



Advertising Rates

Frequency	Promoting Competitions		Promoting Products and Commercial Services	
	X1	3 + issues	X1	3 + issues
Banner Ads				
WOP newsletter side banner ad	\$240	\$216/issue	\$35 / 1,000	\$20 / 1,000 **
WOP website home page banner ad	160	\$144/issue	400	350
WOP newsletter & website homepage banner ads	10% discount		10% discount	
WOP website competitions page banner ad ***	160	\$144/issue	N/A	N/A

Open Rates	New Subscribers	Current Subscribers	Subscribers
January 2014	47%	32%	Over 26,000 subscribers as of April 2014 Average greater than 35% open rate. Actual open rate higher. Approximately 30% higher than industry average. * Constant Contact Metrics ** Full mailing, currently 26,000+ (4/14) *** Regularly 45% readership Banner Ad Dimensions maximum w x h WOP Newsletter - 125x250 pixels WOP Website -120x120 pixels Competitions Page - 120x120 pixels For best clarity, format ads to size. Submit as jpg files. All ads link to advertiser's page
December 2013	no publication		
November 2013	46%	30%	
October 2013	54%	30%	
September 2013	53%	30%	
August 2013	no publication		
July 2013	60%	30%	
June 2013	55%	31%	
May 2013	56%	32%	
March, April 2013	no publication		
February 2013	52%	35%	
January 2013	no publication		

Terms:
 Prepaid by the fifth of publication month for new advertisers unless otherwise approved

