



Every issue is a celebration of women!

Orange Appeal was launched in 2008 to serve the growing market of educated, active women in the Central Florida area. From day one the focus has been on them! Each issue is filled with women to watch representing a diverse range from the area's top business leaders to industrious entrepreneurs as well as key players in the non-profit arena.

Women are born multitaskers and they want information and entertainment that coincides with all facets of their lives.. and they want it their way. **Orange Appeal** delivers the highest quality content and design in the print publication; the up-to-the-minute digest of special events and highlighted happenings is sent directly in the biweekly e-newsletter; additional information is updated regularly on

the website (www.orangeappeal.com); **Orange Appeal's** monthly events bring the best partnerships to life.

Each issue of **Orange Appeal** is distributed directly to readers in Central Florida. Approximately 12,000 copies are mailed and thousands more are delivered to key community outlets (Orlando Museum of Art, Park Avenue area merchants in prestigious Winter Park, The Ritz-Carlton Spa, Waldorf Astoria Spa, plus additional salons, spas and selected retailers) and special events.

In April 2011 we launched the very successful Orlando Women's Conference which will be held again in April 2012.

Orange APPEAL 2012 ISSUES



JAN/FEB: It's all about romance with our annual wedding stories; Couples We Love features some of the area's big-hearted pairings; Present Perfect is just in time for Valentine's Day; resort fashions; Health & Beauty Breakthroughs; Hot Home Trends. **SPECIAL AD SECTION:** *Romantic Notions* Valentine's Gift Guide

EDITORIAL CLOSE: 11/25 **AD CLOSE: 12/7**

MAR/APR: The Social Networkers showcases some of Orlando's most-connected ladies with commentary about their loves, lives, calendars and favorite places to meet up; Spring's In (fashion) Bloom; Perfect Patios & Gracious Gardens; Skin-tastic face and body treatments. **SPECIAL AD OPPORTUNITY:** 2012 Orlando Women's Conference

EDITORIAL CLOSE: 1/27 **AD CLOSE: 2/6**

MAY/JUN: More mother-daughter duos just in time for Mother's Day; Cool Around the Pool takes a dip into summer entertaining and recipes; Sizzling Summer Sandals; Health & Wellness Check-up; **SPECIAL AD SECTION:** Mother's Day, Bridal, Dad and Grads Gift Guide.

EDITORIAL CLOSE: 3/26 **AD CLOSE: 4/6**

JUL/AUG: Who's In the House? Beautiful homes and the faces behind the scenes; First Annual RAVES & FAVES where readers tell us what they love; Summer Love: wedding tales; Cool Tools for a healthy summer.

EDITORIAL CLOSE: 5/28 **AD CLOSE: 6/8**

SEP/OCT: Fall fashion extravaganza with our third annual model survivor shoot, accessories update and what to wear where for the season's top events; The Mall at Millenia Fashion Week and Harriett's Park Avenue Fashion Week; Think pink products, services and events. **SPECIAL AD OPPORTUNITY:** Salutes to Your Favorite Survivors.

EDITORIAL CLOSE: 7/27 **AD CLOSE: 8/6**

NOV/DEC: Annual tribute to philanthropists with National Philanthropy Day program guide; Bubbles & baubles to ring in the holidays; Deck the halls with gorgeous homes; Entertaining in style with fashions for the hostess and her home. **SPECIAL AD OPPORTUNITY:** Holiday Shopping & Dining Guide

EDITORIAL CLOSE: 9/25 **AD CLOSE: 10/5**

IN EVERY ISSUE: Women to watch; dining; beauty and body updates; fashion; events.

Reach highly educated and highly active Central Florida women in each issue...

We know our readers and we see them regularly in the community. They are movers, shakers and decision makers.

2012 Advertising Rates

POSITION	6X	3X	1X
INSIDE FRONT COVER	\$2,795	\$3,295 (3X min)	
SPREAD	\$2,600	\$3,150	\$4,250
BACK COVER	\$2,995 (6X only)		
INSIDE BACK COVER	\$1,995	\$2,600 (3X min)	
FULL PAGE: RH/first 40	\$1,695	\$2,050	\$2,700
FULL PAGE	\$1,295	\$1,550	\$2,100
TWO-THIRD PAGE	\$850	\$1,000	\$1,375
HALF PAGE	\$695	\$825	\$1,075
THIRD PAGE	\$395	\$475	\$625
SIXTH PAGE	\$250	\$295	\$395



Ad Specifications

Contact:

EDITOR/PUBLISHER
Christi Ashby
christi@orangeappeal.com
352-250-5738

ASSISTANT PUBLISHER
Kate Ashby
kate@orangeappeal.com
352-250-5739

www.orangeappeal.com

Trim: 9" x 10.875"; matte coated stock, 133 lpi; please keep color densities below 285 for optimum printing results.

FULL PAGE: Nonbleed: 7.708" x 9.708"
WITH BLEED: 9.25" x 11.125" (trim + .125" all sides)

LIVE AREA: 7.708" x 9.708"

(all necessary text and images must fit within this space)

2/3 PAGE VERTICAL: 5.042" x 9.708"

1/2 PAGE HORIZONTAL: 7.708" x 4.708"

1/2 PAGE VERTICAL: 5.042" x 7.20"

1/3 PAGE VERTICAL: 2.375" x 9.708"

1/3 PAGE HORIZONTAL: 5.042" x 4.708"

1/6 PAGE HORIZONTAL: 5.042" x 2.22"

Acceptable Formats:

High resolution PDF, JPEG, TIFF. File size should be 300 dpi.

Send to kate@orangeappeal.com

For large file delivery, you can use yousendit.com