

wise

WOMEN IGNITING THE SPIRIT OF ENTREPRENEURSHIP



Funded in part through a Cooperative Agreement with the U.S. Small Business Administration.

ANNUAL MAGAZINE

What others dream about, WISE women do!



Get Inspired!

The 2010 WISE Symposium is here!!!
This year's program promises to be the best year yet!

LIVING THE DREAM

These WISE women share their amazing stories of success

WHAT KIND OF LEADER ARE YOU?

Learn how good communication can take you from a good to great

WHAT TO WEAR, WHAT NOT TO WEAR...

Our fashion expert shares tips for making the most of your wardrobe

FREE



CENTRAL NEW YORK'S ONLY RESOURCE FOR **WOMEN ENTREPRENEURS!**

In Central New York, as with the rest of the country, the economic climate has been changing. Now more than ever, innovation and entrepreneurship provide many opportunities for individuals to pursue dreams, and in the process positively impacting the region's economy.



Women Igniting the Spirit of Entrepreneurship (WISE) is an exciting resource for women entrepreneurs at all stages of business development. If you have a business idea or a dream, starting a business, or have an established business which you're growing, WISE can help.

For the first time in our nation's history, women make up more than half of all workers and are becoming the primary breadwinners in families.

WISE supports women through:

- COUNSELING
- COACHING
- CONSULTING
- TRAINING
- NETWORKING
- MENTORING



TARGET AUDIENCE

As a resource for all women in business, the WISE Magazine targets female business professionals and students throughout the Central New York region as well as to business organizations across New York State. Your advertisements and messages will appear in a publication that will reach over 6,000 people each year.

If you have an idea or a vision for content to be included in the WISE magazine, we welcome your contributions. Please contact WISE at the below contact information.

ADVERTISING WITH WISE MAGAZINE

Pricing is shown for one print advertisement in 5000 print copies and an online posting throughout the year.

DEADLINES:

All final ads are due by

Feb 15, 2011

Editorial content due by

Feb 1, 2011

SPECS:

All ads should be submitted in PDF format.

All images are 300 dpi at 100 percent

Color images are CMYK, not RGB.

** Custom artwork, excessive typing and composition and extensive author alterations to proof copies billed at \$40/hour.*

<p>8.5 x 11"</p> <p>\$1000</p>	<p>1/4 page Ad 4.25 x 5.5" (vertical)</p> <p>\$250</p>
	<p>1/2 Page Ad 8.5 x 5.5" (horizontal)</p> <p>\$500</p>

CONTACT WISE MAGAZINE

For more information or to place an advertisement in the next edition, please contact:

wisemag@syr.edu

or call **315-443-3550**