



AWIS

ADVERTISING &
BRANDING
OPPORTUNITIES
2020

AWIS

ASSOCIATION FOR WOMEN IN SCIENCE

About AWIS

The Association for Women in Science (AWIS) is a leading global network with 80 grassroots chapters and affiliates connecting more than 100,000 professionals in STEM with members, allies and supporters worldwide. Founded in 1971, AWIS is the leading organization dedicated to driving excellence in STEM

by achieving equity and full participation of women in all disciplines and across all employment sectors. AWIS membership is open to any individual who supports the vision and mission of AWIS. Learn more at www.awis.org and @AWISNational.

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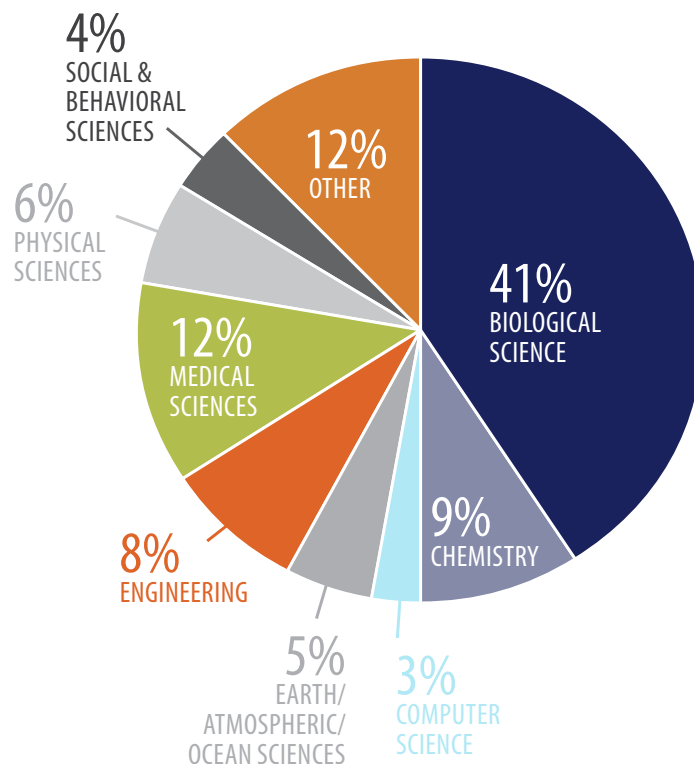


ON OUR COVER
JENNIFER BLUM, PHD
AWIS member since 2012

Demographics

AWIS champions the interests of women in STEM through:

- ▷ Advocacy and Public Policy
- ▷ Talent and Leadership Development
- ▷ Research and Publications



AWIS Magazine Opportunities

CONTACT US
MEREDITH GIBSON
 gibson@awis.org
 202-588-8175, 205



AWIS Magazine is our flagship publication for women with careers in science, technology, engineering, mathematics, and medicine fields. Our award-winning quarterly magazine includes timely industry related articles that feature workplace trends, career advancement and advocacy work in Washington, DC and across the country. Your ad will appear in the print and digital version of the magazine. AWIS members, nationally and internationally receive the AWIS Magazine, available in print and digital.

AD RATES

AD SIZE	1x	2x	3x	4x
FULL PAGE	\$2,900	\$2,800	\$2,700	\$2,600
HALF PAGE	\$2,225	\$2,150	\$2,075	\$2,000
QUARTER PAGE	\$1,825	\$1,775	\$1,725	\$1,675

COVERS				
INSIDE FRONT	\$3,200	\$3,100	\$3,000	\$2,900
INSIDE BACK	\$3,100	\$3,000	\$2,900	\$2,800
BACK COVER	\$3,400	\$3,300	\$3,200	\$3,100

PRINT AD	SIZE (inches)
Full page	8.75 x 11.75
Bleed trim	6.75 x 9.75
1/2 page horizontal	6.75 x 4.50
1/2 page vertical	3.50 x 9.75
1/4 page horizontal	6.75 x 2.25
1/4 page vertical	3.50 x 4.50
1/8 Page	3.50 x 2.25

FILE SPECIFICATIONS

RESOLUTION: 300 dpi color, CMYK
 FORMAT: PDF files preferred. (Images must be 300 dpi and all fonts embedded).
 All sizes require a 0.16" bleed.

All rates are discounted 15% to advertising agencies. All ads must adhere to AWIS magazine specs, rules and restrictions. Black and white rates are available upon request.

AWIS Magazine

Value-Added Brand Content

AWIS Magazine offers branded content opportunities (print and digital) that provide high-profile strategic, value-added placement to deliver your STEM expertise, impact story, case study or executive profile to a global audience. Amplify your organization's commitment to workplace diversity in our award-winning AWIS magazine.

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ONE PAGE

Full-color half-page horizontal ad and accompanying text of approximately 300 words. \$2,500

TWO PAGES

Full-color, full-page ad and accompanying text of approximately 500 words. \$4,500

ADVERTISER SHOULD PROVIDE:

- > A high-resolution 4C company/ institution logo
- > The official name of the company/ institution
- > Headline for the advertorial (4-5 words)
- > Text for the advertorial (approx. 350 words)
- > Pull quote (approx. 8-10 words)
- > Photo and caption or infographic (optional)
- > A high-resolution PDF of a half-page (6.75" x 4.50") display ad

ADVERTISER SHOULD PROVIDE:

- > A high-resolution 4C company/ institution logo
- > The official name of the company/ institution
- > Headline for the advertorial (approx. 5-7 words)
- > Text for the advertorial (About 500 words)
- > Pull quote (About 18 words)
- > Photo and caption or infographic (optional)
- > A high-resolution PDF of a half-page (6.75" x 4.50") display ad



FILE SPECIFICATIONS

RESOLUTION: 300 dpi

COLOR: CMYK

FORMAT: Preferably PDF

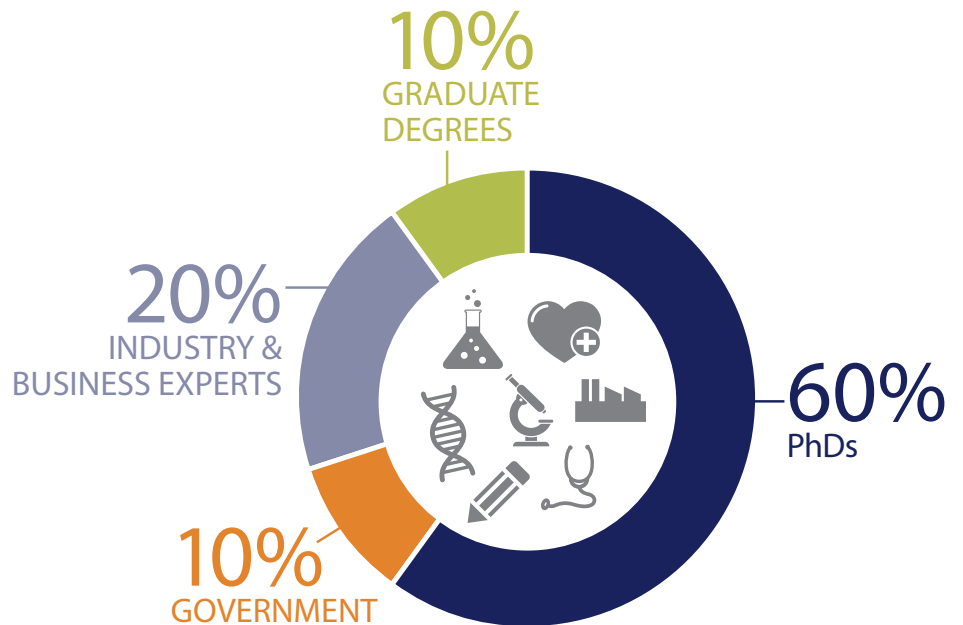
AWIS Magazine

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▷ CLOSING DATES

ISSUE	AD MATERIAL DUE	PUBLISH DATE
FALL		
Innovation & Leadership	AUGUST 26	EARLY OCTOBER
WINTER		
Innovation & Technology	NOVEMBER 25	MID-JANUARY
SPRING		
Innovation & Enterprise (Special edition: Innovation & Inclusion Summit & Awards Dinner)	FEBRUARY 25	EARLY APRIL
SUMMER		
Global Innovation	MAY 19	EARLY JULY

TARGET AUDIENCE



AWIS Career Center

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Increase diversity in your workforce. The AWIS Career Center contains a talent pool of individuals with experience in STEM and they are ready to compete and advance in the global market. The AWIS Career Center is accessible at AWIS.org/careercenter and open to all AWIS members and non-members. Invest in diverse recruitment through the AWIS Career Center at awis.org/recruit



SINGLE LISTING	PRICE
30 days	\$299
60 days	\$579
90 days	\$849
5-Pack of 30-Day Single Listings	\$1,349
Job Flash package	\$499
Premium Job Flash Package	\$699



AWIS Website

The AWIS website averages 10,000 monthly page views. Visitors are from the United States and over 60% are new visitors.

AD RATES

\$300/month

SIZES

300 px (width) x 190 px (height)

FILE SPECIFICATIONS

- RESOLUTION: 72 dpi
- COLOR: RGB
- FORMAT: jpg, gif (animated accepted) or PDF
- MAXIMUM SIZE: 40Kb

POLICY

Online advertising is posted on the AWIS website within 5 business days of your insertion request. The advertisements remain online for 30 days. AWIS has the right refuse any ad that includes discriminatory or offensive content or conflicts with our mission.

The AWIS Washington Wire is a monthly digital e-newsletter reaching more than 18,000 subscribers, members, allies, supporters, and friends of AWIS. This digital digest includes timely and relevant content related to science, education, careers, technology, health, and work-life satisfaction.

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AD RATES

1x digital ad \$300/issue
\$200 with ad in AWIS Magazine

SPECIFICATIONS

Images should be web resolution, 72 dpi and RGB color mode.

File types: .jpg .gif, with animation accepted, no larger than 40 KB.

1. Desktop: 800 px (width) x 100 px (height)
2. Mobile: 360 px (width) x 120 px (height)
3. URL for mobile and desktop ad images
4. Copy for text-only email

Ad text: 70 characters, including spaces.
Display URL: 35 characters. (The display URL, the Internet address that customers see in an ad following the ad text, is the last line of your ad.)

DEADLINE

All ads are due on the first of each month.

POLICY

AWIS has the right to refuse any ad that does not adhere to the submission requirements or includes discriminatory or offensive content that conflicts with our mission and vision.



A members-only monthly digest of news and information related to equity in STEM across all disciplines and employment sectors.

AD RATES

1x digital ad \$300/issue
\$200 with ad in AWIS Magazine

AD SPECS & REQUIREMENTS

Images should be web resolution 72 dpi and RGB color mode.

File types: .jpg .gif with animation accepted, no larger than 40 KB.

1. Desktop: 250 px (width) x 250 px (height)
2. Mobile: 450 px (width) x 150 px (height)
3. URL for mobile and desktop ads
4. Copy for text-only email

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