



## About the Guide

### The U.S. Women's Chamber of Commerce™ Publishes the "No Excuses" Guide to Women Contractors

As the leading advocate for women's business access to contracting markets, the U.S. Women's Chamber of Commerce is providing unprecedented support for women business owners.



Over the last decade the growth of women-owned firms has been nothing short of revolutionary. However, our access to lucrative government and private contracting markets has not reached appropriate levels. Even though women own over 35% of all firms in the U.S., federal government, local government and large corporate contracting with women-owned firms is still typically below 5%. Consequently, women are losing billions of dollars every year in opportunities.

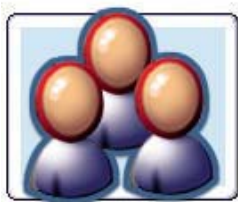
To improve the opportunities for women and the ability for buyers to locate women-owned firms, the U.S. Women's Chamber of Commerce is taking another giant step by publishing the first ever Guide to Women Contractors. By consolidating the connection to women business owners seeking access to large contracting markets, the U.S. Women's Chamber of Commerce will leave government and corporate buyers "no excuses" to not seek a women-owned business as a source for their contracts.

Through this central repository of women-owned firms, the USWCC will also consolidate the certification of women-owned businesses and extend the prestige of the USWCC brand to all women-owned firms by providing an official "USWCC Certified Women-Owned Business" authentication to all firms currently holding qualified certifications from government and third-party certifiers.

25,000 copies of the U.S. Women's Chamber of Commerce "No Excuses" Guide to Women Contractors will be printed and provided to buyers and business leaders across the United States including all agencies of the federal government, all state and major local governments, and all major corporate buyers.

The guide will also be provided online so that you may keep your listing updated and so that any qualified buyer may easily search, find and contact women-owned businesses regarding upcoming opportunities. Buyers will also be able to post opportunities online for women listed in the guide and women-owned firms will be able to pre-set industry identifications and keywords to automatically receive notifications of opportunities as they are posted.

We're proud of the growth of women in business. And, it is very important that we keep pushing for increased access to opportunities. The U.S. Women's Chamber of Commerce Guide to Women Contractors is an important step in support of women gaining access to contracts.



## **Audience**



## **Certifications**



## **Print Directory/Guide**



## **Online Directory/Guide**



## **Online Opportunity Center**

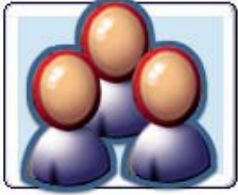


## **Rates**

Call 888-41-USWCC or go to  
[uswomenschamber.com](http://uswomenschamber.com)



## **Specifications**



## Audience

**25,000 copies of the U.S. Women's Chamber of Commerce™ "No Excuses" Guide to Women Contractors** will be printed and distributed to buyers and business leaders across the United States including all agencies of the federal government, all state and major local governments, and all major corporate buyers.

- ✓ **All Federal Agencies**
- ✓ **All State Governments**
- ✓ **All Major City and Local Governments**
- ✓ **National and Regional Prime Contractors**
- ✓ **Corporate Purchasing Buyers**
- ✓ **Women Business Owners and Advertisers**



## Certifications

**Through this central repository of women-owned firms**, the USWCC will also consolidate the certification of women-owned businesses and extend the prestige of the USWCC brand to all women-owned firms by providing an official **"USWCC Certified Women-Owned Business"** authentication to all firms currently holding qualified certifications from government and third-party certifiers.

- ✓ **Women-owned certification listed (upon receipt of proof)**
- ✓ **Extend the prestige of the U.S. Women's Chamber of Commerce brand to your business with the "USWCC Certified Women-Owned Business" guarantee**
- ✓ **List all other procurement-related certifications and designations**



## Print Directory/Guide

**No Excuses!** To improve the opportunities for women and the ability for buyers to locate women-owned firms, the U.S. Women's Chamber of Commerce is taking another giant step by publishing the first ever **Guide to Women Contractors**. By consolidating the connection to women business owners seeking access to large contracting markets, the U.S. Women's Chamber of Commerce will leave government and corporate buyers "no excuses" to not seek a women-owned business as a source for their contracts.

- ✓ **One central location for all government, prime contractor and corporate buyers to locate verified women-owned firms**
- ✓ **Handy print version organized by NAICS Industry Codes with a state by state cross reference**
- ✓ **All women-owned certifications confirmed prior to inclusion**



## Online Directory/Guide

The USWCC **Guide to Women Contractors** will also be provided online so that you may keep your listing updated and so that any qualified buyer may easily search, find and contact women-owned businesses regarding upcoming opportunities. Your online listing will also provide you with space for your capabilities, keywords, and references. And, you will be able to update your online listing at anytime to keep your references and products/services up to date.



## Online Opportunity Center

Qualified buyers will also be able to post opportunities online for women listed in the guide and women-owned firms will be able to pre-set industry identifications and keywords to automatically receive notifications of opportunities as they are posted.



## Specifications

### Print Directory

The print directory will be comprised of directory listings and display ads. You may simply place a directory listing – or purchase a display ad (and receive a complimentary directory listing). **Closing date for advertising is 9/30/05. Distribution will begin 12/05.**

Directory listings are text-based advertisements (placed in industry order). Each directory listing will include business name, contact name, phone, fax, email, URL, address, certifications, a 465 character description and a reference code so buyers can easily find your company online. Upon purchase of your listing, you will be provided an online link where you may provide your listing details. (See sample of a directory listing on the next page). Directory listings may also include a yellow highlight (additional fee – see next page).

Display ads are placed throughout the publication and will be placed as close to the industry area as possible. Display ads may be in color and must include a border. All display advertisers will receive a complimentary directory listing.

The publication is 8.375 x 10.875 inches. Detailed display ad sizes are shown.

### Files Accepted

PC formatted PDF (preferred), Illustrator, TIF (flattened). No other file formats will be accepted. Color ads or gray scale images should be 300 dpi. Line art (no gray scale) should be 1200 dpi.

PDF files should be created using the “For Press” setting and “include all fonts” activated. Make sure no color management is embedded.

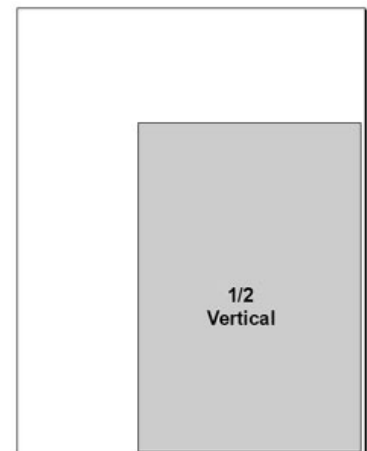
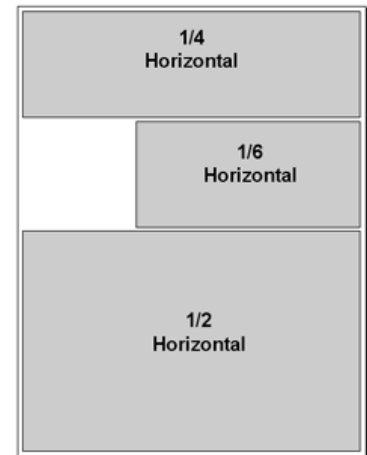
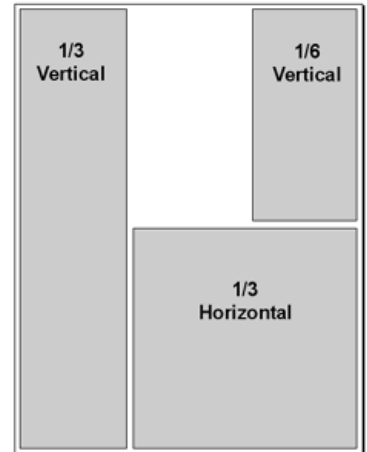
We will provide an FTP site for you to provide your file electronically. Or, you may save your file to CD and mail it to us. If you choose to mail, please contact us for details and tracking. We will provide an online form so that you can notify us of your shipping.

### Online Directory and Opportunity Center

You will be provided access to place your online directory. You will also be given instructions on how to register with the Opportunity Center to receive notifications of opportunities posted that match your criteria. Your email address will not be made public (so as to avoid spam). However, an internal email system will be enabled so that buyers may contact you directly. **Online advertising will be live by 9/05.**

### Certification Verification

If you are claiming women-owned status, you may fax or mail us a copy of a certification you currently hold from a government or third-party provider and we will note that you have a verified status. You may also simply declare women-owned status and not request the verification. All verified women-owned firms will be extended a prestigious “USWCC Certified Women-Owned Business” and will receive a certificate from the USWCC.





# Rates

Call 888-41-USWCC or go to [uswomenschamber.com](http://uswomenschamber.com)

## Directory Listing Advertising

**USWCC Member Rate** - \$200  
(includes print, online directory & opportunity center)  
**USWCC Non-Member Rate** - \$250  
(includes print, online directory & opportunity center)  
**Add yellow pages style highlight**  
(member or non-member) add \$100

## Sample Directory Listing

**237 Heavy and Civil Engineering Construction**  
**Johnson Civil Engineering**  
**Jane Johnson, CEO**  
 P: 602-234-2345 F: 602-234-2355  
[www.johnsongp.com](http://www.johnsongp.com)  
[janed@johnsongp.com](mailto:janed@johnsongp.com)  
 1234 E. 22nd Place, Orlando, FL 12345  
 WOSB, 8a, SDB, MBE, SDVSB, HZ, GSA, SB

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**A \$2500 value!**  
 Place your directory advertisement order by **July 31st** and you may be drawn for a free full-page ad.

## Display Advertising [Note: All display advertisers, receive complimentary directory listing.]

Ad Size	Non-Member	USWCC Member	Government
1/6th page	\$562	\$525	\$450
1/4 page	\$812	\$775	\$650
1/3 page	\$1050	\$975	\$840
1/2 page	\$1500	\$1450	\$1200
Full page	\$2500	\$2400	\$1800
Two page spread	\$4500	\$4000	\$3000
Inside front cover	\$5000	\$4800	\$4500
Inside front first page	\$5000	\$4800	\$4500
Back cover	\$5000	\$4800	\$4500
Inside back cover	\$3500	\$3300	\$3150

Notifications: We reserve the right to accept or decline all advertising. All advertisers will receive two copies of the directory complimentary. Additional directories will be available for a nominal charge. These prices are current as of June 24, 2005 and are subject to change.

Questions? Call 888-41-USWCC or go to [www.uswomenschamber.com](http://www.uswomenschamber.com).

