



Featured Article Partnerships

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Business Women Connect...developing business and professional women through mentoring, resources and connections for personal and professional growth.

The number one largest women's networking company for 4 years in a row.....Indianapolis Business Journal

First Page Google Search for Indianapolis Business Women!



A Women's Networking Company

We can be found on the first page of your Google Search!!

BWC has developed a solid reputation as a dynamic and interactive website for the busy business and professional woman. Founded in 2001, and certainly ahead of its time, it has become a valuable tool for thousands of women. **We were recently named the largest women's networking company by the IBJ for the 4th year in a row**

Business Women Connect Demographics:

Readership profile:

Women ages 35-65 years of age in Central Indiana

Most are college educated

About half are married and half are single

Most of our readers work outside the home or have home-based businesses

Heaviest viewing days are Wednesday and Thursday

Heaviest viewing times are 11 AM to 2 PM and 7PM-9PM

Website statistics: www.businesswomenconnect.com

Often appearing at the TOP of search engines for Indiana Business Women

Business Women Connect Newsletter:

*Our newsletter is delivered once each week and reaches currently **6500+ women subscribers** and growing. In order to get the best return, we send out the newsletter in both text and html form.*



Partner with us and target your specific audience through our BWC Featured Articles.

A monthly feature of Business Women Connect, this content is in keeping with our mission...developing business and professional women through resources, mentoring and connections for personal and professional growth.

Through interactive surveys and research of our database of over 6,000 women each article contains results on what our subscribers need and want, along with information from interviews derived from our local experts and resources.

Our Editorial Calendar:

September, 2009: BWC Featured Article: The Cars We Buy

Find out if you stack up to the trends on what women want in a car, how often they buy cars, and how they feel about the experience. Sound off about what you want and how you think the process fits with your needs. Are you frustrated? Or do you enjoy the car buying experience? And what about servicing your car? What should we expect when we take our car in for service?

October, 2009: BWC Featured Article: Cosmetic Surgery. Do You Dare?

We all want to look our best. Many boomers use the word "refreshed." How many of us are getting cosmetic surgery? What do women feel are the risks? Are women finding safer alternatives? Or is there any reason to be afraid? And how do women feel about the expense of it all? We've interviewed those who have done it and those who won't, and a few in between. Where do you fit in?

November, 2009: BWC Featured Article: Let's Make it Legal. When Do We Hire an Attorney and When Can We Make it on Our Own?

More women are going into business for themselves than ever before. When do you need an attorney to file those papers, get that EIN number and create those agreements with partners? How do you find that perfect fit with an attorney and how, for heaven's sake, do we know when we getting an attorney that truly has our success in mind? It's more than a business relationship. It's a trust relationship, as well.

December, 2009: BWC Featured Article: Women and Their Money.

It's that time of year. Looking over what you spent in 2009 and planning your budget for 2010 requires taking some time for planning. Where do you stack up on how much you spend needlessly or frivolously. How are your investments doing after the economy downturn? What can you do differently with regard to credit in the coming year? We've got answers from experts and tips for making 2010 financially sound for you.

January, 2010: In January we are featuring two topics to get the year off on a great start.

BWC Featured Article I: Making Your Passion Your Business. Do you have what it takes to have your own business? Maybe you want the independence, but not the headaches? There are many ways to work for yourself which including starting from scratch with incorporation, business loans, employee handbooks and on and on. OR maybe you can find a ready-made opportunity?

BWC Featured Article II: It's That Time of Year! Feel Great in Your Own Skin. Being fit, losing weight and gaining overall wellness starts with the right information and the right attitude. We'll provide great resources for being the best you can be.

February, 2010: BWC Featured Article: Let's Talk About Healthcare

Let's face it. We women make the decisions for the healthcare for ourselves, our spouses, our children and many times our aging parents. As a busy business woman, how do you compare with the millions of working women when it comes to taking care of yourself, getting regular exams, and finding the right care for your family and yourself?

March, 2010: BWC Featured Article: So You Want to Buy a House?

More women own their own home than ever before. The economy has been tough. Should you buy a new or existing home? If you find a house, the stress of getting a mortgage can be a scary thing. And if you need to sell, who can you trust to help you? Or do you do it on your own? We've researched what women think and how they look at buying and selling their homes. And we've got some resources for you to check out. See where you fit in.



Partnership Opportunities for Your Company

Each featured article provides several forms of partnership.

- Banner Ad at the top of the page: \$350 280x60 pixels
- Right side banner ad: \$300 120x240 pixels
- Right side button ad: \$250 120x90 pixels
- 30 minute webinar opportunity: \$400

Your featured article ad is archived and promoted through BWC online for one year.

And each article is promoted on the home page of BWC for the three months prior to being archived.

Deadlines and Placement:

The placement of the ads for the Featured Article Page is determined on a first come basis. The sooner you place your ad order, your choice of placement will be available.

The deadline for your selected advertising is 15 days prior to the publication of the page for the first of the month in which your featured article runs. For example, if your ad is placed in the September article, the deadline for your ad is August 15th.

Promotions of the BWC Featured Article

- The article is promoted each week on the BWC Weekly newsletter to our database of over 6,500.
- Featured articles are monthly, and at the end of the month the featured articles are archived and continue to receive promotion through BWC. This is the best thing about the web. Your article never goes away.
- We suggest that our partners also promote their ad and support of the article and BWC through their own website and/or database mailings.
- Press releases will be sent out on a regular basis promoting the BWC Featured Articles



WEBSITE ADVERTISING AGREEMENT

Advertiser / Sponsor

Company _____ Business Category _____
 Contact Person _____ Title _____
 Mailing Address _____ City _____ State ____ Zip _____
 Phone # _____ Fax # _____
 Web Address _____
 Email _____

Advertising/Sponsorship Package(s) Selected

Top Banner Ad \$350
 Side Large Banner Ad \$300
 Side Button Ad \$250

Additional Instructions

Payment Options

1. Checks – Payable to Business Women Connect
2. Credit Card – Visa MasterCard Discover Card
 Card # _____ Exp. Date _____ Security Code _____
 Name on Card _____
 Signature: _____

Contract Term

The term of this contract shall be for _____ months, beginning _____ ending _____
 _____. The Advertiser/Sponsor will be notified by Business Women Connect (“BWC”) via
 e-mail address noted above on the date the Advertiser’s Approved advertising is posted. (3 month
 minimum)

Signature _____ Printed Name _____
 _____ Date ____/____/____

BWC _____ Print Name _____ Date ____/____/____

TERMS

1. Agreement to Post Approved Advertising. In exchange for payment of the Advertising Contract Price selected by the Advertiser, and Advertiser's agreement to the attached Website Use Policy, the Business Women Connect ("BWC") agrees to post Advertiser's Approved Advertising (defined below) on BWC's internet website, presently located at www.businesswomenconnect.com, for said Contract term. BWC may remove the Advertiser's Approved Advertising from the site at any time following the end of the Contract Term or earlier as provided herein.
2. No Extension of Contract Term. The Contract Term shall not be extended for any reason, including but not limited to, periods of time when the site's use may be disrupted through no fault of BWC.
3. Content of Advertising. **Advertiser shall be entirely responsible for the design and content of advertising material posted on BWC's site at Advertiser's request ("Approved advertising.")** Approved Advertising must conform to BWC's Website Use Policy. In addition to other considerations Advertiser is cautioned to avoid advertising content which may be offensive to general community standards, insulting to other BWC Advertisers, or reasonably perceived to be immoral, unlawful or pornographic. BWC assumes no responsibility for editing any advertising material submitted by Advertiser.
4. Removing Approved Advertising. BWC will remove Advertiser's Approved Advertising from its site with ten (10) days of a written request from the Advertiser to do so. The removal of the Advertiser's Approved Advertising at the Advertiser's request shall not entitle the Advertiser to any refund of all or part of the Posting Price and any unpaid part of the Posting Price shall remain due and payable as scheduled.
5. Amending Material. The Advertiser may amend Advertiser's Approved Advertising after posting by submitting amendments to the BWC along with an amendment fee of fifty dollars (\$50.00). The BWC will install such amendments with reasonable promptness after receiving them from the Advertiser.
6. Submitting Material. All advertising material submitted by Advertiser must be in electronic form, consistent with the current specifications established by the BWC to facilitate posting such material. **If Advertiser fails to submit Approved advertising to Business Women Connect within fifteen (15) days of signing this contract BWC may elect to treat this contract as void, and retain the amount submitted with the contract as a processing fee.**
7. Right to Reject. BWC reserves the right to reject the material submitted by the Advertiser and refund any payment made by Advertiser toward the Posting Price. If the BWC makes such rejection and refund, all rights of the parties under this contract shall end.
8. Warranty and Indemnity. Advertiser warrants that the Approved Advertising shall contain only material which Advertiser has a lawful right to use, and that neither Advertiser's use of the material or the posting of the material on BWC's site infringes upon copyright, patent, trademark, service mark or privacy rights of any third party. **Advertiser further indemnifies BWC against any cost, expense, claim or judgment of any kind, including but not limited to, attorneys fees and court costs, arising out of the content of the Approved Advertising submitted by Advertiser for use on BWC's site or the posting of the material on BWC's site.**
9. Default. Any failure by Advertiser to make a payment due to BWC under this contract shall be deemed an act of default by Advertiser. Upon any act of default, BWC may remove Advertiser's Approved Advertising from BWC's site, however, BWC's removal of the Approved Advertising shall not entitle Advertiser to any refund, rebate or set-off. Any remaining portion of the Advertising Contract Price shall become immediately due and payable to BWC. Any money due to BWC from Advertiser shall carry interest at the rate of 18% per annum until paid in full. **IF BWC initiates legal action against Advertiser to collect any money owed by Advertiser, BWC shall also be entitled to recover from Advertiser all attorneys' fees, expenses of litigation and court costs incurred by BWC in prosecuting its claim.**
10. No Waiver. BWC's acceptance of partial payments or late payments from Advertiser shall not waive any rights BWC may have against Advertiser in respect to money Advertiser may owe BWC, or impair BWC's rights to remove Advertiser's advertising material from BWC's site for noncompliance with this agreement.