

The Connection

Advertise in NAWIC's monthly newsletter, delivered direct to members' email accounts and posted online for one year.

What You Get: A prominent banner ad in *The Connection* will link to your website. You will also receive a 150-word profile in the newsletter. *The Connection* is emailed to all NAWIC members and is available online for one year.

Editorial Profile: *The Connection* features up-to-the-minute news that NAWIC members need to know. Each issue of *The Connection* features Association announcements and news, a message from one of the national officers, chapter officer reminders, a round up of what NAWIC Regions are doing, national committee news, chapter and member highlights, and the latest membership reports.

Circulation: Published monthly, *The Connection* is the official newsletter of NAWIC and the premier resource for Association news for NAWIC members. The newsletter is delivered electronically directly to NAWIC members. The total circulation is approximately 4,000 to 5,000.

Ad Placement: Unless you request otherwise your ad will appear as a banner on *The Connection's* front page.

2016-2017 Connection Deadlines

Issue	Reservation Deadline	Closing Ad Copy Deadline
October	Sept. 20, 2016	Sept. 26, 2016
November	Oct. 20, 2016	Oct. 24, 2016
December	Nov. 10, 2016	Nov. 17, 2016
January	Dec. 8, 2016	Dec. 15, 2016
February	Jan. 19, 2017	Jan. 25, 2017
March	Feb. 16, 2017	Feb. 23, 2017
April	March 20, 2017	March 23, 2017
May	April 20, 2017	April 24, 2017
June	May 18, 2017	May 24, 2017
July	June 20, 2017	June 26, 2017
August	July 20, 2017	July 26, 2017
September	No Connection Published	No Connection Published

SPECIFICATIONS:

Banner ad size should be 211 x 142 pixels. When sending electronic files, please send in one of the following formats: tif, jpg, pdf, QuarkXpress (7.0 or earlier), InDesign or Adobe Photoshop (CS5 or earlier). The text for your profile in the newsletter should be no more than 150 words. Files can be sent electronically to autumnd@nawic.org.

AD PRICES:

Single Issue: \$400 per ad
Two Issues: \$350 per ad
Three Issues: \$300 per ad
Six Issues: \$250 per ad

To advertise in *The Connection*, complete an online advertising agreement on the last page.

For more information, contact Autumn Daughetee at autumnd@nawic.org.

NAWIC Online Advertising Agreement

Company: _____ Product: _____

Frequency: _____ Months to Run: _____

Design Services: Yes No Cost: _____ Discount (if any): _____

Email: _____

Method of Payment: Check MC Visa Amex Disc Invoice

Name on Card: _____

Credit Card #: _____ Exp. Date: _____ CVV: _____

Authorized Signature: _____

Billing Address: _____ Billing Zip Code: _____

Billing & Discounts

- Payment in full is required for first-time advertisers prior to online publication. Agency commissions are the responsibility of the advertiser and will not be paid directly by The NAWIC IMAGE.
- Advertising must be inserted within one year of first insertion to earn frequency discounts.
- Advertiser and/or advertising agency shall at all times be jointly liable for all monies due and payable to the publisher.
- Advertisers will automatically be billed for all delinquent agency accounts.
- Insertion orders placed by an agency and/or advertiser represent acceptance of all terms and conditions in the rate sheet. We are not bound by conditions appearing on order blanks or copy instructions when such conditions conflict with these terms and conditions. Nor is NAWIC bound by conflicting contracts and orders received from advertiser or agency.

Terms and Conditions

- NAWIC 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" any advertising designed to simulate editorial content.
- If new rates are announced, advertiser will be protected at contract rates for the period of the contract.
- Advertiser and/or advertising agency assume liability for all content including text representation and illustrations of advertisement printed and for any claims thereof made against the publisher.
- When copy changes covered by a space contract or insertion order is not received by the closing date, copy previously run will be used.
- Two or more advertisers are not permitted to use the space under the same contract.
- Frequency discounts are granted only on receipt of space contracts in advance of insertion.
- Advertisers will be short-rated if within a six-issue period they do not use the number of insertions on which their billing has been based.
- Cancellation of an insertion order or space contract must be received no later than 10 days prior to publication. Cancellations received without the required notice will be billed for the insertion.
- All contracts must be in writing, and any changes in specifications must be received in writing prior to posting.

Signature signifies acceptance of all terms and conditions set above.

Authorized Signature: _____ Please PRINT name: _____

Company: _____ Phone: _____ Fax: _____

Address: _____ City: _____ State: _____ Zip: _____

Accepted for NAWIC Online by: _____ Date: _____

**Send all insertion orders to NAWIC: 327 South Adams Street • Fort Worth, TX 76104
(800) 552-3506 • (817) 877-5551 • Fax: (817) 877-0324 • Email: autumnd@nawic.org**