

NAWIG TODAY

2018 MEDIA KIT
DIGITAL PUBLICATION

AUDIENCE

Members

One of the strengths of the Association is the diversity of the membership. The 4,000+ members represent a variety of fields in the construction industry. The members are a loyal dedicated group of women who look to NAWIC TODAY to stay informed on activities, issues and news relevant to the industry.

Circulation

Total digital circulation is 4,000+. The publication is circulated directly to NAWIC members, subscribers, sponsors and a key group of industry liaisons and partners.

Publication Date

Bimonthly on the 15 of the first month of the issue date (i.e. January/February issue publication date is January 15.) Six issues are published each calendar year.



Editorial Profile

NAWIC TODAY features content that includes member profiles, chapter events, regional activities and educational opportunities, as well as construction news and events that are relevant to the membership.

2018 EDIT CALENDAR

ISSUE	AD SPACE RESERVATION DEADLINE	CAMERA READY ART DUE	PUBLICATION DATE
January February	December 4, 2017	December 11, 2017	January 15, 2018
March April	February 1, 2018	February 8, 2018	March 15, 2018
May June	May 31, 2018 <i>extended deadline</i>	June 7, 2018 <i>extended deadline</i>	June 15, 2018 <i>extended deadline</i>
July August	June 17, 2018	June 24, 2018	July 15, 2018
September October	August 15, 2018	August 22, 2018	September 15, 2018
November December	October 16, 2018	October 23, 2018	November 15, 2018

RATES & SPECS

	1X	2X	3X	6X
Full-Page	\$1,750	\$1,700	\$1,650	\$1,500
3/4 Page	\$1,250	\$1,200	\$1,150	\$1,000
1/2 Page	\$850	\$800	\$750	\$600
1/4 Page	\$700	\$650	\$600	\$450
Inside Front	\$2,200	\$2,100	\$2,000	\$1,900
Inside Back	\$2,200	\$2,100	\$2,000	\$1,900
Back Cover	\$2,500	\$2,400	\$2,300	\$2,200

ISSUES

January|February, March|April, May|June, July|August, September|October, November|December

PUBLISH DATE

Each issue is published on the 15 of the first month of the issue.

BILLING & DISCOUNTS

Bills are due 30 days from invoice date. First-time advertisers must prepay with their insertion order prior to their first publication date. Agency commissions are the responsibility of the advertiser and will not be paid directly by NAWIC or its publication. A PDF file of the magazine will be sent upon request. Advertising must be inserted within six issues of the first insertion to earn frequency discounts.

TERMS & CONDITIONS

NAWIC TODAY reserves the right to refuse any advertisement that may be misleading, objectionable or not in keeping with the publication’s standards. Publishers will plainly mark as “advertisement” or “advertorial” any advertising designed to simulate editorial content. Cancellation of an insertion order or space contract must be received no later than 45 days prior to the issue. Cancellations received without the required notice will be billed for the insertion. Back covers cannot be canceled.

SPECIFICATIONS

When sending electronic files, send high-resolution documents in one of the following formats: tif, jpg, pdf, InDesign or Adobe Photoshop files. Files can be sent electronically to raeb@nawic.org.

GRAPHIC DESIGN SERVICES

For an additional \$250 per ad, an in-house graphic designer will create the requested advertisement. This fee will be reflected in the invoice.

Submit artwork to Rae Buchanan, Director of Marketing and Communications at raeb@nawic.org

AD SIZE SPECIFICATIONS

**Full-Page | Front Inside Cover | Back Inside Cover
Back Outside Cover**

Bleed: 0.125"
 Dimensions Before Trim: 8.25" x 10.75"
 Trimmed Size: 8.125" x 10.625"
 Safety: 7.875" x 10.375"

3/4 Page Vertical

Bleed: 0.125"
 Dimensions Before Trim: 5.5" x 10.75"
 Trimmed Size: 5.375" x 10.625"
 Safety: 5.125" x 10.375"

3/4 Page Horizontal

Bleed: 0.125"
 Dimensions Before Trim: 8.25" x 7.15"
 Trimmed Size: 8.125" x 7.025"
 Safety: 7.875" x 6.775"

1/2 Page Vertical

Bleed: 0.125"
 Dimensions Before Trim: 4.125" x 10.75"
 Trimmed Size: 4" x 10.625"
 Safety: 3.75" x 10.375"

1/2 Page Horizontal

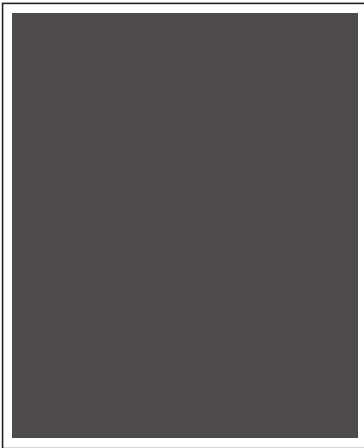
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 Trimmed Size: 8.125" x 5.25"
 Safety: 7.875" x 5"

1/4 Page Vertical

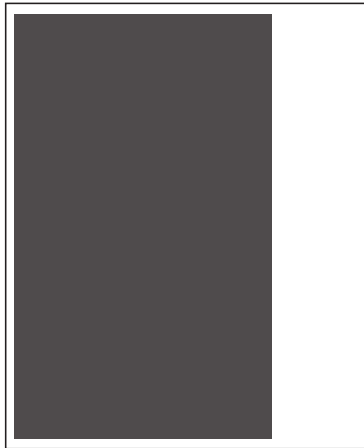
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 Trimmed Size: 1.9375" x 10.625"
 Safety: 1.6875" x 10.375"

1/4 Page Horizontal

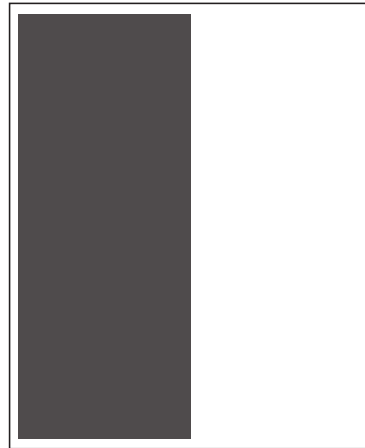
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 Trimmed Size: 8.125" x 2.5625"
 Safety: 7.875" x 2.3125"



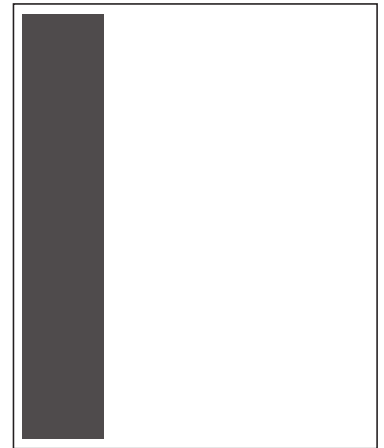
Full-Page | Front Inside Cover | Back Inside Cover
 Back Outside Cover
 Dimensions: 8.25" x 10.75" Bleed: 0.125"



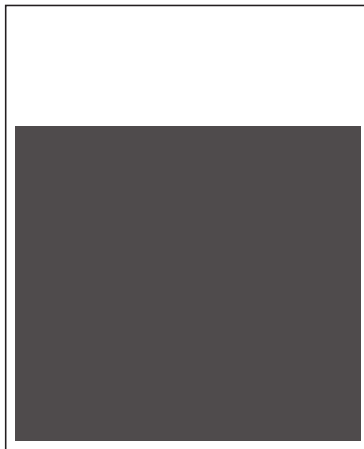
3/4 Page Vertical
 Dimensions: 5.5" x 10.75"
 Bleed: 0.125"



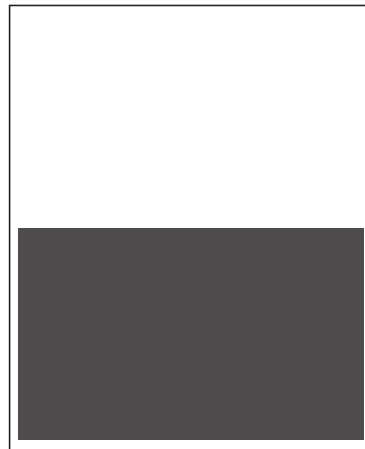
1/2 Page Vertical
 Dimensions: 4.125" x 10.75"
 Bleed: 0.125"



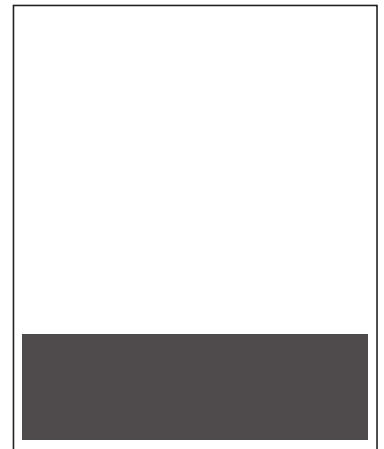
1/4 Page Vertical
 Dimensions: 2.0625" x 10.75"
 Bleed: 0.125"



3/4 Page Horizontal
 Dimensions: 8.25" x 7.15"
 Bleed: 0.125"



1/2 Page Horizontal
 Dimensions: 8.25" x 5.375"
 Bleed: 0.125"



1/4 Page Horizontal
 Dimensions: 8.25" x 2.6875"
 Bleed: 0.125"