Reach female aviators around the world.

Women in Aviation International (WAI) is a nonprofit organization dedicated to the advancement of women in all aviation career fields and interests.

It’s not merely a motto for WAI, it’s a mindset. Connecting, inspiring, and engaging women as they venture into the diverse and exciting aviation industry is our passion and purpose for existence.

This dedication to the advancement and encouragement of our more than 14,000 members and our 130 chapters is led by our well-established scholarship awards, educational outreach programs, Jobs Connect and Mentor Connect network, and special events such as Girls in Aviation Day and our annual International Women in Aviation Conference.

WAI Instrument Certificate Scholarship recipient
Melissa Diaz Cooper, Kailua, Hawaii
Print Advertising Rates
(All rates are net.)

Aviation for Women Magazine
WAI’s bimonthly publication is a must read among more than 13,500 members who receive it in both print and digital formats and features inspirational success stories of women who lead in multiple segments of aviation. It is an excellent way to keep your message alive and in front of our powerful audience of women, whether they are looking for new career opportunities or have the ability to influence others.

Ad Rates:

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
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<tbody>
<tr>
<td>Full Page</td>
<td>$2,500</td>
<td>$2,200</td>
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<tr>
<td>Half Page</td>
<td>$1,400</td>
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<tr>
<td>Third Page</td>
<td>$1,200</td>
<td>$1,000</td>
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<tr>
<td>Quarter Page</td>
<td>$900</td>
<td>$800</td>
<td>$750</td>
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<tr>
<td>Covers</td>
<td>$3,000</td>
<td>$2,750</td>
<td>$2,600</td>
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Aviation for Girls Magazine
Designed to inspire future aviators, Aviation for Girls is published annually in print and digital formats and read by more than 20,000 readers. In partnership with WAI’s expanding Girls in Aviation Day program, more than 20,000 copies of Aviation for Girls are distributed throughout the year. Featuring information about scholarships, internships, role models, and mentoring, the magazine’s content is geared for girls ages 8-17. Aviation for Girls is an invaluable opportunity for advertisers to reach a younger market as girls develop their high school and college education and career paths within the aviation industry.

Girls in Aviation Day 2020 is Saturday, September 26, 2020.

Contact:
Kelly Murphy, Director of Communications • kmurphy@wai.org • 703-967-8113
For more details visit www.WAI.org/magazine/advertising.cfm
"I find each article interesting and unique in its own way. I love how each of them have a specific avenue in mind (education, flight, business, art), but they are still applicable to each reader. The magazine is a beautiful balance between individuality and relevance."

—from 2019 reader survey

Cover girl
Dr. Christine Darden
and fans at WAI2019
Ad Sizes

**Magazine Trim Size** (in inches)  
8.375" x 10.875"

**Magazine Bleed Size** (in inches)  
8.625" x 11.125"

**Live Matter**—Please do NOT put any logos and type within .25 inches of the trim edge. We cannot guarantee trim on objects outside the live matter area.

**Ad Materials**:
Ad materials must be submitted electronically in PDF files. They should be “press” resolution with embedded fonts and CMYK art at 300 dpi. All images, logos and graphics should be in CMYK at 300 dpi. Spot colors will be simulated using process colors.

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**Aviation for Women 2020 Closing Dates**

<table>
<thead>
<tr>
<th>Issue Date</th>
<th>Ad Close</th>
<th>Material Due</th>
<th>In Members’ Mailboxes</th>
</tr>
</thead>
<tbody>
<tr>
<td>January/February</td>
<td>11/14/19</td>
<td>11/21/19</td>
<td>12/24/19</td>
</tr>
<tr>
<td>March/April (Conference Issue)</td>
<td>1/16/20</td>
<td>1/23/20</td>
<td>3/4/20</td>
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<tr>
<td>July/August (AirVenture Issue)</td>
<td>5/15/20</td>
<td>5/22/20</td>
<td>7/3/20</td>
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<tr>
<td>September/October</td>
<td>7/16/20</td>
<td>7/23/20</td>
<td>8/27/20</td>
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<tr>
<td>November/December</td>
<td>9/14/20</td>
<td>9/21/20</td>
<td>10/29/20</td>
</tr>
</tbody>
</table>
“There is no other aviation magazine or organization that consistently educates, highlights, and promotes women in aviation. I write this as a professional pilot with 28 years of experience and observations.”

—from 2019 reader survey
Conference Advertising

(All rates are net.)

International Women in Aviation Conference Program

Reach every WAI member! The annual conference program is bound into the March/April issue of Aviation for Women magazine as a special section. The issue is distributed both by mail and digitally to all WAI members worldwide. Having the conference program bound into the center of the magazine allows conference advertisers access to the entire WAI membership, including those unable to attend the conference. The conference program has all the details for the three-day event with 4,500 attendees.

Ad Rates:

- **Full Page:**
  - 1x: $2,500
  - 3x: $2,200
  - 6x: $2,000
- **Half Page:**
  - 1x: $1,400
  - 3x: $1,300
  - 6x: $1,200
- **Quarter Page:**
  - 1x: $900
  - 3x: $800
  - 6x: $750

2020 Conference Program Closing Dates

<table>
<thead>
<tr>
<th>Issue Date</th>
<th>Ad Close</th>
<th>Material Due</th>
<th>In Members’ Mailboxes</th>
</tr>
</thead>
<tbody>
<tr>
<td>March/April</td>
<td>1/16/20</td>
<td>1/23/20</td>
<td>3/2/20</td>
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The Daily at the International Women in Aviation Conference

The Daily is published Thursday, Friday, and Saturday during the conference. Attendees read The Daily for the latest news and events of the day, including your message.

Ad Rates:

- **Thursday:**
  - Full Page: $1,400
  - Half Page: $750
  - Quarter Page: $400
- **Friday:**
  - Full Page: $1,400
  - Half Page: $750
  - Quarter Page: $400
- **Saturday:**
  - Full Page: $1,400
  - Half Page: $750
  - Quarter Page: $400
- **3x:**
  - Thursday: $1,255
  - Friday: $680
  - Saturday: $365

2020 The Daily Closing Dates

<table>
<thead>
<tr>
<th>Issue Date</th>
<th>Ad Close</th>
<th>Material Due</th>
<th>Distributed at WAI2020</th>
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</thead>
<tbody>
<tr>
<td>Thursday Daily (pre-printed)</td>
<td>2/17/20</td>
<td>2/21/20</td>
<td>3/5/20</td>
</tr>
<tr>
<td>Friday and Saturday Daily</td>
<td>2/28/20</td>
<td>3/2/20</td>
<td>3/6/20, 3/7/20</td>
</tr>
</tbody>
</table>
“I use my old copies of the magazine to encourage young women interested in aviation.”

—from 2019 reader survey
Editorial Distribution

All year-round *Aviation for Women* and *Aviation for Girls* are distributed at international conferences and meetings, education and career expos, chapter events, and special gatherings to highlight the diversity of women in aviation. Our more than 13,500 members receive each issue in both print and digital formats.

January/February 2020
2020 Conference Preview, 2019 Girls in Aviation Day coverage
Event Distribution—Heli-Expo, AABI Winter Meeting

March/April 2020
Special Conference Program Guide
Event Distribution—International Women in Aviation Conference, Sun ‘n Fun

May/June 2020
Event Distribution—EBACE, Geneva, Switzerland

July/August 2020
Scholarship Listing Issue
Event Distribution—EAA AirVenture, Oshkosh, Wisconsin

September/October 2020
Event Distribution—UAA Fall Education Conference, RAA Annual Convention, NBAA, ERA General Assembly

November/December 2020
Event Distribution—Chapter Meetings, Career Expos, Holiday Gatherings

January/February 2021
2021 Conference Preview, Girls in Aviation Day coverage

Aviation for Girls 2020

Worldwide Distribution—Girls in Aviation Day, September 26, 2020
WAI Detroit Chapter
Girls in Aviation Day 2018
Digital Advertising
(Digital analytics are available upon request.)

Develop a print and digital advertising package that expands your company’s advertising and marketing efforts all year long.

www.WAI.org
The WAI website is an invaluable resource for our members as well as the aviation industry with news updates, upcoming event information, as well as membership benefits and programs. Members and industry stakeholders seeking information on all things women in aviation and aerospace visit our website.

WAI Connect e-Newsletter
Published monthly, our popular e-Newsletter delivers timely information to members and presents additional opportunities for your message to reach them!

WAI Jobs Connect
Select advertising space is available on our website’s members only Jobs Connect page. WAI Corporate members can post jobs and internships for free—a complimentary benefit of your company’s support of WAI. Your open positions will be posted within 2 to 3 business days. Before you know it, you’ll be attracting potential candidates from our diverse and unique membership that represents pilots, engineers, maintenance technicians, airport personnel, schedulers and dispatchers, company executives, and military personnel.

Digital Ad Units and Specs

**Website**

**www.WAI.org**

Medium Box Ad

300 x 250

$500 per month

(30-day posting)

**WAI Connect e-Newsletter**

Horizontal Banner Ad

800 x 132

Lead Banner $325

Regular Banner $230

**Aviation for Women**

(6x per year)

**Aviation for Girls**

(1x per year)

Digital Announcement

Lead Banner $325

Regular Banner $230
Aviation for Women and Aviation for Girls are read by WAI members around the world.

With a growing number of chapters around the world, WAI represents a diverse and unique audience including school-age girls, college students, young and seasoned professionals, as well as those that serve in the armed forces.

Member surveys continually report the magazine is one of the top membership benefits.

“An inspirational and informative magazine that I always share with students.”

— from 2019 reader survey