saddle-stitched magazine by trimming 0.125" to .25" around the outside of the page. Cutting machines can be off by as much as 0.25" so don't place images or text within .25" of the edge of the ad. In addition, if colors/images are not running to the bleed edge of your ad, you may have white space where you wanted color or images. (3) LIVE AREA is the recommended area for placement of important information. 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. 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.

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.

## Placement Guarantees

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

## 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 \$750 sent with advertising payment; future issues will be automatically billed each month. PDFs of the current edition are available at Westchase-WOW.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 pre-paid. (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 \$35 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, PNG, or GIF). File resolution should be submitted at a minimum of 300 DPI.

## Neighborhood News Promotional Post Specifications 📌

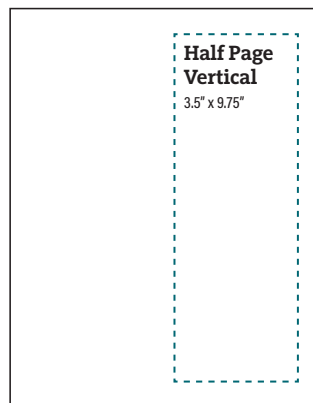
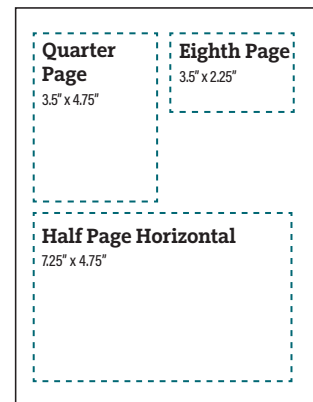
**STATIC POSTS:** The suggested size for static, square promos is 1,200 x 1,200. Non-square, horizontal or vertical images are acceptable at a width of 1,200 pixels. Vertical promotional images should not exceed 2,400 pixels. Facebook no longer has a limit on the amount of text; however, as the amount of text on your image increases, the reach of your promo decreases. WOW recommends no more than 20-percent of your promo post be text. Low resolution text overlays will decrease the reach of your promotion.

**VIDEO POSTS:** The suggested promotional video size is 1,280 x 720 for landscape, and 720 x 1,280 for portrait. The minimum video width is 600 pixels for either landscape or portrait. Landscape shows at an aspect ratio of 16:9. Portrait shows at an aspect ratio of 9:16. Smart phones will render all video types at an aspect ratio of 2:3. The maximum video length for WOW promotions is 30 seconds. The maximum video file size is 4GB. Videos should be submitted as either .MP4 or .MOV.

## WOW Ezine and WOW Update Ad Specifications ✉

Ezine ads are static ads and are best formatted as 300 DPI, JPEG or PNG files. Ad files must be received by the first of the month before that month's e-zine (published on the 15th). See previous page for sizing requirements.

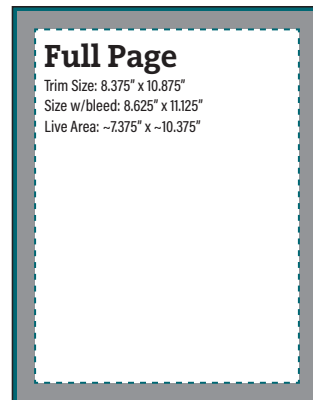
## WOW Magazine Sample Ad Sizes



All advertising materials and final ads must be received by the 5th of each month. Please review all printed materials specifications to ensure the best outcome for your ad.

### FULL PAGE ADS

All full-page ads must adhere to WOW's bleed specifications below.



## Advertising Information

Advertising@WestchaseWOW.com

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