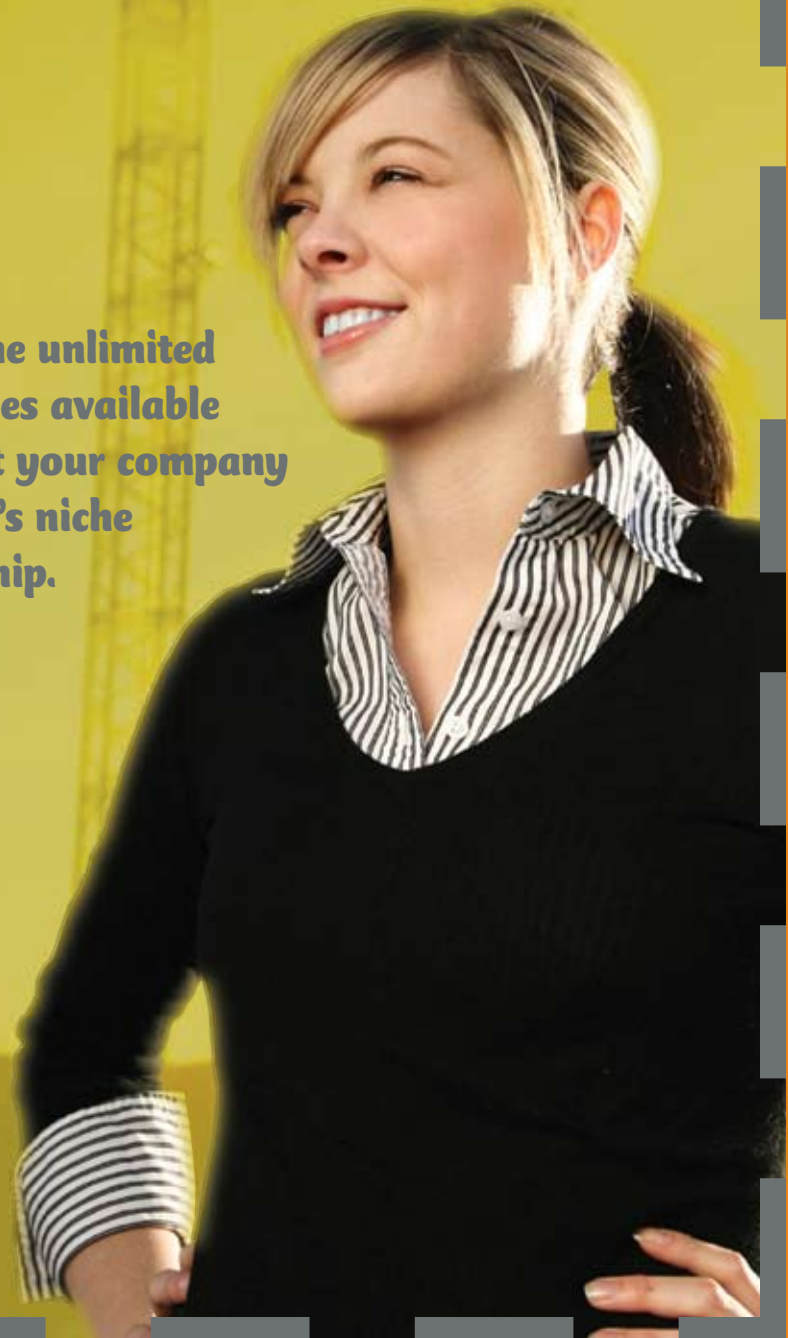


NATIONAL ASSOCIATION OF WOMEN IN CONSTRUCTION
OPPORTUNITIES

Build Your Business
with NAWIC

Explore the unlimited possibilities available to market your company to NAWIC's niche membership.



SPONSORSHIPS

SPONSORSHIPS THROUGH NAWIC PROVIDE DISTINCT WAYS TO MARKET YOUR COMPANY TO NAWIC MEMBERS NATIONWIDE. PREMIER SPONSORSHIPS ALLOW YOU TO TAKE ADVANTAGE OF BOTH NAWIC AND CONVENTION SPONSORSHIPS AND MAXIMIZE YOUR SUPPORT!



PREMIER SPONSORSHIP PACKAGES

NAWIC'S Premier Sponsorship packages include FIVE levels and combine the two Individual Sponsorships NAWIC offers (featured on next page). Pick the level that best suits your needs, write one check, and get optimum coverage among NAWIC members. Premier Sponsorship Packages are discounted five percent.

Groundbreaker's Club — \$14,250*

• *Diamond Level NAWIC Sponsorship*

Bonus Benefits: Press release issued to NAWIC members, partners, liaisons and sponsors announcing sponsorship; company flier/ brochure included in new and renewing membership packets; your corporate logo at NAWIC Online as a link to your corporate web site; three Convention registrations; all references to Crystal Vision Awards Gala will include company name; company representative allowed to address Crystal Vision Gala attendees for five minutes.

Discount: \$ 750

• *Blue Ribbon Level Convention Sponsorship*

Builder's Club — \$11,875*

• *Diamond Level NAWIC Sponsorship*

Bonus Benefits: Press release issued to NAWIC members, partners, liaisons and sponsors announcing sponsorship; your corporate logo at NAWIC Online as a link to your corporate web site; two Convention registrations.

Discount: \$ 625

• *Red Ribbon Level Convention Sponsorship*

Blueprint Club — \$7,600*

• *Platinum Level NAWIC Sponsorship*

Bonus Benefits: Press release issued to NAWIC members, partners, liaisons and sponsors announcing sponsorship; your corporate logo at NAWIC Online as a link to your corporate web site; two Convention registrations.

Discount: \$ 400

• *Purple Ribbon Level Convention Sponsorship*

Hard Hat Club — \$5,225*

• *Platinum Level NAWIC Sponsorship*

Bonus Benefits: Press release issued to NAWIC members, partners, liaisons and sponsors announcing sponsorship; your corporate logo at NAWIC Online as a link to your corporate web site.

Discount: \$ 275

• *Green Ribbon Level Convention Sponsorship*

Toolbox Club — \$3,325*

• *Gold Level NAWIC Sponsorship*

Bonus Benefits: Your corporate logo at NAWIC Online as a link to your corporate web site.

Discount: \$ 175

• *Pink Ribbon Level Convention Sponsorship*

* Amount includes discounted prices on the listed Individual Sponsorships and bonus benefits.

To sign up as a NAWIC Sponsor, complete a Sponsorship Form at www.nawic.org > Become a Sponsor. For more information, contact Dede Hughes at dedeh@nawic.org.

ANNUAL SPONSORSHIPS

Diamond Level — \$5,000

- Three corporate chapter memberships — Includes all membership benefits for three members as designated by the sponsor company.
- Twenty-five percent off advertising in the Association magazine and all NAWIC advertising opportunities.
- Unlimited employment listings in the online Career Center for one year.
- A subscription to and a web site listing in each issue of the Association magazine.
- Full-page ad in one issue of the Association magazine per year.
- Link to sponsor company's web site on NAWIC web site.

Platinum Level — \$2,500

- Two corporate chapter memberships — Includes all membership benefits for two members as designated by the sponsor company.
- Twenty percent off advertising in the Association magazine and all NAWIC advertising opportunities.
- Unlimited employment listings in the online Career Center for one year.
- A subscription to and a web site listing in each issue of the Association magazine.
- Half-page ad in one issue of the Association magazine per year.
- Link to sponsor company's web site on NAWIC web site.

Gold Level — \$1,500

- One corporate chapter membership — Includes all membership benefits for one member as designated by the sponsor company.
- Fifteen percent off advertising in the Association magazine and all NAWIC advertising opportunities.
- Unlimited employment listings in the online Career Center for one year.
- A subscription to and a web site listing in each issue of the Association magazine.
- Quarter-page ad in one issue of the Association magazine per year.
- Link to sponsor company's web site on NAWIC web site.

Silver Level — \$750

- Ten percent off advertising in the Association magazine and all NAWIC advertising opportunities.
- A subscription to and a web site listing in each issue of the Association magazine.
- Eighth-page ad in one issue of the Association magazine per year.
- Link to sponsor company's web site on NAWIC web site.

CONVENTION SPONSORSHIPS*

Blue Ribbon Level — \$10,000

- Company representative allowed to address one General Session for 10 minutes.
- Recognition on NAWIC's Convention web site.
- Recognition on slides during General Session.
- Logo in Convention mini-schedule, promo and program book.
- Logo and/or sponsor's name on Convention signage.
- Logo included on Convention tote bag (if bags not donated).
- Tickets to all food and function events for three persons (includes two lunches & two dinners).
- A one-page flier or company brochure inserted in all registration packets.
- Full-page ad in two issues of the official Convention newsletter.
- Quarter-page ad in pre-Convention issue of Association magazine.
- A table provided to distribute literature and promote company to Convention attendees.
- Prominent recognition on Crystal Vision Signage, Video and in Gala Program.
- Copy of Crystal Vision DVD.

Red Ribbon Level — \$7,500

- Logo in Convention mini-schedule, promo and program book.
- Recognition on NAWIC's Convention web site.
- Logo and/or sponsor's name on Convention signage.
- Logo included on Convention tote bag (if bags not donated).
- Tickets to all food and function events for two persons (includes two lunches and two dinners).
- A one-page flier or company brochure inserted in all registration packets.
- Half-page ad to be run in two issues of the official Convention newsletter.
- A table provided to distribute literature and promote company to Convention attendees.
- Prominent recognition on Crystal Vision Signage, Video and in Gala program.
- Copy of Crystal Vision DVD.

Purple Ribbon Level — \$5,500

- Logo in Convention mini-schedule, promo and program book.
- Recognition on NAWIC's Convention web site.
- Logo and/or sponsor's name on Convention signage.
- Tickets to all food and function events for two persons (includes two lunches and two dinners).
- A one-page flier or company brochure inserted in all registration packets.
- Half-page ad to be run in one issue of the official Convention newsletter.
- A table provided to distribute literature and promote company to Convention attendees.
- Recognition on Crystal Vision Signage, Video and in Gala Program.

Green Ribbon Level — \$3,000

- Logo in Convention mini-schedule, promo and program book.
- Recognition on NAWIC's Convention web site.
- Logo and/or sponsor's name on Convention signage.
- Tickets to select food functions for one person (includes Welcome Party and two lunches).
- A one-page flier or company brochure inserted in all registration packets.
- Quarter-page ad to be run in one issue of the official Convention newsletter.
- A table provided to distribute literature and promote company to Convention attendees.
- Recognition on Crystal Vision Signage, Video and in Gala Program.

Pink Ribbon Level — \$2,000

- Logo in Convention mini-schedule, promo and program book.
- Recognition on NAWIC's Convention web site.
- Business-card ad to be run in one issue of the official Convention newsletter.
- A table provided to distribute literature and promote company to Convention attendees.
- Recognition on Crystal Vision Signage, Video and in Gala Program.

White Ribbon Level — \$1,000

- Logo in Convention mini-schedule, promo and program book.
- Logo in Crystal Vision Gala Program.
- Recognition on NAWIC's Convention web site.

*Payment for Convention Sponsorships must be received by April 1 to receive all benefits listed.

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 nearly six thousand 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 going on in the construction industry.

Editorial Profile: *The NAWIC IMAGE* features compelling editorial pertinent to the construction industry and women within the industry that 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 6,000, with an estimated pass-along readership of thousands more.

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 \$70,000, 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 Michelle Milner, Advertising Manager • 327 S. Adams St., Fort Worth, TX 76104-1002 • Phone: (817) 877-5551 • Fax: (817) 877-0324 • Email: michellem@nawic.org
 Download an advertising agreement at: www.thenawicimage.org > Advertising.

2009-2010 NAWIC IMAGE EDITORIAL CALENDAR

Issue	Focus	RESERVATION DEADLINE	COPY DEADLINE	CLOSING AD COPY DEADLINE
December/January '09-'10	Industry Trends	Nov. 16	Nov. 16	Dec. 1
February/March '10 [Regional Forum Supplement]	The Business of Building Buildings	Jan. 15	Jan. 15	Feb. 2
April/May '10 [Candidate Profile Supplement] [Annual Convention Preview]	Infrastructure	March 15	March 15	April 1
June/July '10	Construction Finance	May 14	May 14	June 1
August/September '10	NAWIC Community/ Partner Development	July 6	July 6	July 20
October/November '10	Business Management	Sept. 15	Sept. 15	Oct. 1

RATES & SPECS

Four-Color 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

Black and White Advertising Rates

	1X	2X	3X	6X
Full Page	\$1400	\$1350	\$1300	\$1150
Three-Quarter Page	\$900	\$850	\$800	\$650
Half Page	\$700	\$650	\$600	\$450
Quarter Page	\$500	\$450	\$400	\$350
Eighth Page	\$350	\$300	\$250	\$200

PRINT Classifieds

\$4.50/word; 10-word minimum. (\$3.50/word beyond 10 words).
Note: Classifieds are not commissionable.

ISSUES:

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

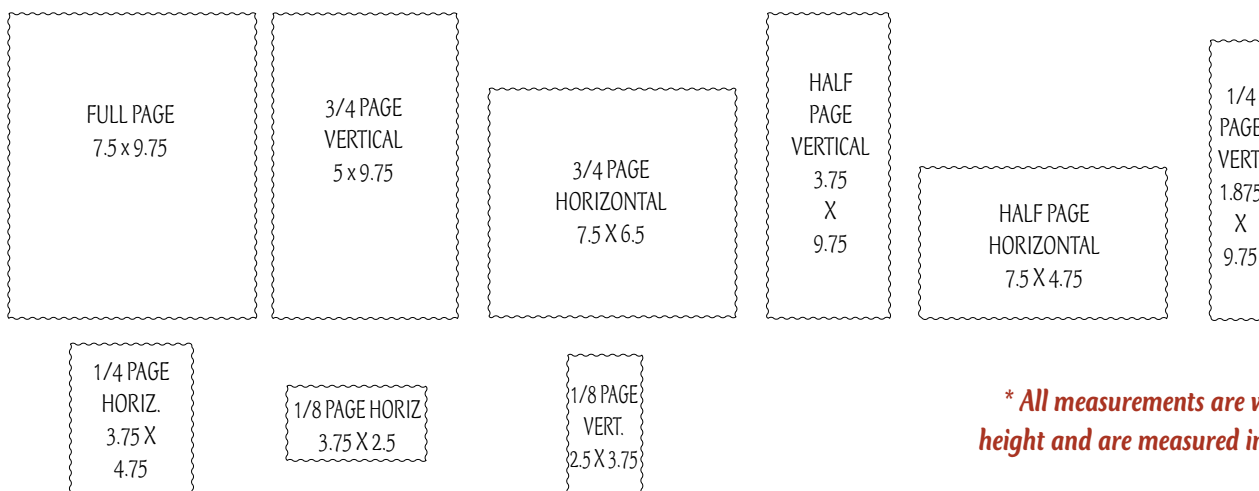
SPECIFICATIONS:

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 (CS or earlier). Files can be sent electronically to michellem@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.

ADVERTISING SIZE SPECIFICATIONS*



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

NAWIC ONLINE, AT WWW.NAWIC.ORG, IS THE ASSOCIATION'S PRESENCE ON THE WORLD WIDE WEB. MONTHLY TRAFFIC TO THE WEB SITE IS MORE THAN 500,000 HITS AND GROWING! REGULARLY UPDATED, THE SITE ATTRACTS NEW VISITORS DAILY AND GIVES RETURNING ONES MANY GREAT REASONS TO COME BACK. MARKET YOUR BUSINESS THROUGH BANNER OR CLASSIFIED ADS, AND YOU CAN EVEN POST JOB OPENINGS IN NAWIC'S CAREER CENTER.

BANNER ADS

Banner ads are placed in a revolving spot on the home page of www.nawic.org. Banner ads are one size and can be purchased for Online publication at any time. Upon receipt of payment, ads will be posted for 30 days.

Banner Ad Size: 211 X 142 pixels

File type: JPG, tiff, eps, etc.

Banner Ad Price: \$300 (per 30 days)

Our in-house graphic designer can design your ad for \$75.

ONLINE CLASSIFIED ADS

Classified ads will be accessible from the home page of www.nawic.org. Copy can be submitted at any time and will be placed online upon receipt of payment. Classified ads are sold by the word and can be purchased for online publication at any time. Ads will remain online for 30 days.

Prices:

- \$4.50/word for the first 10 words. \$3.50/word after first 10.
- \$10 for each hyperlink.

**GREAT
BUY!**

WHAT A DEAL!

If you purchase a banner ad at NAWIC Online and advertise in *The NAWIC IMAGE*, you'll receive one FREE 30-day, single-ad, Career Center posting. That's a \$175 dollar value!

To advertise at NAWIC Online, complete an Online Advertising Agreement at www.nawic.org > Press Room > Advertising Opportunities. For more information, contact Tim Elmore at time@nawic.org.

CAREER CENTER PRICING INFORMATION

THE NAWIC CAREER CENTER, AT WWW.NAWIC.ORG, OFFERS CONSTRUCTION COMPANIES, RECRUITERS AND HIRING MANAGERS A UNIQUE RESOURCE THAT ALLOWS THEM TO COMMUNICATE THEIR JOB OPENINGS TO WOMEN IN VARIOUS FIELDS OF THE CONSTRUCTION INDUSTRY. FINDING THE RIGHT WOMAN FOR THE JOB HAS NEVER BEEN EASIER!

The NAWIC Career Center, powered by JobTarget®, features a construction industry online job board. NAWIC members look to the job board to find employment opportunities. At the Career Center, members can post their resumés and find listings of the newest career opportunities related to the construction industry.

	Duration	Member Price	Non-member Price
Single-Ad Prices	30 days	\$125	\$175
	60 days	\$200	\$300
Unlimited Number of Postings for One Cost	30 days	\$375	\$450
	60 days	\$1,000	\$1,300
	90 days	\$1,800	\$2,400
Resumé Purchase Subscription	30 days	\$500	\$600
	60 days	\$1,200	\$1,500
	90 days	\$2,000	\$2,400

To advertise your employment listing, go to www.nawic.org, and click on the Career Center link. Follow the Online instructions to place your listing. For more information about job placements on NAWIC's Career Center, contact Tim Elmore at (817) 877-5551 or at time@nawic.org.

DISCOVER WHO MAKES UP NAWIC'S DIVERSE MEMBERSHIP. LEARN WHY SUPPORTING NAWIC THROUGH SPONSORSHIPS AND ADVERTISING CAN GIVE YOU THE BEST BANG FOR YOUR BUCK.

BUYING POWER

62 percent of NAWIC members directly influence the buying decisions at their companies.

41 percent of members are directly responsible for purchasing equipment, supplies and services at work.

84 percent of our members hold management, administrative or office-related positions in a construction-related business.

47 percent of NAWIC's members pass along their copy *The NAWIC IMAGE* to at least one person.

NAWIC's membership is comprised of women employed in all areas of the construction industry.

NAWIC MEMBERSHIP BREAKDOWN*

By Industry

Construction of Buildings (Residential and Non-Residential): 41%
Specialty Trades, Building Equipment, Finishing and Other Trade Contractors: 23%
Construction Materials and Suppliers: 12%
Business Owners and/or Managers: 8%
Engineers, Lawyers and Architects: 8%
Heavy and Civil Engineering: 7%
Accounting and Insurance: 6%

By Occupation

Office Management/Support: 18%
Owner/CEO: 13%
Project Coordinator/Manager/Engineer: 13%
Accounting/Payroll: 11%
Sales/Marketing/Customer Service: 9%
Architect/Engineering: 4%
Estimating/Purchasing/Finance: 4%

** Because of NAWIC's diverse membership, totals do not add up to 100 percent. All numbers are approximate.*