

[special advertising section]



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Each May Diablo magazine is proud to celebrate professional women in the Bay Area.

We highlight the creativity, business successes, and personal achievements of Diablo Women on the following pages.

DIABLO WOMEN

DIABLO 75

Showcase your professional successes and personal achievements with a profile in this section, honoring San Francisco Bay Area women.

[special advertising section]

THE WOMEN OF The Agency



Bringing an Elevated Real Estate Experience to the East Bay

EXPERTISE, PASSION, PROFESSIONALISM and care is what the women of The Agency bring to their communities, clients and colleagues every day. Representing the core values of the brokerage, whether working together and achieving their professional goals or supporting each other in their personal and professional lives, they work together as a family. It's The Agency way. Combining it with their strengths and passions, The Agency agents and affiliates strive to provide much more than a traditional real estate experience. By working together, they provide referrals to one another with a single common goal: serving clients to realize their dreams in the world. When one of The Agency's real estate experts is hired, they are backed by the real knowledge and resources of an entire global team in place. The Agency is here to serve the East Bay with an unmatched approach to real estate.

THE AGENCY
(925) 575-8000, www.theagencyinc.com
DRE #01904034

DIABLO WOMEN 2024

Added Value for Advertisers

- A link to the digital edition of the Diablo Women section will be posted on diablogamag.com/people-style.
- The digital edition of *Diablo* magazine on diablogamag.com includes a digital version of your print profile, with live links.

May 2025 Issue Deadlines

Advertising Space Deadline 3/31/25
Materials Deadline 4/4/25

Diablo magazine celebrates women and their contributions to our community!

Audience

30,000 copies of *Diablo* are printed monthly, reaching 131,750 readers. *Diablo* readers have an average annual household income of \$289,000. And, 64% of *Diablo* readers are women themselves.

Rates*

Four-color, formatted advertisements:

1/8-page (1-3 people suggested in photo) \$555

1/4-page (1-5 people suggested in photo) \$1,000

*Rates are net and include space and production (photography not included).

Full-page (1-20 people suggested in photo OR up to 48 headshots in the yearbook style) \$3,875

Spread (1-40 people suggested in a photo OR up to 96 headshots in the yearbook style) \$7,385

*Full-page and spread rates are net and includes space, production, and photography—one sitting only on a scheduled date. You may choose to use another photographer at your own cost. Photos can be purchased for additional use. Images purchased for additional use will be provided after the publication date. Pre-payment required for non-contracted advertisers.

→ **Complete the production form at:**
web.diablogamag.com/WomenProduction

Sources: Circulation Verification Council; 2024 Circulation Audit.

Thank you for participating in a Diablo Professionals special advertising section. Advertisers may provide their own photo and copy, but for best results we recommend that our photographers take the photo and our editor write the copy. **In order to schedule the photo shoot and interview for your profile, please complete the form below.**

ADVERTISER NAME:

BUSINESS NAME:

CONTACT NAME:

CONTACT PHONE NUMBER:

EMAIL:

Best time of day to contact for scheduling:

Additional information that might be helpful in scheduling:

DIABLO PUBLICATIONS ACCOUNT EXECUTIVE:

☐ Barbara Banis

☐ Megan Tuggle

☐ Michelle Bayliss

PROFILE SIZE:

☐ Full-page

☐ Two-page Spread

If you choose to supply your own image and copy, please follow the supplied image and copy guidelines included at the end of this form.

PHOTO OPTIONS:

☐ I would like to have a photo taken—please have the photographer contact me.

☐ I will supply the photo and have read the supplied photography guidelines.

☐ I would like to use the photo that ran in the _____ issue of *Diablo* magazine.

COPY OPTIONS:

☐ I would like *Diablo* to write the copy—please have the writer contact me.

☐ I will supply the copy and have read the supplied copy guidelines.

☐ I would like to use the copy that ran in the _____ issue of *Diablo* magazine.

Materials submitted after the last due date are subject to late charges. Diablo magazine reserves the right to correct typographical and grammatical errors in order to maintain the quality and consistency standards of the section and publication. Diablo will assist in making editing decisions when copy submissions are longer than the stated maximums. If materials provided do not meet the requirements of the section, Diablo magazine can request new materials in order to meet the needs of the section. **For questions and to submit materials, contact Emily Lawson, the retail project manager: elawson@diablopubs.com.**

Supplied Materials Guidelines

If you choose to submit your own photos/headshots in lieu of photography, we can accommodate up to 30 images per page in the yearbook style formatting. The cost for 1-20 photos is included in the cost of your ad. There will be a \$20 processing and handling fee for each additional photo over 20 images for full-page ads, and each photo over 30 images for 2-page spreads.

Full-page Ads:

Images: horizontal orientation

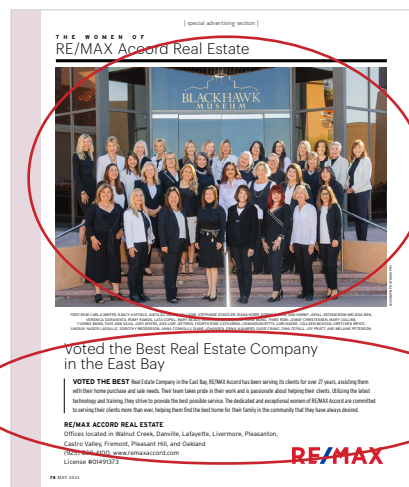
Submit one image (OR up to 48 headshots for the yearbook style formatting) at the highest resolution available.

Accepted file formats include: .psd, .jpg, .eps, or .tif.

Body Copy: 130 word maximum, written in third person.

Recommended to include:

- 1) Company name/your name and title
- 2) Business address
- 3) Business phone number
- 4) Web address



High-resolution horizontal .psd, .jpg, .eps, or .tif

Two-page Spread Ads:

Images: horizontal orientation

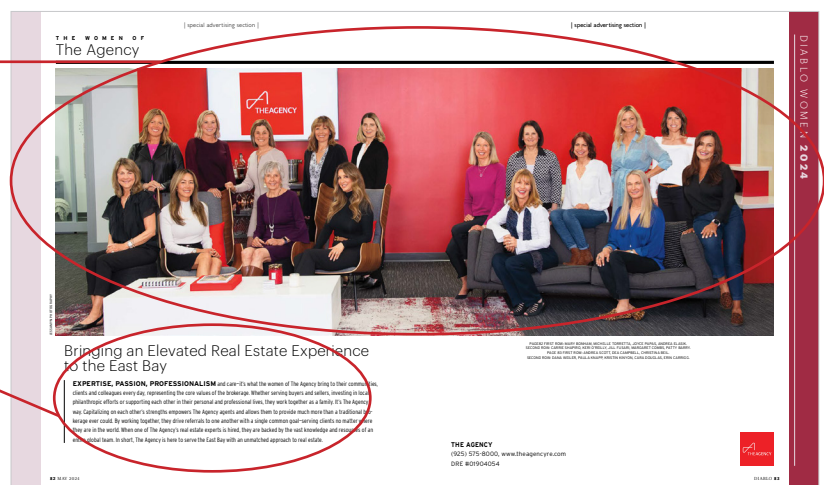
Submit one image (OR up to 96 headshots for the yearbook style formatting) at the highest resolution available.

Accepted file formats include: .psd, .jpg, .eps, or .tif.

Body Copy: 260 word maximum, written in third person.

Recommended to include:

- 1) Company name
- 2) Business address
- 3) Business phone number
- 4) Web address



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Best time of day to contact for scheduling:

Additional information that might be helpful in scheduling:

DIABLO PUBLICATIONS ACCOUNT EXECUTIVE:

☐ Barbara Banis

☐ Megan Tuggle

☐ Michelle Bayliss

PROFILE SIZE:

☐ 1/8-page

☐ 1/4-page

If you choose to supply your own image and copy, please follow the supplied image and copy guidelines included at the end of this form.

PHOTO OPTIONS:

☐ I would like to have a photo taken—please have the photographer contact me.

☐ I will supply the photo and have read the supplied photography guidelines.

☐ I would like to use the photo that ran in the _____ issue of *Diablo* magazine.

COPY OPTIONS:

☐ I would like *Diablo* to write the copy—please have the writer contact me.

☐ I will supply the copy and have read the supplied copy guidelines.

☐ I would like to use the copy that ran in the _____ issue of *Diablo* magazine.

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Supplied Materials Guidelines

1/4-page Ads:

Images: horizontal orientation

Submit one image at the highest resolution available.
Accepted file formats include: .psd, .jpg, .eps, or .tif.

Body Copy: 85 word max., written in third person, plus:

- 1) Company name/ your name and title
- 2) Business address
- 3) Business phone number
- 4) Web address



Victoria Monteiro
OWNER

Victoria has been in the business for over 40 years and offers a full service salon for all hair needs. She enjoys working with the residents and takes one day per week to provide care men and women too. Victoria says she feels like her clients are her family and she has built a connection with them over the years.

VICTORIA'S HAIR STUDIO AT MERRILL GARDENS
1000 Rockridge
Rockridge, CA 94621
victormonte2@yahoo.com

[special advertising section]

DIABLO WOMEN 2024

Rachael Cabrera, RN, BSN, MSN, FNP-C
CENTRO DE SALUD, HEALTH CARE, AND WELLNESS SERVICES
Rachael is a seasoned nurse and nurse practitioner. She has been in the healthcare field for over 20 years, working in various settings including hospitals, clinics, and community health centers. She is currently working at Centro de Salud, where she provides comprehensive healthcare services to the community. Rachael is passionate about patient care and is committed to providing the highest quality of care to all her patients.

Emiliana Baker
LUXURY REAL ESTATE PROFESSIONAL
Emiliana is a seasoned real estate professional with over 10 years of experience. She has been in the Bay Area for over 10 years, where she has built a strong reputation for her expertise in helping clients find their dream homes. She is currently working at Compass, where she provides exceptional service to her clients. Emiliana is passionate about real estate and is committed to providing the highest quality of service to all her clients.

Julie Ann Poppi
LUXURY REAL ESTATE PROFESSIONAL
Julie is a seasoned real estate professional with over 10 years of experience. She has been in the Bay Area for over 10 years, where she has built a strong reputation for her expertise in helping clients find their dream homes. She is currently working at Compass, where she provides exceptional service to her clients. Julie is passionate about real estate and is committed to providing the highest quality of service to all her clients.

Brittany Hogan
REALTOR
Brittany is an experienced realtor with over 10 years of experience. She has been in the Bay Area for over 10 years, where she has built a strong reputation for her expertise in helping clients find their dream homes. She is currently working at Compass, where she provides exceptional service to her clients. Brittany is passionate about real estate and is committed to providing the highest quality of service to all her clients.

1/8-page Ads:

Images: vertical orientation

Submit one image at the highest resolution available.
Accepted file formats include: .psd, .jpg, .eps, or .tif.

Body Copy: 50 word maximum, written in third person, plus:

- 1) Company name
- 2) Business address
- 3) Business phone number
- 4) Web address

[special advertising section]

DIABLO WOMEN 2024

Rachael Cabrera, RN, BSN, MSN, FNP-C
CENTRO DE SALUD, HEALTH CARE, AND WELLNESS SERVICES
Rachael is a seasoned nurse and nurse practitioner. She has been in the healthcare field for over 20 years, working in various settings including hospitals, clinics, and community health centers. She is currently working at Centro de Salud, where she provides comprehensive healthcare services to the community. Rachael is passionate about patient care and is committed to providing the highest quality of care to all her patients.

Emiliana Baker
LUXURY REAL ESTATE PROFESSIONAL
Emiliana is a seasoned real estate professional with over 10 years of experience. She has been in the Bay Area for over 10 years, where she has built a strong reputation for her expertise in helping clients find their dream homes. She is currently working at Compass, where she provides exceptional service to her clients. Emiliana is passionate about real estate and is committed to providing the highest quality of service to all her clients.

Julie Ann Poppi
LUXURY REAL ESTATE PROFESSIONAL
Julie is a seasoned real estate professional with over 10 years of experience. She has been in the Bay Area for over 10 years, where she has built a strong reputation for her expertise in helping clients find their dream homes. She is currently working at Compass, where she provides exceptional service to her clients. Julie is passionate about real estate and is committed to providing the highest quality of service to all her clients.

Brittany Hogan
REALTOR
Brittany is an experienced realtor with over 10 years of experience. She has been in the Bay Area for over 10 years, where she has built a strong reputation for her expertise in helping clients find their dream homes. She is currently working at Compass, where she provides exceptional service to her clients. Brittany is passionate about real estate and is committed to providing the highest quality of service to all her clients.



Brittany Hogan
REALTOR

Brittany is an experienced realtor, specializing in representing buyers in the competitive and complex process of purchasing a home in the Bay Area. Brittany's clients appreciate her straightforward approach. She provides all details on a property, whether good, bad, or ugly while maintaining a sense of calm in a fast-paced environment.

COMPASS
(925) 233-9061
www.eastbayboldmoves.com
RE 010990287

Diablo Women Questionnaire

Thank you for participating in the Diablo Women special advertising section. Please complete the questionnaire below, and we will create a professionally written profile based on your answers. You will be able to review and approve your profile before it is printed.

ADVERTISER NAME:

BUSINESS NAME:

BUSINESS PHONE NUMBER:

EMAIL:

What are the names of the individuals who will be in the photo? How would you like the titles to be listed?

What specific area, if any, of your business would you like highlighted?

Would you like to include your years of experience? If yes, how many?

If you are actively involved in the community and want this information included, please list the organizations and your length of involvement.

What makes your business unique?

If your business requires a licensing number be listed in your profile, include the license number as it should appear in print:

Is there anything else that is important to include in you profile?