

# Annual Conference

author

BUSINESS OWNER

engineer

lawyer

ENTHUSIAST

avionics  
TECHNICIAN

METEOROLOGIST

AIR TRAFFIC

controller

astronaut

P I L O T

# Aviation *for* Women<sup>®</sup>

The official publication of

flight attendant

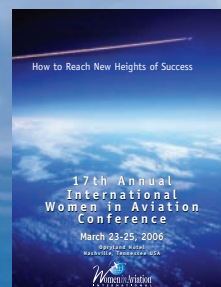
  
Women in Aviation<sup>®</sup>  
INTERNATIONAL

MILITARY

educator

maintenance

TECHNICIAN



# Annual Conference

**The Annual International Women in Aviation Conference**, held in March, offers educational opportunities for different facets of the aviation industry, plus tours, special events and an exhibit hall. Scholarships are awarded and the Pioneer Hall of Fame induction ceremony also occurs at the Conference each year.

**Attendee Profile:** Aviation professionals and enthusiasts, both female and male including; aeronautical engineers, air show performers, air traffic controllers, business owners and managers, educators, flight attendants, flight instructors, hobbyists, mechanics, pilots (airline/corporate/military/general aviation), and aviation writers.

**Exhibitor Profile:** Aerospace companies, airlines, avionics firms, colleges and universities, manufacturers, the military, museums, publications, and aviation apparel businesses.

## Conference Program Display Advertising Rates

Bleed  
8-5/8"  
x  
11-1/8"



Non-Bleed  
7-3/8"  
x  
9-7/8"



Horizontal  
7-3/8"  
x  
4-7/8"



Vertical  
3-5/8"  
x  
9-7/8"



3-5/8"  
x  
4-7/8"



**Please refer to the Mechanical Requirements and Terms & Conditions sections on the back of this rate card.**

### Full Page

Four Color	\$2,645
Two Color	\$2,095
Black & White	\$1,930
Inside Front Cover	\$3,085
Inside Back Cover	\$2,975

### Half Page

Four Color	\$1,655
Two Color	\$1,545
Black & White	\$1,380

### Quarter Page

Four Color	\$940
Two Color	\$830
Black & White	\$720

### Sponsors:

If you wish to schedule an ad larger than the size provided in your sponsor benefit package, simply pay the difference in the rates listed.

**All rates are NET.**

**WAI Corporate Members** are eligible for a 10% discount.

# Show Promo

## SAVE MONEY

Receive a 40% discount on Conference Program advertising when ads of the same size are also placed in three show issues of **Aviation for Women** magazine.

## RECEIVE RECOGNITION

All "Show Promo" advertising participants will be recognized at the Annual Conference.

	Conference Issue (discounted 40%)	3 Issues AFW @ 3X rate	Package Total
<b>Full Page</b>			
Four Color	\$1,585	\$5,955 (3x\$1985)	\$7,540
Two Color	\$1,255	\$5,295 (3x\$1765)	\$6,550
Black & White	\$1,160	\$3,945 (3x\$1315)	\$5,105
<b>Half Page</b>			
Four Color	\$995	\$3,465 (3x\$1155)	\$4,460
Two Color	\$930	\$2,970 (3x\$990)	\$3,900
Black & White	\$830	\$2,640 (3x\$880)	\$3,470
<b>Quarter Page</b>			
Four Color	\$565	\$2,145 (3x\$715)	\$2,710
Two Color	\$500	\$1,740 (3x\$580)	\$2,240
Black & White	\$430	\$1,485 (3x\$495)	\$1,915

# Show Daily

The **Show Daily** is published **Thursday, Friday and Saturday** during the Conference, with advertising space available to exhibitors and sponsors.

Attendees read the *Show Daily* for the latest news and events of the day, including your message.

Thursday's issue is provided to each registrant and the other two editions are distributed at the morning General Sessions. Extra copies of each edition are also available during exhibit hours.

Color – Available in all 3 issues	Rate per day
Business Card - 3-5/8 x 2"	\$160
Quarter Page - 3-5/8 x 4-7/8"	\$330
<b>Black &amp; White – Available Friday &amp; Saturday ONLY</b>	
Business Card - 3-5/8 x 2"	\$110
Quarter Page - 3-5/8 x 4-7/8"	\$220
Half Page - 7-3/8 x 4-7/8"	\$440
Full Page - 7-3/8 x 9-7/8"	\$1,100

# Material Requirements

## Mechanical Requirements

We prefer all ads be submitted electronically as **PDF files** using Adobe Acrobat Distiller.

They must be “press” resolution with embedded fonts and CMYK art at 300 dpi.

If you have any questions concerning the ideal settings for Acrobat Distiller for this process, please contact Nancy Bink at nbink@wai.org.

**Trim Size:** 8 - 3/8" x 10 - 7/8"

**Live Matter:** 1/2 inch

**Line Screen:** 133-150

Please do not use low resolution or fuzzy photographs. Do not use images from web sites – they are usually at too low a resolution for printing. All images should be at least 300 dpi. All images, logos and graphics must be in CMYK. Single colors will be simulated using process colors. Do not use Spot or PMS colors.

If you are unable to email the artwork, CD-ROMs are acceptable. An FTP site is also available for uploads.

Advertised rates are for print-ready digital files only. We reserve the right to add charges for typesetting, artwork, photography or other mechanical services.

## Show Daily:

Black & White ads without logo should be sent within e-mail text (no attachment). All other artwork should follow above specifications.

## Discounts and Payment

### All Rates are NET.

No ad agency commission is available.

**Corporate Members** of Women in Aviation, International are eligible for a 10% discount on all advertising.

**Payment Terms:** Net 15 days from invoice date.

## Closing Dates and Deadlines

### The Conference Program:

**Insertion** closing: January 7th

**Materials** due: January 14th

If those days fall on a Saturday or Sunday, the materials are due the Friday before.

### The Show Daily Materials:

Color – 30 days prior to the Conference.

B&W – 3 days prior to the Conference

**Aviation for Women** is published bi-monthly.

January/February

March/April

May/June

July/August

September/October

November/December

Insertion order closing is the 15th day of the month that is two months prior to the date of release. For example, closing for the May/June issue is March 15th. *The only exception is the March/April issue, which closes on January 7th.* If those days fall on a Saturday or Sunday, the closing day is the Friday before.

Materials are due the 22nd day of the month that is two months prior to the date of release. For example, materials for the May/June issue are due on March 22nd. *The only exception is the March/April issue, for which materials are due on January 14th.* If those days fall on a Saturday or Sunday, the materials are due the Friday before.

## Submission Instructions

Please send **Insertion Orders** to:

Annette Calicoat

7395 S. County Rd. 25A, Tipp City, OH 45371

E-mail: acalicoat@wai.org

Toll Free: (866) 520-9424

Phone: (937) 669-4741

Fax: (937) 669-5453

Please send **Display Ad Artwork** to:

Nancy Bink

55 Hilltop Drive, North Salem, NY 10560

E-mail: nbink@wai.org