

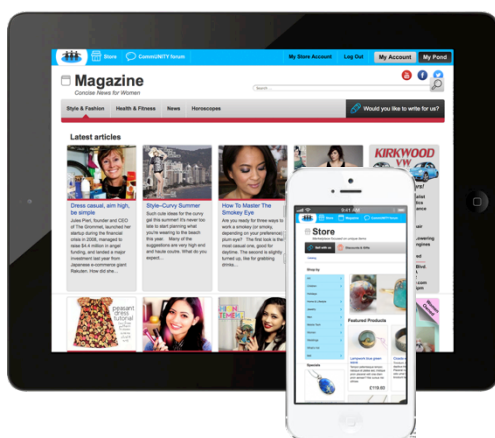


  
Social Networking

  
Marketplace

  
Magazine

  
Community forum



# Advertise with Us

Online advertising is featured within select sections of Women's Suite website. Advertisers who want to advertise must ensure their ads meet Women's Suite principles for advertising.

Advertising generates revenue that helps support Women's Suite's ability to provide high-quality information.

**Placing an advertisement on Womenssuite.com Website:**  
Information, ad rates and inquiries about advertising on WomensSuite.com are available upon request.

## Advertising information and policies

### Format

Ads on the Women's Suite' website conform to standard sizes suggested by the voluntary Interactive Advertising Bureau (IAB). We accept ads that appear in the right-hand column (Medium Rectangle), and at the bottom of the page (Leaderboard). Along with paid ads, Women's Suite' house ads are placed on the site to help promote various Women's Suite services and products that are of interest to readers, advertisers and merchants.

### Audience

Ads appearing on the Women's Suite website are directed toward women. Some pages on the website have been identified as not appropriate for commercial ads. On those pages we feature only "Women's Suite house ads" that promote Women's Suite products and services.

**No competitor advertisements directed to members will be accepted on the Women's Suite website.**

## Advertise with Us

Placing an Ad on the  
WomensSuite.com Website  
Advertising info & Policies  
Format  
Audience  
Privacy  
Advertisers  
Links to Third Party Websites  
Advertising Principles  
Advertising

## General Information

Advertising Acceptance Policy  
Terms and Conditions  
Payment, Commission  
Cancellation & Copy Changes  
Acknowledgment Service  
Renewal Service  
Orders, Materials & Payment



## Advertise with Us

### Advertisers

The Women's Suite website may contain advertisements of third parties. The inclusion of advertisements on the Women's Suite websites does not imply endorsement of the advertised products or services by Women's Suite. Women's Suite shall not be responsible for any loss or damage of any kind incurred as a result of the presence of such advertisements on the Women's Suite websites. Further, Women's Suite shall not be responsible or liable for the statements or conduct of any third party advertisers appearing on the Women's Suite websites. You shall be solely responsible for any correspondence or transactions you have with any third party advertisers.

### Links to Third Party Websites

The Women's Suite website may provide links (including any link through an on-line banner advertisement) to other sites on the Internet for your convenience. These other sites are maintained by third parties over whom Women's

Suite exercises no control. The appearance of any such third party links is not intended to endorse any particular company or product. If you decide to access any of the third party sites linked to the Women's Suite website, you do so entirely at your own risk.

### Advertising Principles

These principles are applied by the Women's Suite to ensure adherence to the highest ethical standards of advertising and to determine the eligibility of products and services for advertising on the Women's Suite website.

The appearance of advertising on the Women's Suite website is neither a guarantee nor an endorsement by the Women's Suite of the product, service, or company or the claims made for the product in such advertising. The fact that an advertisement for a product, service, or company has appeared on the Women's Suite website shall not be referred to in collateral advertising.

# Women + Mobile + Social = Success

## Problem / Opportunity

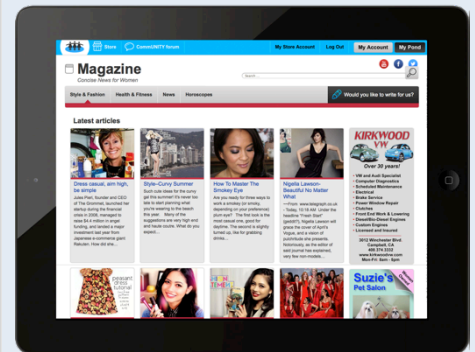
- Now requires visits to multiple Websites
- The world has switched to digital tablet devices
- Facebook fatigue (Burn out)
- She-economy
  - Women control 65 percent of global spending and more than 80 percent of U.S. spending
  - Women spend \$.85 of every dollar spent in the U.S.

## Advantage

- Women focused
- Timing
- “End Destination”
- Largest array of topics and subjects to chat/comment on & about.
- Multiple revenue engines
- Substantial use of online videos
- Heavy design element
- Developed from the ground up for Tablets

## Why Mobile Dominates Media and Advertising

- Cultural Influence on society.
- 600 million of its 1 billion worldwide members access Facebook using mobile devices.
- More than 2/3 of our time on mobile phones is now used for non-communication activities with the average American spending 94 minutes per day utilizing mobile apps vs. 72 minutes of web-based consumption.
- Mobile is poised to surpass television as the dominant consumer access point for all media. How we experience life, relationships, entertainment, education, exercise, and work has been completely transformed because of mobile.



## Stats about the Mobile Web

### Stats about the Mobile Web

- 58% of all US consumers already own a smartphone.  
Source: comScore
- Over 1.2 billion people access the web from their mobile devices.  
Source: Trinity Digital Marketing
- 61% of people have a better opinion of brands when they offer a good mobile experience.  
Source: Latitude
- 60% of mobile shoppers use their smartphones while in a store, and another 50% while on their way to a store.  
Source: Deloitte Digital
- Almost half a billion tablets will ship in 2013 and 2014 alone.  
Source: Gartner
- Tablet users spend 50% more than PC users.  
Source: Adobe

# As a matter of Policy . . .

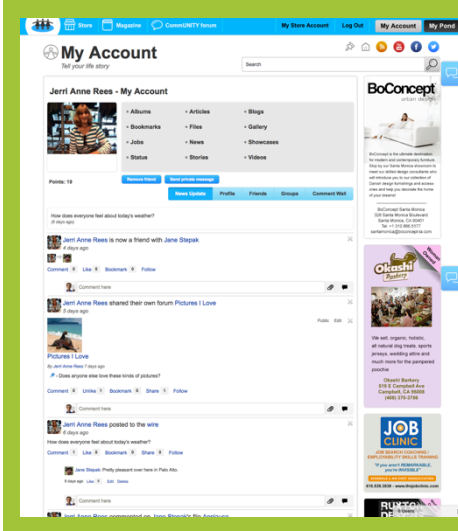
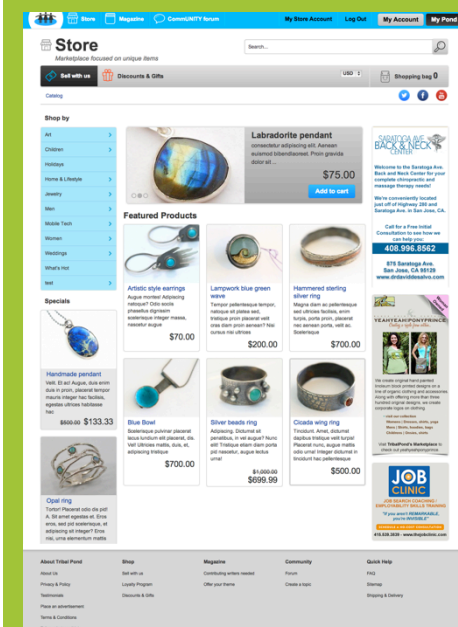
As a matter of policy, Women's Suite will sell advertising space on its website when the inclusion of advertising does not interfere with the mission or objectives of the Women's Suite.

To maintain the integrity of the Women's Suite website, advertising (i.e., promotional material, advertising representatives, companies, or manufacturers) cannot influence editorial decisions or editorial content. Decisions to sell advertising space are made independently of and without information pertinent to specific editorial content. The Women's Suite website advertising sales representatives have no prior knowledge of specific editorial content before it is published including all content posted on the Women's Suite website.

Women's Suite, in its sole discretion, retains the right to decline any submitted advertisement or to discontinue posting of any advertisement previously accepted.

## Advertising

1. Digital advertising may be placed on the Women's Suite website.
2. Digital advertisements must be readily distinguishable from editorial content.
3. Digital advertisements may appear as fixed banners or as animated advertisements.
4. Digital advertisements that are fixed in relation to the viewer's screen or that rotate should be placed to ensure that juxtaposition will not occur as screen content changes.
5. Digital banner advertisements should be limited to no more than 2 advertisements per screen view.
6. The Women's Suite logo may not appear on commercial websites as a logo or in any other form without prior written approval by the individuals responsible for the respective areas within Tribal Pond.
7. Advertisements may link to additional promotional content that resides on the Women's Suite website.
8. Advertisements may link off-site to a commercial website, provided that the viewer is clearly informed by the word "advertisement" adjacent to the image or link.
9. The Women's Suite will not link to Web sites that frame the Women's Suite website content without express permission of the Tribal Pond; prevent the viewer from returning to the Women's Suite website or other previously viewed screens, such as by disabling the viewer's "back" button; or redirect the viewer to a website the viewer did not intend to visit.
10. The Women's Suite reserves the right to not link to or to remove links to other websites.







## Contact Us:

[info@WomensSuite.com](mailto:info@WomensSuite.com)

Accounts Receivable: +1 (415) 857-5283  
Sales & Operations: +1 (650) 409-7337

## Women's Suite Social Media Presence:

**Facebook:** <http://goo.gl/f58y70>

**Twitter:** [twitter.com/WomensSuite](https://twitter.com/WomensSuite)

**GooglePlus:** <http://goo.gl/BuzRp>

Banned Transactions:

Please refer to the published Women's Suite Banned Transactions document.

Women's Suite Marketplace users remain responsible for obeying all applicable laws, policies or restrictions on goods, services, payment or exchange that may apply to transactions in which they partake.

