

# Annual Conference

# Aviation *for* Women<sup>®</sup>

The official publication of *Women in Aviation, International*<sup>®</sup>



# Advertising Kit



# 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-related products and services.



## Program Display Ad Rates

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



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



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



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



One  
Quarter  
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 \$2,775  
Two Color \$2,200  
Black & White \$2,025  
Inside Front Cover \$3,240  
Inside Back Cover \$3,125

**Half Page**  
Four Color \$1,740  
Two Color \$1,620  
Black & White \$1,450

**Quarter Page**  
Four Color \$ 985  
Two Color \$ 870  
Black & White \$ 755

**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

	<b>CONFERENCE ISSUE (discounted 40%)</b>	<b>plus 3 ISSUES AFW</b>	<b>PACKAGE TOTAL</b>
<b>Full Page</b>			
Four Color	\$1,665	\$6,255 (3x\$2085)	\$7,920
Two Color	\$1,320	\$5,565 (3x\$1855)	\$6,885
Black & White	\$1,215	\$4,140 (3x\$1380)	\$5,355
<b>Half Page</b>			
Four Color	\$1,045	\$3,645 (3x\$1215)	\$4,690
Two Color	\$ 970	\$3,120 (3x\$1040)	\$4,090
Black & White	\$ 870	\$2,775 (3x\$925)	\$3,645
<b>Quarter Page</b>			
Four Color	\$ 590	\$2,250 (3x\$750)	\$2,840
Two Color	\$ 520	\$1,830 (3x\$610)	\$2,350
Black & White	\$ 455	\$1,560 (3x\$520)	\$2,015

## SAVE MONEY

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

## RECEIVE RECOGNITION

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

# Show Daily

	<b>Rate per day</b>
<b>Full Page</b>	
Four Color	\$1,730
Black & White	\$1,155
<b>Half Page</b>	
Four Color	\$ 695
Black & White	\$ 460
<b>Quarter Page</b>	
Four Color	\$ 345
Black & White	\$ 230
<b>Business Card Size</b>	
Four Color	\$ 170
Black & White	\$ 115



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

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

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



# Mechanical Requirements

## Mechanical Requirements

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

They should 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/fuzzy photographs. All images should be at least 300 dpi.

All images, logos and graphics should be in CMYK. Single colors will be simulated using process colors. If you are unable to e-mail the artwork, CD-ROMs are acceptable and we have an FTP site available. Advertised rates are for print-ready digital files only.

We reserve the right to add \$150 for typesetting, artwork, photography or other mechanical services. Charges will be waived with a 6X insertion.

## 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 from invoice date.

## 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

E-mail: nbink@wai.org

## Closing Dates and Deadlines

### The Conference Program:

Insertion closing: January 7th

Materials due: January 15th

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 bimonthly.

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 15th. If those days fall on a Saturday or Sunday, the materials are due the Friday before.

