



**Zug  
International  
Women's Club**

## **ZIWC Advertisement Rules and Formats**

**From March 2023**



# 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](mailto: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
- Because of our Club nature we will not accept any political or religious advertisement.
- 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

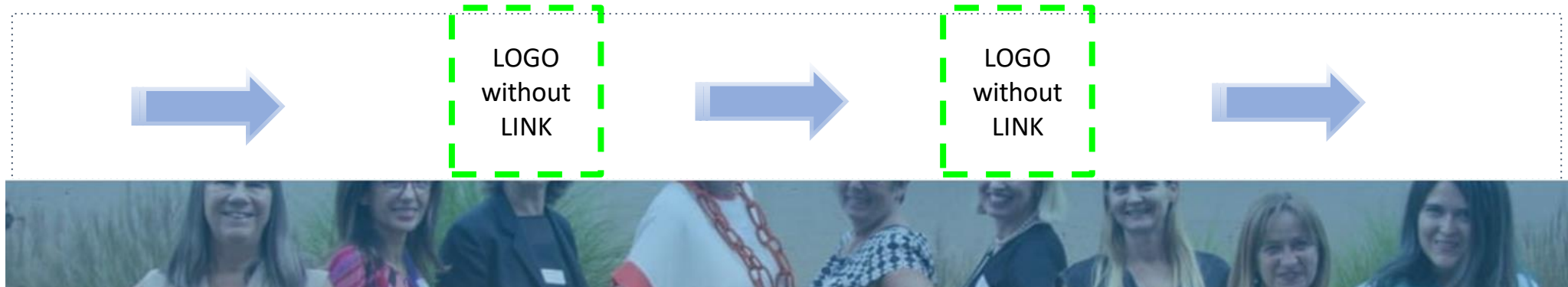
- [English Intermediate](#)

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 2023 / 2024	Submission deadline Newsletter and Web
May / June 23	<b>April 1</b>
July / August 23	<b>June 1</b>
Sept / Oct 23	<b>August 1</b>
Nov / Dec 23	<b>Oct 1</b>
Jan / Feb 24	<b>Dec 1</b>
Mar / April 24	<b>Feb 1</b>
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

Advertisements 2023 / 2024	Submission deadline Newsletter and Web
May / June 23	<b>April 1</b>
July / August 23	<b>June 1</b>
Sept / Oct 23	<b>August 1</b>
Nov / Dec 23	<b>Oct 1</b>
Jan / Feb 24	<b>Dec 1</b>
Mar / April 24	<b>Feb 1</b>

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 )