



**Zug
International
Women's Club**

ZIWC Advertisement Rules and Formats

From Nov. 2020



Advertisement rules

Part 1/2

- The ZIWC Newsletter is distributed to all members every 2 months either in paper version or electronically, depending on the preference of each member. We print 200 copies and distribute roughly 150 online. The Newsletter has an estimated readership of 600 people. Space in the Newsletter is limited
- For this reason, we have decided to open advertisement spaces on the ZIWC website too.
- For the bi-monthly Newsletter you can contract 1 issue, 3 issues or 6 issues. For the website, 2 months, 6 months or 1 year
- To book your advertising space contact advertising@ziwc.ch
- Before signing the contract, kindly read our Advertising Terms and Conditions
- Once a contract has been signed, the advertiser will receive an invoice for the full amount which must be paid within 15 days. In case of late payment, the Club reserves the right to postpone the advertisement.

Advertisement rules

Part 2/2

- The customer shall supply the advertisement with correct content and design which will be under the customer's own responsibility
- When a customer contracts 3 or 6 issues, advertisement content can be changed every 2 months at no additional cost.
- We suggest you advertise with ZIWC in English, as our members are all English-speaking. Help with translations can be provided at a small extra charge according to time and effort needed.
- It is very important to send an advertisement in JPG, PNG or PDF format 300 DPI with its corresponding EXACT size before each printing deadline (size and calendar last pages).
- When the advertisement is published, the customer receives an electronic version of the Newsletter.



Sponsor logo with direct active link

WEB advertisement



[Home](#) [Join Now!](#) [About ZIWC](#) [Event Calendar](#) [Advertise With Us](#) [Contact Us](#) [Members Only](#) [My Membership](#) [Log Out](#)

LOGO WITH DIRECT LINK

Zug International Women's Club

Providing friendship, community, and support to women in Canton Zug and beyond since 1967.

[JOIN TODAY!](#)

LOGO WITH DIRECT LINK

Large size Home Page or Event calendar Page

WEB advertisement

ABOUT US

About Zug International Women's Club

As a locally-based social and professional network, the ZIWC's mission is to promote both social and professional connections as well as encouraging the free exchange of information and resources among our members. We know that connection and community are two essential elements in any woman's life, so whether you are new in Switzerland, returning after an absence or just looking to meet new people the club can be your point of contact for resources, friends and fun. As Viola Davis said, "When women support women, incredible things can happen," so click [here](#) to learn more about joining us.



Small size Home Page or Event calendar Page

WEB advertisement

ABOUT US

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Carousel

Sliding banner with small logo

WEB advertisement

Monthly coffee get-togethers are held in various Zug locations and there are Contact Coffees especially aimed at new members. There are also evening events.

'Stammtisch' is a weekly get-together of members at a central hospitality location in Zug. Current meet-ups are held on Wednesday mornings.

Thu Nov 26 2020, 09:30 CET - 11:00 CET

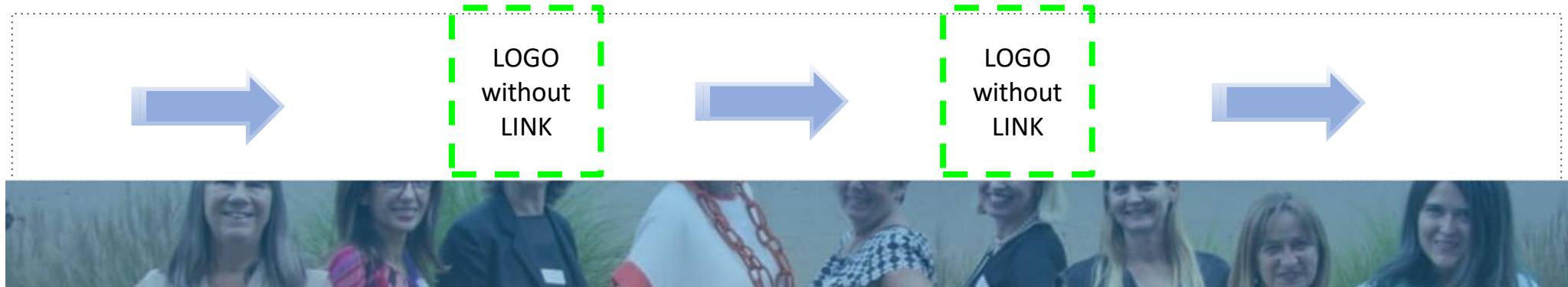
- [English Intermediate](#)

Thu Nov 26 2020, 11:00 CET - 12:00 CET

- [Italian Beginners](#)

Thu Nov 26 2020, 14:00 CET - 14:55 CET

[VIEW ALL NEWSLETTERS](#)



Sizes and deadlines for Web

Advertisements 2021 / 2022	Submission deadline Newsletter and Web
Feb / March 21	3-Jan-21
April / May 21	1-Mar-21
June / July 21	1-May-21
Aug / Sep 21	17-Jun-21
Oct / Nov 21	1-Sep-21
Dec 21 /Jan 22	1-Nov-21
Feb / March 22	3-Jan-22
April / May 22	1-Mar-22
SPACES	Size (pixel) JPG/PNG 300dpi
1) Sponsor logo with direct link	225 x 128
2) Large size Home Page or Event calendar Page	510 x 288
3) Small size Home Page or Event calendar Page	320 x 181
4) Sliding banner with logos Large or Regular	110 x 128

1) Sponsor Logo with direct link
225 x 128 pxl

2) Large size
510 x288 pxl

3) Small size
320 x 181 pxl

4) Small Logo
110x 128 pxl

Sizes and deadlines for Newsletter

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Feb / March 21	3-Jan-21
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Aug / Sep 21	17-Jun-21
Oct / Nov 21	1-Sep-21
Dec 21 /Jan 22	1-Nov-21
Feb / March 22	3-Jan-22
April / May 22	1-Mar-22

SPACES	Size (mm) JPG/PDF 300dpi
BACK COVER	130 x 190
INSIDE COVER	130 x 190
1/1 (FULL PAGE)	130 x 190
1/2 PAGE	130 x 90
1/3 PAGE	130 x 63
1/4 PAGE	130 x 44
TEXT ONLY Per line, max 90 sign per line	min. 2 lines
ADVERTORIAL	2 FULL PAGES (text + 1/2 pages advert, additional photos)