

www.wai.org



Career and Job Listings in the Members Only Section

1 Digital Magazine Cover Wrap
• 2 full pages opposite the covers

2 Connect Daily Blog/
Show Daily Blog
• Blog Sponsorship
• Banner Ad

3 Conference Web Page
• Half Skyscraper Ad
• Mini Banner Ad

4 Marketplace Spotlight
on the WAI home page

5 Marketplace Classifieds

6 School Zone Education Guide

The Official Web Site of

1 Digital Magazine Cover Wrap

- 2 full pages opposite the covers
- Hotlink to the sponsor's web site
- Forever archived

Pricing:

\$3,500 for sponsorship

Specs:

Logo in JPEG or GIF

- Imbedded video – Additional \$300

Materials to Amy Laboda



JPEG, GIF or Flash here
imbedded video optional

2 Connect Daily Blog/Show Daily Blog



Blog Sponsorship

- Stays at top for the month
- Includes logo and web site that is a hotlink
- No more than 3 can be purchased for one year

Pricing:

1x - \$1,200

3x - \$1,000



Banner Ad

- Moves down as items are added to Blog
- Up to 25 words of copy
- One low resolution graphic
- Web site hotlink

Mechanical Specifications:

- Banner Size: 460w by 60h pixels at 72 dpi, GIF or JPEG file
- Maximum file size 20K
- One Banner available per month

Pricing:

1x - \$520

3x - \$494 (5% discount)

6x - \$468 (10% discount)

9x - \$442 (15% discount)

12x - \$416 (20% discount)

Materials to Amy Laboda



3 Conference Web Page Ads

- Maximum is 6 times per year running every other month
- Artwork is to be provided. Modifications made by WAI will be billed at \$50/hour

Mini Banner

Two available per page

Graphic Specs:

- GIF or JPEG format only (no animation)
- Pixel dimensions: 150w x 100h
- Max file size: 10k
- Graphic hot links to web site

Pricing:

1x - \$190

3x - \$180 (5% discount)

6x - \$171 (10% discount)

Half Skyscraper

Graphic Specs:

- GIF or JPEG format only (no animation)
- Pixel dimensions: 150w x 300h
- Max file size: 20k
- Graphic hot links to web site

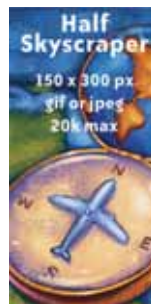
Pricing:

1x - \$380

3x - \$361 (5% discount)

6x - \$342 (10% discount)

Materials to Sharon Henderson



Send Insertion Orders to:

Annette Calicoat—WAI
7395 S. County Rd. 25A, Tipp City, OH 45371
E-mail: acalicoat@wai.org
Phone: (937) 669-4741
Toll Free: (866) 520-9424
Fax: (937) 669-5453

Send Magazine and Blog materials to:

Amy Laboda—WAI
E-mail: alaboda@wai.org

Send Web Site Electronic Files to:

Sharon Henderson—WAI
E-mail: shenderson@wai.org

4 Marketplace Spotlight on the WAI Home Page



- Includes free Marketplace Classified ad
- Artwork production included in price
- Maximum is 6 times per year running every other month

Graphic Specs:

- GIF or JPEG format only (no animation)
- Pixel Dimensions: 150w x 185h
- Max file size: 15k
- Graphic hot links to web site

Text Specs:

- Company Name: max 35 characters
- Description: max 310 characters (including spaces) and 8 lines (including breaks)
- Web site Link: max 50 characters

Pricing:

1x - \$2,000

3x - \$1,900 (5% discount)

6x - \$1,800 (10% discount)

Materials to Sharon Henderson

5 Marketplace Classified Ads

Marketplace Classifieds are a way for companies with a broad range of merchandise and/or a small advertising budget to benefit from our web site.

A click on the Marketplace Classifieds icon takes the viewer to a page of advertisers. Each advertiser has a HOT LINK that provides an immediate opportunity for the customer to proceed from our site directly to the advertiser's web site.

Monthly Rate includes:

- Company name
- One low resolution graphic: Either a logo or product photo
- Up to 25 words of copy
- Phone number
- Web site hot link

Graphic Specs:

- Company name—limited to 45 characters
- Graphic—max 200 pixels wide and 220 high JPEG or GIF file, maximum 20K
- Description—limited to 25 words and 180 characters
- Web site hot link—limited to 100 characters

Monthly Rate:

3 months - \$90/month

6 months - \$85 (5% discount)

12 months - \$80 (10% discount)

Insertion Orders and Materials Deadline:

The 20th of the month prior to posting online. The ad will be online as of the first of the month and will run the entire month.

Materials to Sharon Henderson

School Zone



School Zone applies to colleges/universities, flight schools, magnet schools etc. We are providing an *extremely inexpensive avenue for recruiting students* into aviation and aerospace.

A click on the School Zone icon takes the viewer to a page of advertisers. Each advertiser has a HOT LINK that provides an immediate opportunity for the potential student to proceed from our site directly to the advertiser's web site.

Bundle Discounts with *Aviation for Women* magazine **FREE School Zone Ad:**

- For 1 year with purchase of 6 full pages ads
- For 6 months with purchase of 3 full page ads
- For 6 months with purchase of 6 half page ads
- For 3 months with purchase of 3 half page ads
- 10% discount with a 3 time insertion for an ad valued over \$150

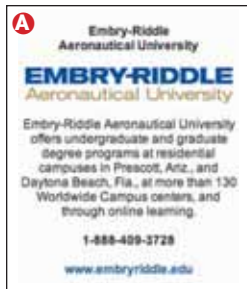
⑥ School Zone Ads

Yearly Rate ONLY \$480 per year

Insertion orders and Materials Deadline:

The 20th of the month prior to posting online.

Layout Options and Material Requirements



Ad Layout A: Graphic & Text with phone

- **School name**
Not more than 45 characters
- **Graphic**
format:
GIF or JPEG only
max pixel dimensions:
200w x 85h
max file size 15k
- **Text**
Not more than 25 words
or 7 lines of text
- **Phone number**
22 characters or less
- **Hot link to web site**



Ad Layout B: Graphic & Text with NO phone

- **School name**
Not more than 45 characters
- **Graphic**
format: GIF or JPEG only
max pixel dimensions:
200w x 100h
max file size 15k
- **Text**
Not more than 25 words
or 7 lines of text
- **Hot link to web site**



Ad Layout C: Graphic Only, No Text

- **School name**
Not more than 45 characters
- **Graphic**
format:
GIF or JPEG only
max pixel dimensions:
200w x 220h
max file size 20k
- **Hot link to web site**

* Note: over 25 characters will show "visit Website" instead of web site address

Career / Job Posting Rates

Option #1: Magazine and Web Site

\$90 per column inch

Each column inch is 2-1/8" wide by one inch high

The ad will appear in the Career section of *Aviation for Women* magazine in black and white with a color border.

You will receive a Free Listing on the Women in Aviation web site for 60 days.

Web listing is text only.

Option #2: WAI Connect Newsletter and Web Site

\$1.60 for first 50 words. 85 cents per word thereafter

The Text Only listing will appear in the WAI Connect email newsletter.

You will receive a Free Listing on the Women in Aviation web site for 30 days.

Web listing is text only.

Option #3: Web Site Only

\$1.50 for first 50 words. 75 cents per word thereafter

The Text Only listing will appear on the Women in Aviation web site for 30 days.

Posting usually occurs 2-3 business days after submission of information.

EDUCATION VOLUNTEERS

The WAI Education Committee is seeking one or two volunteers who have experience in school environments and/or with organizations such as Girl Scouts and youth groups. Please send your name and background information to waihq@wai.org if you are interested.

Example

Send Insertion Orders and Materials to:

Annette Calicoat, Women in Aviation, International, 7395 S. County Rd. 25A, Tipp City, OH 45371

E-mail: acalicoat@wai.org, Phone: 937-669-4741, Toll Free: 866-520-9424, Fax: 937-669-5453

WAI Connect E-mail Newsletter



WAI Connect Online is a bimonthly e-mail newsletter provided exclusively for members of Women in Aviation, International.

WAI Connect is published in the months opposite *Aviation for Women* magazine. Banner advertising is available for February, April, June, August, October and December. The banners are available for the beginning, middle and end of the newsletter.



The banner ad includes:

- Up to 25 words of copy
- One low resolution graphic
- Web site hot link

	ONE MONTH	3 MONTHS (5% discount)	6 MONTHS (10% discount)
Beginning	\$350	\$330	\$315
Middle	\$330	\$315	\$295
End	\$315	\$295	\$280

Mechanical Requirements:

- Banner size: 460 pixels wide and 60 pixels high at 72 dpi, JPEG or GIF file.
- Electronic files MUST be in Macintosh format.

Insertion Order and Materials Deadline:

The 15th of the month prior to posting online. The newsletter is sent at the first of the month.

Send Insertion Orders to:

Annette Calicoat
Women in Aviation, International
7395 S. County Rd. 25A, Tipp City, OH 45371
E-mail: acalicoat@wai.org
Phone: 937-669-4741
Toll Free: 866-520-9424
Fax: 937-669-5453

Send Banner Files to:

Amy Laboda
Women in Aviation, International
18735 Baseleg Ave.
North Ft. Myers, FL 33917
E-mail: alaboda@wai.org
Phone: 239-567-2271
Fax: 239-567-2271

Send Marketplace Files to:

Sharon Henderson
Women in Aviation, International
E-mail: shenderson@wai.org

WAI Connect Newsletter Marketplace Spotlight



- Includes free Marketplace Classified ad
- Artwork production included in price

Graphic Specs:

- GIF or JPEG format only (no animation)
- Pixel Dimensions: 150w x 185h
- Max file size: 15k
- Graphic hot links to web site

Text Specs:

- Company Name: Max 35 Characters
- Description: max 340 characters (including spaces) and 7 lines (including breaks)
- Web site Link: max 50 characters

Pricing:

- 1x - \$600
- 3x - \$570 (5% discount)
- 6x - \$540 (10% discount)

[Materials to Sharon Henderson](#)