

Display · Classified · Career · Rates

Aviation *for* Women[®]

The official publication of *Women in Aviation, International*[®]



Advertising Kit



Display Advertising Rates

AviationforWomen
The official publication of Women in Aviation, International®

Added Value!
You get 5 for 1
with every
print display ad!
(1 print, 1 digital
and 3
hot links!

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 Third Vertical 2-1/8" 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.



	1 ISSUE	3 ISSUES	6 ISSUES
Full Page			
Four Color	\$2,315	\$2,085	\$1,970
Two Color	\$2,085	\$1,855	\$1,740
Black & White	\$1,740	\$1,380	\$1,275
Half Page			
Four Color	\$1,390	\$1,215	\$1,160
Two Color	\$1,275	\$1,040	\$ 925
Black & White	\$1,040	\$ 925	\$ 840
Third Page			
Four Color	\$1,135	\$ 980	\$ 930
Two Color	\$1,030	\$ 825	\$ 725
Black & White	\$ 865	\$ 725	\$ 650
Quarter Page			
Four Color	\$ 870	\$ 750	\$ 695
Two Color	\$ 780	\$ 610	\$ 520
Black & White	\$ 695	\$ 520	\$ 465
Covers			
Back Cover	\$2,890	\$2,660	\$2,545
Inside Front Cover	\$2,770	\$2,495	\$2,260
Inside Back Cover	\$2,660	\$2,375	\$2,200

All rates are NET. WAI Corporate Members are eligible for a 10% discount

Classified Advertising Rates

Classified-Display:

\$95 per column inch
 Each column inch is 2-1/8" wide by one inch high
 Add \$75 for spot color
 Add \$125 for four-color
 Materials: Please provide print-ready artwork
 We can create your ad for a one-time production charge of \$50.00.
 You must provide your ad copy and originals of any art or logos to be used.

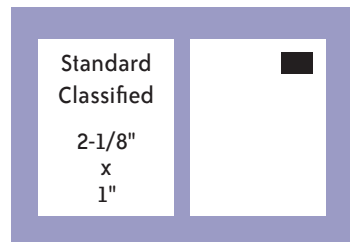
Classified-Word Only:

\$1.50 per word- Minimum length is 25 words = \$37.50
 Lead-in word or words are set in bold-face capitals
 Abbreviations, groups of numbers, acronym = 1 word
 Name, address and phone number= 3 words
 The word "fax" and number = 2 words
 Web site/e-mail address= 3 words

Discount: Deduct 10% if payment is for three or more consecutive insertions.

Payment Policy:

All insertions must be paid in advance by MasterCard, Visa or check.
 Payment should reach our office no later than the 10th of the month one month prior to publication. All copy must be submitted in writing (mail, fax or e-mail) and is subject to publisher's approval. Please send ad copy to Annette Calicoat, email: acalicoat@wai.org, fax: 937-669-5453



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.



Please send ad copy to Annette Calicoat, email: acalicoat@wai.org, fax: 937-669-5453

Mechanical Requirements

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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 or 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 email 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.

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

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 14th. If those days fall on a Saturday or Sunday, the materials are due the Friday before.

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.

