

## **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 for you and AWC.

Do You Need...

- Visibility?
- Brand Awareness?
- New Customers?
- New Clients?

If you answered yes to any of the above, read on to learn more about AWC and our marketing opportunities! Our goal is to cater to your business marketing needs and deliver results.

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

The Association for Women in Communications, with more than 2,500 active members and a community of more than 7,500, is a professional organization, founded in 1909, 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.

## **AWC Advertising and Marketing Opportunities**

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

The Annual AWC National Conference has an attendance ranging from 125 – 175 attendees over the past few years. Attendees are mostly AWC members, but many nonmembers have been 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	

## **Annual AWC Sponsorships**

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

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

## **AWC Advertising and Marketing Opportunities**

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 250 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
4. Recognition in newsletters, e-mails, other marketing materials, etc. for one year
5. Ad space as follows:
  - a. Conference program only full B&W
  - b. Communiqué – banner ad- 6 issues- their choice of months. Ad can be changeable but they must provide artwork in correct format and size.
6. AWC National Conference benefits:
  - a. Two (2) complimentary registrations to Conference
  - b. VIP seating at the Clarions
  - c. Two (2) Professional Communicator Scholarships to attend Conference in sponsor's name
  - d. Recognition at the conference
  - e. 25% discount on event sponsorship
  - f. B&W logo and 100-word company description in Conference program
  - g. One time pre and post show mailing to Conference attendees (at sponsor's cost)
  - h. Five minute address at conference opening session or introduction of one general session speaker with 5 minute company address.
  - i. Recognition at Clarion dinner and help hand out Clarion Awards
7. One guest educational article in Newsletter
8. Goodie bag items & brochure for conference (subject to prior approval of AWC)

### **Gold - \$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 150 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. Conference program only 1/2 B&W
  - b. Communiqué - recognition only.
5. AWC National Conference benefits:
  - a. One (1) complimentary registrations to Conference
  - b. VIP seating at the Clarions
  - c. One (1) Professional Communicator Scholarships to Conference in sponsor's name
  - d. Recognition at the conference
  - e. Logo, 1/2-page black & white ad, 75-word company description in Conference program
  - f. Introduction of one general session speaker of choice (first come, first serve), with up to a 3-minute company presentation

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- g. Recognition at Clarion/Matrix Awards Dinner
6. One guest educational article in Newsletter
7. Goodie bag items & brochure for conference (subject to prior approval of AWC)

### Silver - \$2,500

#### *Benefits:*

1. Logo and link to your company Web site on AWC Web site sponsor page for one year
2. Corporate profile (up to 100 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. conference program only 1/4 B&W
  - b. Communiqué - recognition only.
5. AWC National Conference benefits:
  - a. Member pricing on registration to conference
  - b. Recognition on conference signage
  - c. Recognition at Clarion/Matrix Awards Dinner
6. One guest educational article in Newsletter
7. Goodie bag items & brochure for conference (subject to prior approval of AWC)

### Bronze - \$1,000

#### *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
4. Ad space as follows:
  - a. Conference Program -1/8-page black & white ad
5. AWC National Conference benefits:
  - a. Member pricing on registration to conference
  - b. Recognition on conference signage
  - c. Complimentary exhibit table (table top)
6. One guest educational article in Newsletter
7. Goodie bag items & brochure for conference (subject to prior approval of AWC)

## 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:

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- 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 on Webinar opening & Closing slides
4. Two (2) complimentary registrations for sponsored Webinar
5. Two (2) minute introduction in the 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
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.

Ad Size	Price (per issue)	Dimension	File Type Accepted
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
1/8-Page	\$125.00	3 1/2" x 2 1/4"	EPS, PDF, TIF or JPEG

## AWC Advertising and Marketing Opportunities

### 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!

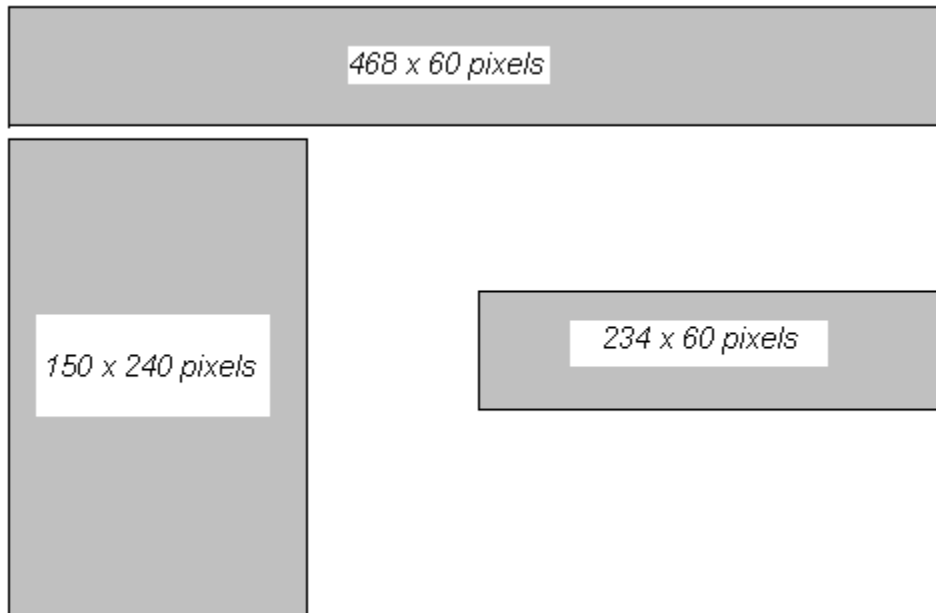
Ad Type	Price (monthly rate)	Dimension	File Type Accepted
Banner/Box Ad	\$500.00	468 x 60 pixels or 150 x 240 pixels*	EPS, PDF, TIF or JPEG
Button/Logo Ad	\$250.00	234 x 60 pixels*	EPS, PDF, TIF or JPEG

### 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	\$500.00	468 x 60 pixels or 150 x 240 pixels*	EPS, PDF, TIF or JPEG
Button/Logo Ad	\$250.00	234 x 60 pixels*	EPS, PDF, TIF or JPEG

#### \* Sample ad sizes



## **AWC Advertising and Marketing Opportunities**

### **Annual AWC National Conference**

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

*Benefits:*

1. Five (5) complimentary Conference registrations
2. Five (5) complimentary Clarion/Matrix Dinner tickets
3. Five (5) 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 250-word company description on sponsor page of Conference Web site
7. Full-page black & white ad in Conference program
8. Introduction of one general session speaker of choice (first come, first serve) with an up to 5-minute company presentation
9. Logo exposure on show sponsorship signage (except for exclusively sponsored events)
10. Product literature distributed in Conference tote bag and goodie bag item both subject to AWC approval
11. One time pre and post show mailing to Conference attendees (at sponsor's cost) through a bonded mail house
12. Recognition from podium during Conference
13. On-line banner ad for conference communiqué issue
14. Guest educational article in Communiqué
15. Ability to hold a break-out session presentation or moderate a panel session

#### **AWC National Conference Event Sponsorships**

#### **Clarion Sponsorship - \$5,000 (1 available)**

*Benefits:*

1. One table - premium location at Clarion dinner
2. Exclusive logo exposure on dinner signage
3. Company/product literature distributed at dinner
4. Logo exposure on Conference marketing materials (electronic and print)
5. Logo, 75-word company description, and link to your company Web site on sponsor page of Conference Web site
6. ½-page black & white ad in Conference program
7. Logo exposure on show sponsorship signage (except for exclusively sponsored events)
8. Up to a 5-minute company presentation at dinner
9. Assist with presentation of Clarion Awards
10. Goodie bag item and literature

#### **Headliner Luncheon Sponsor - \$4,000 (1 available)**

## **AWC Advertising and Marketing Opportunities**

### ***Benefits:***

1. One table - premium location at Clarion dinner
2. Exclusive logo exposure on luncheon signage
3. Company/product literature distributed at luncheon
4. Logo exposure on Conference marketing materials (electronic and print)
5. Logo, 75-word company description, and link to your company Web site on sponsor page of Conference Web site
6. ½ -page black & white ad in Conference program
7. Logo exposure on show sponsorship signage (except for exclusively sponsored events)
8. Up to 3-minute company presentation at luncheon
9. Guest educational article in communiqué
10. Literature and promo item for goodie bag

### **Clarion Reception Sponsor - \$2,500 (1 available)**

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

1. ½ table in premier location at Clarion dinner
2. Exclusive logo exposure on reception signage
3. Company/product literature distributed at reception or add to goodie bag
4. Logo exposure on Conference marketing materials (electronic and print)
5. Logo, 50-word company description, and link to your company Web site on sponsor page of Conference Web site
6. ¼ -page black & white ad in Conference program
7. Logo exposure on show sponsorship signage (except for exclusively sponsored events)
8. Up to 3-minute company presentation at reception
9. Guest article in Communiqué

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

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

1. Five (5) complimentary tickets to the reception
2. Exclusive logo exposure on reception signage
3. Company/product literature distributed at reception or add to goodie bag
4. Logo exposure on Conference marketing materials (electronic and print)
5. Logo, 50-word company description, and link to your company Web site on sponsor page of Conference Web site
6. ¼ -page black & white ad in Conference program
7. Logo exposure on show sponsorship signage (except for exclusively sponsored events)
8. Up to 3-minute company presentation at reception
9. Guest article in Communiqué

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

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

1. Five (5) complimentary tickets to dinner/outing
2. Exclusive logo exposure on event signage
3. Company/product literature included in Conference registration bag

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4. Logo exposure on Conference marketing materials (electronic and print)
5. Logo, 50-word company description, and link to your company Web site on sponsor page of Conference Web site
6. ¼ -page black & white ad in Conference program
7. Logo exposure on show sponsorship signage (except for exclusively sponsored events)
8. Up to 3-minute company presentation at event
9. Guest article in Communiqué

### **General Session Sponsor - \$1,250 (2 available)**

***Benefits:***

1. Two (2) complimentary tickets to session they sponsor
2. Exclusive logo exposure on session signage
3. Company/product literature distributed at session or added to goodie bag
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 in Conference program
7. Logo exposure on show sponsorship signage (except for exclusively sponsored events)
8. Up to 2-minute company presentation at session
9. Guest article in Communiqué

### **Single Session Sponsor - \$700 (4 available)**

***Benefits:***

1. Two (2) complimentary tickets to session they sponsor
2. Exclusive logo exposure on session signage
3. Company/product literature distributed at session or added to goodie bag
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 in Conference program
7. Logo exposure on show sponsorship signage (except for exclusively sponsored events)
8. Up to 2-minute company presentation at session
9. Guest article in Communiqué

### **Breakfast Sponsor - \$500 (2 available)**

***Benefits:***

1. Two (2) complimentary tickets to breakfast they sponsor
2. Exclusive logo exposure on breakfast signage
3. Company/product literature distributed at breakfast or added to goodie bag
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 in Conference program
7. Up to a 2-minute company presentation at breakfast
8. Guest article in Communiqué

## **AWC Advertising and Marketing Opportunities**

### **AWC National Conference Item Sponsorships**

#### **Flash Drive Sponsor - \$2,500 (1 available)**

*Benefits:*

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) and conference sessions to the flash drive if we have them in advance
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. ¼ -page black & white ad in Conference program
6. Recognition on show sponsorship signage (except for exclusively sponsored events)
7. Guest article in Communiqué

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

*Benefits:*

1. Exclusive logo exposure on Hot Zone signage
2. Company/product literature distributed at Hot Zone or added to goodie bag
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 ¼ -page black & white ad in Conference program
7. Recognition on show sponsorship signage (except for exclusively sponsored events)
8. Guest article in Communiqué

#### **Tote Bag Sponsor - \$1,500 (1 available) (could go down to \$1000)**

*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 in Conference program
6. Recognition on show sponsorship signage (except for exclusively sponsored events)
7. Guest article in Communiqué

#### **Lanyard Sponsor - \$800 (1 available)**

*Benefits:*

1. Logo exposure on Conference marketing materials (electronic and print)
2. Logo and link to your company Web site on sponsor page of Conference Web site
3. Logo in Conference program
4. Recognition on show sponsorship signage (except for exclusively sponsored events)
5. Guest article in Communiqué

## AWC Advertising and Marketing Opportunities

### Bookstore Sponsor – At Your Cost (1 available)

*Benefits:*

1. Exclusive logo exposure on bookstore signage
2. Company/product literature distributed at bookstore or added in goodie bag
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
6. Recognition on show sponsorship signage (except for exclusively sponsored events)

## AWC National Conference Scholarships

### National Conference Professional Scholarships - \$1,250

*Benefits:*

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

### National Conference Student Scholarships \$ 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 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	\$700.00	7 1/2" x 10"	High resolution (300 dpi) - EPS, PDF, TIF or JPEG	4-Color

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Full Page - Inside Front Cover	\$650.00	7 1/2" x 10"	High resolution (300 dpi) - EPS, PDF, TIF or JPEG	4-Color
Full Page - Inside Back Cover	\$600.00	7 1/2" x 10"	High resolution (300 dpi) - EPS, PDF, TIF or JPEG	4-Color
Full Page	\$500.00	7 1/2" x 10"	High resolution (300 dpi) - EPS, PDF, TIF or JPEG	B&W
1/2-Page - Horizontal	\$300.00	7 1/2" x 4 1/2"	High resolution (300 dpi) - EPS, PDF, TIF or JPEG	B&W
1/4-Page	\$175.00	3 1/2" x 4 3/4"	High resolution (300 dpi) - EPS, PDF, TIF or JPEG	B&W
1/8-Page	\$75.00	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: \$575