

IMAGE Magazine

THE NAWIC IMAGE — THE ASSOCIATION'S AWARD-WINNING MAGAZINE FOR TODAY'S WOMAN IN CONSTRUCTION — IS THE PERFECT WAY TO TARGET A NICHE GROUP OF READERS EMPLOYED IN ALL ASPECTS OF THE CONSTRUCTION INDUSTRY.

About Our Members: One of the strengths of our Association is the diversity of our membership. Our four thousand-plus members and their employers represent a variety of fields in construction. They are a loyal and dedicated group of women and look to their Association magazine to keep them abreast of activities, issues and news relevant to the construction industry.

Editorial Profile: The NAWIC IMAGE features compelling editorial content pertinent to the construction industry and women within the industry. This is balanced by Association news and events of interest to our members. Each issue of The NAWIC IMAGE has a special focus within the construction industry that addresses the issues, causes, concerns and trends relevant to the industry.

Circulation: Published bimonthly, The NAWIC IMAGE is the official publication of NAWIC and the premier resource for today's woman in the construction industry. The publication is circulated directly to NAWIC members, subscribers, sponsors and a key group of industry liaisons and partners. Total circulation is approximately 4,000.

Why Advertise: NAWIC represents a niche market of women in construction and industry-related businesses. Advertising with NAWIC is the perfect opportunity to target our members and their employers with information about your products, services and opportunities. Spend your advertising dollars wisely. You can help brand your company with our niche market by being consistent with your ad placements.

Readership: IMAGE readership surveys indicate that our members read each issue of our magazine thoroughly and use ideas, products and articles in the publication for use in their personal and professional lives. Statistics show women make most of the purchasing decisions at home. More than 50 percent of our membership report annual household incomes above \$75,000, and more than 60 percent of our members have a role in making purchasing decisions at work. If you are looking for solid ways to invest your advertising dollars and reach a niche market in the construction industry, make the smart choice and advertise in The NAWIC IMAGE.

To advertise, contact Autumn Daughetee, Comm. Director • 327 S. Adams St., Fort Worth, TX 76104-1002 • Phone: (817) 877-5551 • Fax: (817) 877-0324 • Email: autumnd@nawic.org
Please fill out the advertising agreement located on last page.

2016-2017 NAWIC IMAGE Editorial Calendar

ISSUE	FOCUS	AD SPACE RESERVATION DEADLINE	EDITORIAL DEADLINE	CLOSING AD COPY DEADLINE
October/November 2016	Safety and Health	Sept. 19, 2016	Sept. 19, 2016	Oct. 3, 2016
December/January 2017	Education and Professional Development	Nov. 17, 2016	Nov. 17, 2016	Dec. 1, 2016
February/March 2017 [Annual Conference Preview]	Women in Construction	Jan. 16, 2017	Jan. 16, 2017	Feb. 2, 2017
April/May 2017	Transportation and Infrastructure	March 16, 2017	March 16, 2017	April 3, 2017
June/July 2017	Small Business	May 18, 2017	May 18, 2017	June 1, 2017
August/September 2017	Green Building/ Sustainability	July 3, 2017	July 3, 2017	July 17, 2017

Rates & Specs

Advertising Rates

	1X	2X	3X	6X
Full Page	\$1750	\$1700	\$1650	\$1500
Three-Quarter Page	\$1250	\$1200	\$1150	\$1000
Half Page	\$850	\$800	\$750	\$600
Quarter Page	\$700	\$650	\$600	\$450
Eighth Page	\$525	\$475	\$425	\$375
Inside Front	\$2200	\$2100	\$2000	\$1900
Back Cover (3/4 page)	\$2500	\$2400	\$2300	\$2200

ISSUES:

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

WHEN PUBLISHED:

Each issue is published during the middle of the two-month period.

BILLING AND 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 The NAWIC IMAGE. Two copies of the publication will be mailed following each ad placement. Advertising must be inserted within six issues of the first insertion to earn frequency discounts.

TERMS & CONDITIONS:

The NAWIC IMAGE 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 cancelled.

SPECIFICATIONS:

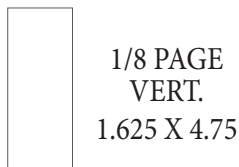
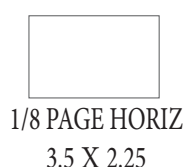
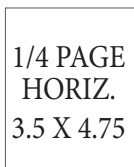
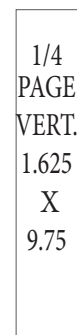
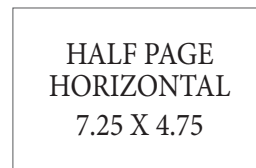
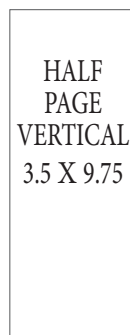
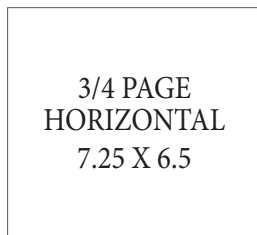
When sending electronic files, please send high-resolution documents in one of the following formats: tif, jpg, pdf, QuarkXpress (7.0 or earlier), InDesign or Adobe Photoshop (CS5 or earlier). Files can be sent electronically to autumnd@nawic.org.

GRAPHIC DESIGN SERVICES:

For an additional \$75 per ad, our in-house graphic designer will create your advertisement. This fee will be reflected in your invoice.

NAWIC IMAGE

ADVERTISING SIZE SPECIFICATIONS*



** All measurements are width by height and are measured in inches.*

The NAWIC IMAGE

Advertising Agreement

Insertion Order For: _____ Frequency: _____
Ad size: _____ Design Services: Yes No Cost: _____
Issue Date(s) _____ Email: _____
Method of Payment: Check MC Visa Amex Disc Name on Card: _____
Credit Card #: _____ Exp. Date: _____ CVV: _____
Authorized Signature: _____

Billing & Discounts

- Payment in full is required for first-time advertisers prior to publication of an issue. Agency commissions are the responsibility of the advertiser and will not be paid directly by The NAWIC IMAGE.
- Two copies of the publication will be mailed following each ad placement.
- Advertising must be inserted within six issues 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

- The NAWIC IMAGE 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 45 days prior to the issue. Cancellations received without the required notice will be billed for the insertion. Covers cannot be cancelled.
- 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 The NAWIC IMAGE 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