WOMEN FOR ACTION TIMES

It's all about championing the voices of women



Updated: 2/8/2017

Overview

Summary: Women For Action is a 501(c)(3) organization that advocates the use of free speech to promote gender equality, diversity & inclusion. To fulfill our mission, we elevate the voices of women and girls by interviewing key subjects across the globe and tell their stories.

Our eight year presence online has enabled us to funnel stories about women achievers. Also, we shed light on issues facing women in different parts of the world and engage an online global following through multiple web platforms. Collectively, we service over 10,000 followers combining our presence on social media, our collaborative programs, newsletter and feed subscribers.

Women For Action Times is a print and digital publication which furthers our nonprofit's mission of championing the work of women-firsts, award winning subjects and other innovators and educates the public about under-recognized contributions by women. We aim to bring our audiences compelling interviews and stories to start a discussion, exchange a dialogue or even initiate a wave of action!

Aside from the stories we share on our nonprofit website, www.womenforaction.org, and our affiliate programs' websites being listed below, the newspaper, Women For Action Times is available for download and postal delivery to anyone in any part of the world when purchased online.

Also, our newspaper is available for free at any one of our events within the state of Ohio.

Why Ohio? In collaboration with the programing of the Lean In Ohio Chapter which has a mission to interview 100 women influencers throughout the state, many of these interviews are featured in Women For Action Times.

The **Lean In Ohio 100 Women Interview Series** is powered by Women For Action which aids in distribution of this initiative. Part of our mission is to make sure women's stories are visible and accessible to the communities they impact.

Ohio-based advertisers can benefit from a newspaper that has a vested interest in the women that are uplifting its communities through their work or volunteer service. The interview series is comprised of women leaders in education, media, nonprofit, for-profit and small business communities. It is a tool which services educators, students and professionals locally and abroad.

Women For Action Times have featured stories on Ohioan innovators such as Three-time Emmy Award-winning Reporter Sallie Taylor; Colleen Ryan, President of Vectren Energy and Former Wright-Patterson Air Force Base Commander; the first African American woman for the Ohio Supreme Court, Justice Yvette McGee Brown and Jenell Ross, CEO of Bob Ross Auto. With a mission to promote diversity in our subjects, women from anywhere in Ohio can expect to be inspired and learn best practices, tips and advice on career advancement.

Benefits to Companies and Advertisers:

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- In the height of a movement for women's advancement and equality, Women For Action Times is at the center as a media source and provides a platform for women leaders to tell their stories and educates more women and girls as they climb in education and in their careers. These stories plant seeds towards a future of equality.
- Our local market (the state of Ohio) College educated women in Ohio, population 1,104,911, according to the 2015 U.S. Census Bureau.
- Our followers and subscribers- approximately 10,000

Focus: Women For Action shares stories about women innovators to increase the visibility of women's accomplishments and achievements. Through their stories our readers learn best practices, tips and advice. These stories spur more women to aspire to leadership or reach their goals.

Content: Women For Action Times is a print publication which furthers a mission to champion the work of women-firsts, award winning subjects and other innovators which increases awareness about their stories. In addition to interviews with women change makers, Women For Action Times publishes reviews of books with women at the center or by feminist authors; op-eds on human rights pointing to topics such as economic freedom, reproductive health, security, social and political equality; and share gender-related briefings and reports.

Press and Events: To extend conversations about Women For Action's stories, we hold events throughout the year and have partnered with Chicago Human Rights Watch, the Latino Policy Forum, UNICEF Chicago for Chicago's premiere of the Price of Honor film screening, the United Nations Association Greater Chicago Chapter for the Honor Diaries film premiere in Chicago, Indieflix, the PBS Race 2012 Documentary Blogging Project, LeanIn.Org, Clark State, Women's Advancement Alliance located in Central Ohio and Women's March on Washington Ohio.

Also Women For Action celebrates commemoration days through ceremonies, campaigns and its newspaper. Key dates include but are not limited to International Women's Day, Equal Pay Day and Women's Equality Day.

Audience

Demographics:

Age: 21 to 65

Gender: Female

Median Income: 45,000 to 175,000

Marital Status: single and married

Children: 0 to 3

Educational Background: bachelor's degree or higher

Employment: student, educator, professionals and business owners

Social Media Footprint

Aside from Women For Action's presence on social media, our programs funnel Women For Action Times' stories throughout additional social networks which include National Women's Equality Day, Lean In Ohio, Lean in Women of Color and Straight Talk.

National Women's Equality Day (NWED) - a promotional presence for the petition to elevate August 26th, Women's Equality Day to a federal holiday, an initiative of Women For Action.

Lean In Ohio- a Lean In Chapter under the Lean In Foundation, founded by Sheryl Sandberg, Chief Operating Officer of Facebook and powered by Women For Action.

Lean In Women of Color (LIWC) - a global Lean In community which aims at the advancement of women of color in leadership and high-ranking positions, powered by Women For Action.

Straight Talk- a weekly podcast featuring independent reporting and genuine conversations with women innovators, a program of Women For Action.

Twitter

- @womenforaction 4547 followers on Twitter.
- @juleneallen (Our Executive Director)- 2168 followers on Twitter
- @LeanInOhio 281 followers on Twitter
- @womensholiday (NWED)- 148 followers

Instagram

- Lean In Ohio | LIWC- 209
- Women For Action | Julene Allen- 194

Facebook

- Women For Action Facebook Page 438 followers
- Lean In Ohio Facebook Page- 271 followers
- NWED Facebook Page- 212 followers
- LIWC Facebook Group- 247 members

Subscribers:

- Women For Action Times (318)
- Straight Talk (524)
- Lean In Ohio (395)
- Lean In Women of Color (69)

Ad Formats/Pricing

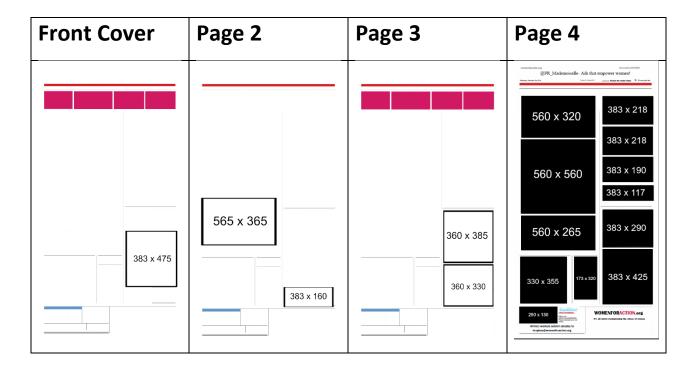
Size	383 x 475	565 x 365	383 x 160	360 x 385	360 x 330	Text ad in page footer
Front page monthly rate	\$350.00					25.00
Page 2 monthly rate		250.00	75.00			25.00
Page 3 monthly rate				150.00	100.00	25.00

Size	560 x 320	560 x 560	560 x 265	330 x 355	173 x 320	290 x 130	383 x 218	383 x 190	383 x 117	383 x 290	383 x 425	Text ad in page footer
Back Page ads	\$200	\$250	\$200	\$100	\$50	\$35	\$75	\$65	\$50	\$100	\$100	\$25

Payments: Payments can be made online at www.womenforaction.org and check out with Paypal.

Discounts: Discounts apply to multiple ad units, advanced payments for multiple months and for ads that empower women. Contact us for a quote.

Ad Layout



Ad Policy

- No refunds on ads.
- We reserve the right to refuse any ad based on content of the ad or the product being promoted.

Review/Giveaway Policy

- Product reviews will only be done when a sample is provided.
- Product reviews will only be done when a second product is available to giveaway to readers.
- Samples will not be returned.
- Negative reviews will not be posted.
- We do not guarantee that we will publish a review for all products received.