



Top 100 website for Women 2012 - Forbes

# WomenFitness Platinum Advertisement Program





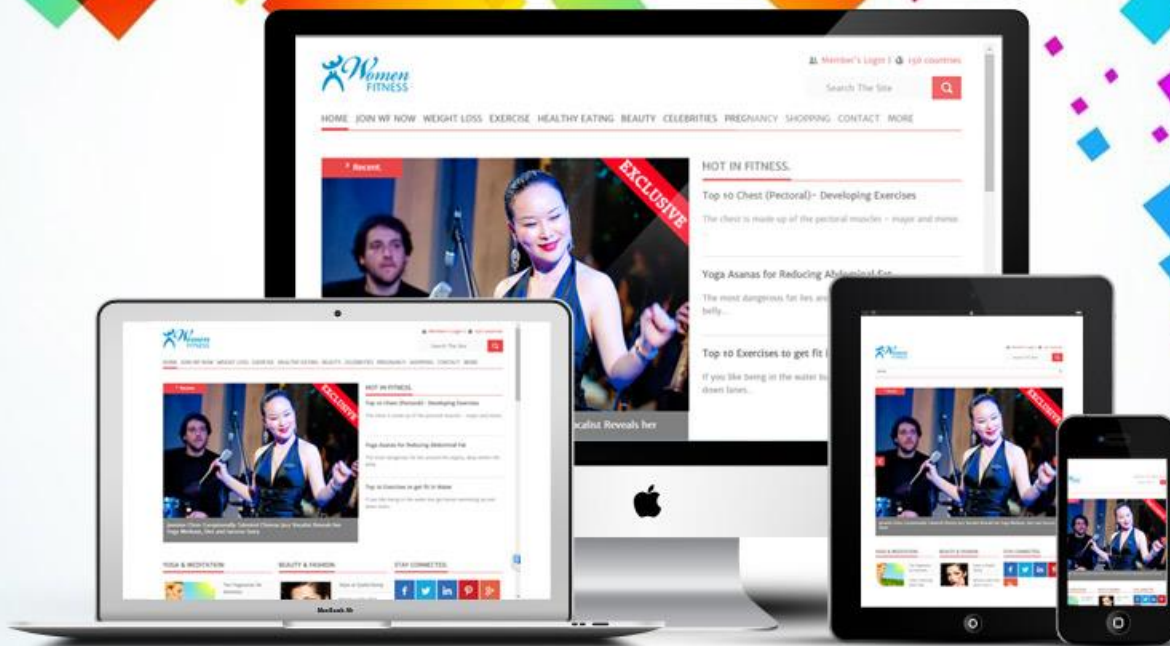
# Get Yourself Noticed

Women Fitness as an enterprising company promises to make your product visible to the maximum. Your advertisement is bound to be visible in each screenshot while scrolling. All the possible areas are covered so that maximum output can be approached for the advertiser.

The Platinum Advertisement program gives you

- ❖ Maximum output
- ❖ Maximum display
- ❖ Maximum covered area
- ❖ Targeted approach with Low Cost.

All these areas hired individually will cost more than the combo pack of Platinum Advertisement Program.



## Intro Advertisement

As you visit womenfitness.net, the first landing page before homepage of the website will be your advertisement page. After the halt of 10 seconds or if any user clicks skip button the page proceeds further and then comes the home of the site.

This gives you the maximum exposure and promotion as the relevant core user who directly hits the website faces your advertisement. This makes the approach to your advertisement display direct to the user.

**Size – 300px W \* 250px H**

## Home Page Advertisement

Proceeding the landing page when user comes to the homepage of the website, the advertisement is again visible to them at homepage with a very prominent display. This display looks alike the personal recommendation from Women Fitness for the advertisement.

User who skips the landing page gets a view of the same at homepage & at prominent place gets the eye contact again and is likely to visit the advertisement link.

**Size- 300px W \* 250px H**



## Toolbar Advertisement

The navigational toolbars contained on each and every page of the website will display the advertisement making its presence felt everywhere in each section. Any page from any link or link from any reference will contain the advertisement to give the maximum available visibility to the user.

The sky scraper in the vertical toolbar and banner advertisement in bottom horizontal toolbar ensures the visibility of advertisement in every screenshot of the Women Fitness website even while scrolling.

**Size- 468px W \* 60px H**

## Advertisement Bars

In some sections where side vertical navigation toolbar is not present the Advertisement toolbar serves the purpose and ensures that no area is left out. Some of the popular sections like Weight loss, Pregnancy, WF Recipes give a prominence to this type of advertisement.

The visibility of advertisement increases as the rush effect of the links do not hit the display of advertisement making it more effective to the user to the view with a dual effect where both the toolbars are present.

**Size- 120px W \* 600px H**





## Inline text Advertisement

The inline text advertisement serves as an illusion to the user by appearing as the part of the information making it a push technology to trend the user to read the advertisement and get itself focused on it.

This type of advertisements are seen very effective and serves good results for the advertisers as their illusionmatic type makes user accidently focus on the advertisement.

Promotional text maximum upto 25 words

- ❖ Targeted Approach
- ❖ Maximum display
- ❖ Maximum covered area
- ❖ Alternative lookouts
- ❖ Push on concepts
- ❖ Minimum Expense
- ❖ To get all this Buy now

# Partnership Contacts

## Sales

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## Business Development

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