

## **AWC Advertising and Marketing Opportunities**

Through our innovative Marketing Opportunities program, you can put your company in front of our membership. We value our corporate relationships and want your AWC experience to be mutually beneficial you and AWC.

- Interested in a presence at our Annual AWC National Conference
- Want visibility on the AWC Web site?
- Want visibility by sponsoring a Webinar or e-newsletter?
- Want visibility by partnering with AWC on leading edge research?

If you answered yes to any of the above, read on to learn more about AWC and our marketing opportunities!

### **Who Belongs to AWC?**

The Association for Women in Communications, with more than 3,500 active members and a community of more than 7,500, is a professional organization that champions the advancement of women across all communications disciplines by recognizing excellence, promoting leadership and positioning its members at the forefront of the evolving communications era.

The results of an AWC member survey revealed the following demographics:

- Age: Range from 18 to 90-plus with an average age of 41
- Gender: Majority women
- Education: 94% hold an undergraduate degree; 47% hold graduate degrees or higher
- Occupation Sector: 55% for-profit companies
- Employer Size: Majority work in companies with fewer than 100 employees and are salaried, full-time employees
- Occupation Type: 50% work in public relations, marketing or communications management; others work in fields including journalism, graphic design, photography, web development and publishing
- Position: Approximately 40% are in the executive or management roles

### **How Can You Reach Your Prospective Customers and Clients?**

AWC has developed a comprehensive sponsorship and advertising program that will allow sponsors the opportunity to choose what works best for them. The opportunities for visibility include annual sponsorships, Conference sponsorships, print and web advertising and many other possibilities.

### **Who Attends the Annual AWC National Conference?**

The Annual AWC National Conference has an attendance ranging from 150 – 300 attendees over the past few years. Attendees are mostly AWC members, but many nonmembers have been

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attracted from all over the nation and the world. Mainly consisting of decision makers and those with purchasing power, the Annual AWC National Conference is a great place to gain visibility for your product or service.

### **Past Exhibitors, Advertisers and Sponsors**

AARP Missouri	Forbes	Prospera
ABC News	Footjoy	Prudential Financial
AT&T	Gannett	RadioShack
Atlanta Constitution	Gateway	The Smithsonian
Ad Management Insights LLC	Golf Digest Woman	South Plains Electric Cooperative, Inc.
Adobe Systems	Graphic Data, LLC	Sprint Nextel
American Marketing Association	HBO	The Boston Globe
American State Bank	Hewlett Packard	TIME Magazine
Association Resource Collaborative	Mercury	Titleist
Bolger	Microsoft	Univeristy of Medicine and Dentistry of New Jersey
Burelle's Information Services	Motorola	USA WEEKEND
Business Wire	Morris Communications	Wells Fargo
Comcast	NBC	Xerox
Coors	Nancy Lopez Golf	Zenith Woman
Children's TV Workshop	New England Financial	And many more...
Detroit Free Press	Newsweek	
Dow Jones Company	O'Dwyer	
	OMM Productions	
	Philosophy Communications	
	PR Newswire	

***AWC will be celebrating its 100<sup>th</sup> Anniversary in 2009 and is positioning itself for another successful 100 years! Get involved in AWC now and be part of the 100<sup>th</sup> Anniversary celebration!!***

### **Annual AWC Sponsorships**

#### **Platinum - \$25,000**

##### ***Benefits:***

1. Logo and link to your company Web site on AWC Web site for one year
  - a. Home page
  - b. Sponsor page
2. Corporate profile (up to 100 words) on sponsor page of AWC Web site for one year
3. Access to AWC's membership for two (2) mailings per year (at sponsor's cost) through a bonded mail house

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4. Recognition in newsletters, e-mails, other marketing materials, etc. for one year
5. Ad space as follows:
  - a. Print
    - i. AWC National Conference Program – full page black & white ad (option to upgrade to four-color)
  - b. Electronic
    - i. Communiqué – full page four-color ad for one year (6 issues)
6. AWC National Conference benefits:
  - a. Four (4) complimentary registrations to Conference
  - b. Four (4) complimentary tickets to Clarion/Matrix Awards Dinner with VIP seating
  - c. Three (3) Professional Communicator Scholarships to attend Conference in sponsor's name
  - d. Three (3) Student Scholarships to attend Conference in sponsor's name
  - e. Recognition on show sponsorship signage
  - f. 25% discount on event sponsorship
  - g. Logo, 100-word company description in Conference program
  - h. One time pre and post show mailing to Conference attendees (at sponsor's cost)
  - i. Complimentary exhibit table (table top)
  - j. Introduction of one general session speaker of choice (first come, first serve), with 5-minute company presentation
  - k. Recognition at Clarion/Matrix Awards Dinner/presentation of plaque
7. Ten (10) complimentary Job Board listings in one-year period

### **Gold - \$15,000**

#### ***Benefits:***

1. Logo and link to your company Web site on AWC Web site sponsor page for one year
2. Corporate profile (up to 75 words) on sponsor page of Web site for one year
3. Recognition in newsletters, e-mails, other marketing materials, etc. for one year
4. Ad space as follows:
  - a. Print
    - i. AWC National Conference Program – ½-page black & white ad
  - b. Electronic
    - i. Communiqué – ½-page four-color ad for one year (6 issues)
5. AWC National Conference benefits:
  - a. Two (2) complimentary registrations to Conference
  - b. Two (2) complimentary tickets to Clarion/Matrix Awards Dinner with VIP seating
  - c. Three (3) Professional Communicator Scholarships to Conference in sponsor's name
  - d. Two (2) Student Scholarships to Conference in sponsor's name
  - e. Recognition on show sponsorship signage
  - f. Logo, ½-page black & white ad, 75-word company description in Conference program

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- g. Complimentary exhibit table (table top)
- h. Introduction of one general session speaker of choice (first come, first serve), with up to a 3-minute company presentation
- i. Recognition at Clarion/Matrix Awards Dinner
6. Seven (7) complimentary Job Board listings in one-year period

### **Silver - \$10,000**

#### ***Benefits:***

1. Logo and link to your company Web site on AWC Web site sponsor page for one year
2. Corporate profile (up to 50 words) on sponsor page of Web site for one year
3. Recognition in newsletters, e-mails, other marketing materials, etc. for one year
4. Ad space as follows:
  - a. Print
    - i. AWC National Conference Program – ¼-page black & white ad
  - b. Electronic
    - i. Communiqué – ¼-page four-color ad for one year (6 issues)
5. AWC National Conference benefits:
  - a. Two (2) complimentary registrations to Conference
  - b. One (1) Professional Communicator Scholarship to Conference in sponsor's name
  - c. Recognition on show sponsorship signage
  - d. Logo, 1/4 page black & white ad, 50-word company description in Conference program
  - e. Complimentary exhibit table (table top)
  - f. Recognition at Clarion/Matrix Awards Dinner
6. Five (5) complimentary Job Board listings in one-year period

### **Bronze - \$5,000**

#### ***Benefits:***

1. Logo and link to your company Web site on AWC Web site sponsor page for one year
2. Corporate profile (up to 25 words) on sponsor page of Web site for one year
3. Recognition in newsletters, e-mails, other marketing materials, etc. for one year
4. Ad space as follows:
  - a. Print
    - i. AWC National Conference Program – 1/8-page black & white ad
  - b. Electronic
    - i. Communiqué – 1/8-page four-color ad for one year (6 issues)
5. AWC National Conference benefits:
  - a. Two (2) complimentary registrations to Conference
  - b. Recognition on show sponsorship signage
  - c. Logo, 1/8-page ad, and 25-word company description in Conference program
  - d. Complimentary exhibit table (table top)
6. Three (3) complimentary Job Board listings in one-year period

## AWC Advertising and Marketing Opportunities

### Special AWC Event & Product Sponsorships

#### **Clarion Competition - \$2,500**

*Benefits:*

1. Logo and link to your company Web site on AWC Web site for one year
  - a. Sponsor page
  - b. Clarion page
2. Recognition in Clarion marketing materials for one year
3. AWC National Conference benefits:
  - a. Two (2) complimentary tickets to Clarion/Matrix Awards Dinner with VIP seating

#### **Webinar - \$1,500**

*Benefits:*

1. Logo and link to your company Web site on AWC Web site sponsor page for one year
2. Recognition in newsletter and sponsored Webinar marketing e-mails
3. Recognition in sponsored Webinar materials
4. Two (2) complimentary registrations for sponsored Webinar

#### **Job Board - \$1,000 (monthly)**

*Benefits:*

1. Logo and link to your company Web site on AWC Web site sponsor page for one month
2. Recognition in newsletter, e-mails, and other marketing materials, etc. for one month
3. Four-color banner ad on job board pages for one month
4. Two (2) complimentary Job Board listings in one year period

## Advertising Opportunities

### **Communiqué**

The Communiqué is a bi-monthly, four-color electronic newsletter e-mailed to all AWC members. The Communiqué features articles on hot topics in the communications industry and informs readers about what is going on in the AWC community. Ads are reviewed for acceptance into the publication. AWC reserves the right to reject an ad for any reason.

<b>Ad Size</b>	<b>Price (per issue)</b>	<b>Dimension</b>	<b>File Type Accepted</b>
Full Page	\$995.00	7 1/2" x 10"	EPS, PDF, TIF or JPEG
1/2-Page - horizontal	\$495.00	7 1/2" x 4 1/2"	EPS, PDF, TIF or JPEG
1/4-Page	\$275.00	3 1/2" x 4 3/4"	EPS, PDF, TIF or JPEG

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1/8-Page	\$125.00	3 1/2" x 2 1/4"	EPS, PDF, TIF or JPEG
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### AWC Web Site

The AWC Web site is updated regularly and includes many resources for members and nonmembers. With an average of 166,000 hits per month and more than 5,000 unique viewers per month, exposure on the AWC Web site is sure to provide the visibility expected!

Ad Type	Price (monthly rate)	Dimension	File Type Accepted
Banner Ad	\$750.00	TBD	EPS, PDF, TIF or JPEG
Button Ad	\$450.00	TBD	EPS, PDF, TIF or JPEG

### Job Board

The AWC Job Board, Career Connections, was started in early 2007 and already has had thousands of jobs and hundreds of resumes posted. Post your ad on AWC's Career Connections to increase your exposure to high caliber communicators and the companies that hire them!

Ad Type	Price (monthly rate)	Dimension	File Type Accepted
Banner Ad	\$750.00	TBD	EPS, PDF, TIF or JPEG
Button Ad	\$450.00	TBD	EPS, PDF, TIF or JPEG

## Annual AWC National Conference

### Official Conference Sponsor - \$10,000

**Benefits:**

1. Five (5) complimentary Conference registrations
2. Ten (10) complimentary Clarion/Matrix Dinner tickets
3. Ten (10) complimentary Headliner Luncheon tickets
4. Most prominent logo exposure on Conference marketing materials (electronic and print)
5. Most prominent logo and link to your company Web site on AWC Conference home page
6. Logo, link to your company Web site, and 100-word company description on sponsor page of Conference Web site
7. Complimentary exhibit table
8. Full-page black & white ad in Conference program (option to upgrade to four-color)

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9. Introduction of one general session speaker of choice (first come, first serve) with an up to 5-minute company presentation
10. Logo exposure on show sponsorship signage (except for exclusively sponsored events)
11. Product literature distributed in Conference tote bag
12. One time pre and post show mailing to Conference attendees (at sponsor's cost) through a bonded mail house
13. Recognition from podium during Conference
14. One-time ½-page four-color ad in Communiqué (bi-monthly electronic newsletter)

## **AWC National Conference Event Sponsorships**

### **Clarion/Matrix Dinner Sponsor - \$7,500 (1 available)**

#### ***Benefits:***

1. Ten (10) complimentary Clarion/Matrix Dinner tickets
2. Five (5) complimentary Headliner Luncheon tickets
3. Exclusive logo exposure on dinner signage
4. Company/product literature distributed at dinner
5. Logo exposure on Conference marketing materials (electronic and print)
6. Logo, 75-word company description, and link to your company Web site on sponsor page of Conference Web site
7. 50% discount on exhibit table
8. ½-page black & white ad in Conference program
9. Logo exposure on show sponsorship signage (except for exclusively sponsored events)
10. Up to a 5-minute company presentation at dinner

### **Headliner Luncheon Sponsor - \$6,000 (1 available)**

#### ***Benefits:***

1. Ten (10) complimentary Headliner Luncheon tickets
2. Three (3) complimentary Clarion/Matrix Dinner tickets
3. Exclusive logo exposure on luncheon signage
4. Company/product literature distributed at luncheon
5. Logo exposure on Conference marketing materials (electronic and print)
6. Logo, 50-word company description, and link to your company Web site on sponsor page of Conference Web site
7. 35% discount on exhibit table
8. ¼-page black & white ad in Conference program
9. Logo exposure on show sponsorship signage (except for exclusively sponsored events)
10. Up to 3-minute company presentation at luncheon

### **Clarion Reception Sponsor - \$3,500 (1 available)**

#### ***Benefits:***

1. Seven (7) complimentary Clarion/Matrix Dinner tickets
2. Exclusive logo exposure on reception signage

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3. Company/product literature distributed at reception
4. Logo exposure on Conference marketing materials (electronic and print)
5. Logo, 25-word company description, and link to your company Web site on sponsor page of Conference Web site
6. 30% discount on exhibit table
7. 1/8-page black & white ad in Conference program
8. Logo exposure on show sponsorship signage (except for exclusively sponsored events)
9. Up to 3-minute company presentation at reception

### **Welcome Reception Sponsor - \$2,000 (1 available)**

#### ***Benefits:***

1. Five (5) complimentary Clarion/Matrix Dinner tickets
2. Exclusive logo exposure on reception signage
3. Company/product literature distributed at reception
4. Logo exposure on Conference marketing materials (electronic and print)
5. Logo, 25-word company description, and link to your company Web site on sponsor page of Conference Web site
6. 25% discount on exhibit table
7. 1/8-page black & white ad in Conference program
8. Logo exposure on show sponsorship signage (except for exclusively sponsored events)
9. Up to 3-minute company presentation at reception

### **Night-Out Sponsor - \$2,000 (1 available)**

#### ***Benefits:***

1. Five (5) complimentary Clarion/Matrix Dinner tickets
2. Exclusive logo exposure on event signage
3. Company/product literature included in Conference registration bag
4. Logo exposure on Conference marketing materials (electronic and print)
5. Logo, 25-word company description, and link to your company Web site on sponsor page of Conference Web site
6. 25% discount on exhibit table
7. 1/8-page black & white ad in Conference program
8. Logo exposure on show sponsorship signage (except for exclusively sponsored events)
9. Up to 3-minute company presentation at event

### **General Session Sponsor - \$1,500 (2 available)**

#### ***Benefits:***

1. Four (4) complimentary Clarion/Matrix Dinner tickets
2. Exclusive logo exposure on session signage
3. Company/product literature distributed at session
4. Logo exposure on Conference marketing materials (electronic and print)
5. Logo and link to your company Web site on sponsor page of Conference Web site
6. 20% discount on exhibit table
7. Logo in Conference program

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8. Logo exposure on show sponsorship signage (except for exclusively sponsored events)
9. Up to 2-minute company presentation at session

### **Single Session Sponsor - \$750 (4 available)**

***Benefits:***

1. Three (3) complimentary Clarion/Matrix Dinner tickets
2. Exclusive logo exposure on session signage
3. Company/product literature distributed at session
4. Logo exposure on Conference marketing materials (electronic and print)
5. Logo and link to your company Web site on sponsor page of Conference Web site
6. 15% discount on exhibit table
7. Logo in Conference program
8. Logo exposure on show sponsorship signage (except for exclusively sponsored events)
9. Up to 2-minute company presentation at session

### **Chapter Award Breakfast Sponsor - \$600 (1 available)**

***Benefits:***

1. Two (2) complimentary Clarion/Matrix Dinner tickets
2. Exclusive logo exposure on breakfast signage
3. Company/product literature distributed at breakfast
4. Logo exposure on Conference marketing materials (electronic and print)
5. Logo and link to your company Web site on sponsor page of Conference Web site
6. 10% discount on exhibit table
7. Logo in Conference program
8. Logo exposure on show sponsorship signage (except for exclusively sponsored events)
9. Up to 2-minute company presentation at breakfast

### **Breakfast Sponsor - \$500 (1 available)**

***Benefits:***

1. Two (2) complimentary Clarion/Matrix Dinner tickets
2. Exclusive logo exposure on breakfast signage
3. Company/product literature distributed at breakfast
4. Logo exposure on Conference marketing materials (electronic and print)
5. Logo and link to your company Web site on sponsor page of Conference Web site
6. 10% discount on exhibit table
7. Logo in Conference program
8. Up to a 2-minute company presentation at breakfast

## **AWC National Conference Item Sponsorships**

### **Flash Drive Sponsor - \$3,500 (1 available)**

***Benefits:***

## **AWC Advertising and Marketing Opportunities**

1. Exclusive logo exposure on flash drives (company responsible for purchasing drives which must include AWC/Conference logo)
2. Company/product literature loaded onto drives (must be approved by AWC)
3. Logo exposure on Conference marketing materials (electronic and print)
4. Logo and link to your company Web site on sponsor page of Conference Web site
5. 1/8-page black & white ad in Conference program
6. Recognition on show sponsorship signage (except for exclusively sponsored events)

### **Hot Zone Sponsor - \$2,000 (1 available)**

*Benefits:*

1. Exclusive logo exposure on Hot Zone signage
2. Company/product literature distributed at Hot Zone
3. Screensaver will feature a scrolling banner with sponsor names on each screen
4. Logo exposure on Conference marketing materials (electronic and print)
5. Logo and link to your company Web site on sponsor page of Conference Web site
6. Logo and 1/8-page black & white ad in Conference program
7. Recognition on show sponsorship signage (except for exclusively sponsored events)

### **Tote Bag Sponsor - \$1,500 (1 available)**

*Benefits:*

1. Exclusive logo exposure on tote bag (company responsible for purchasing bag which must also include AWC logo and Conference text)
2. Company/product literature inserted in totes (must be approved by AWC)
3. Logo exposure on Conference marketing materials (electronic and print)
4. Logo and link to your company Web site on sponsor page of Conference Web site
5. Logo and 1/8-page black & white ad in Conference program
6. Recognition on show sponsorship signage (except for exclusively sponsored events)

### **Lanyard Sponsor - \$1,500 (1 available)**

*Benefits:*

1. Exclusive logo exposure on lanyards (company responsible for purchasing lanyards which must also include AWC logo and Conference text)
2. Logo exposure on Conference marketing materials (electronic and print)
3. Logo and link to your company Web site on sponsor page of Conference Web site
4. Logo and 1/8-page black & white ad in Conference program
5. Recognition on show sponsorship signage (except for exclusively sponsored events)

### **Bookstore Sponsor - \$1,500 (1 available)**

*Benefits:*

1. Exclusive logo exposure on bookstore signage
2. Company/product literature distributed at bookstore
3. Logo exposure on Conference marketing materials (electronic and print)
4. Logo and link to your company Web site on sponsor page of Conference Web site
5. Logo and 1/8-page ad in Conference program

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6. Recognition on show sponsorship signage (except for exclusively sponsored events)

## AWC National Conference Scholarships

### Annual Conference Professional Communicator Scholarship - \$1,250

*Benefits:*

1. One (1) professional communicator (selected by AWC) will receive a full Conference registration
2. Sponsor receives one (1) full Conference registration
3. Sponsor receives recognition in Conference program

### Annual Conference Student Scholarship - \$ 600

*Benefits:*

1. One (1) student communicator (selected by AWC) will receive a full Conference registration
2. Sponsor receives recognition in Conference program

## AWC National Conference Exhibit Opportunity

Exhibitors are given the opportunity to display products/services in the exhibit area and upon receiving written permission from AWC have the right to sell their goods and services during the Conference hours.

Table Size	Price	Space Includes
Two 6' Tables	\$750.00	Skirted table, two chairs and trash bin
6' Table	\$500.00	Skirted table, two chairs and trash bin

## AWC National Conference Program Advertising

The Conference program will be distributed to all Conference attendees and include bios and descriptions of all speakers and sessions. Attendees will be sure to carry their programs with them for all three days of the Conference and keep as a reference after the close – a great way to make a lasting impression!

Ad Size	Price	Dimension	File Type Accepted	Color/B&W
Full Page - Back Cover	\$995.00	7 1/2" x 10"	High resolution (300 dpi) - EPS, PDF, TIF or JPEG	4-Color
Full Page - Inside Front Cover	\$850.00	7 1/2" x 10"	High resolution (300 dpi) - EPS, PDF, TIF or JPEG	4-Color

## AWC Advertising and Marketing Opportunities

Full Page - Inside Back Cover	\$750.00	7 1/2" x 10"	High resolution (300 dpi) - EPS, PDF, TIF or JPEG	4-Color
Full Page	\$650.00	7 1/2" x 10"	High resolution (300 dpi) - EPS, PDF, TIF or JPEG	B&W
1/2-Page - Horizontal	\$400.00	7 1/2" x 4 1/2"	High resolution (300 dpi) - EPS, PDF, TIF or JPEG	B&W
1/4-Page	\$250.00	3 1/2" x 4 3/4"	High resolution (300 dpi) - EPS, PDF, TIF or JPEG	B&W
1/8-Page	\$100.00	3 1/2" x 2 1/4"	High resolution (300 dpi) - EPS, PDF, TIF or JPEG	B&W

## AWC National Conference Additional Options

6' Exhibit Table and 1/4-page black & white ad in Conference program: \$650