AUDIENCE

Members

One of the strengths of the Association is the diversity of the membership. The 4000+ 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 4000+ sent directly to NAWIC members, subscribers, sponsors and a key group of industry liaison and partners.

Publication Date

Bimonthly on the first of the first month of the issue date (i.e., January/February issue publication date is January 1.) Six issues publish each 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.

2019 EDITORIAL CALENDAR

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>AD SPACE RESERVATION DEADLINE</th>
<th>CAMERA READY ART DUE</th>
<th>PUBLICATION DATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>JANUARY</td>
<td>FEBRUARY</td>
<td>NOVEMBER 20, 2018</td>
<td>DECEMBER 4, 2018</td>
</tr>
<tr>
<td>MARCH</td>
<td>APRIL</td>
<td>JANUARY 18, 2019</td>
<td>FEBRUARY 1, 2019</td>
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<tr>
<td>MAY</td>
<td>JUNE</td>
<td>MARCH 20, 2019</td>
<td>APRIL 3, 2019</td>
</tr>
<tr>
<td>JULY</td>
<td>AUGUST</td>
<td>MAY 21, 2019</td>
<td>JUNE 4, 2019</td>
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<td>SEPTEMBER</td>
<td>OCTOBER</td>
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<td>AUGUST 3, 2019</td>
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<td>DECEMBER</td>
<td>SEPTEMBER 20, 2019</td>
<td>OCTOBER 4, 2019</td>
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## RATES & SPECS

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<th>3X</th>
<th>6X</th>
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<tr>
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<td>$2,300</td>
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### ISSUES
January/February, March/April, May/June, July/August, September/October, November/December

### PUBLISH DATE
Each issue is published on the first 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, please send high-resolution documents in one of the following formats: tif, jpg, pdf, InDesign or Adobe Photoshop (CS5 or earlier). Files can be sent electronically to publications@nawic.org.

### GRAPHIC DESIGN SERVICES
For an additional $250 per ad, our in-house graphic designer will create your advertisement. This fee will be reflected in your invoice.

Submit artwork to Crissy Ingram, Executive Administrator at crissyi@nawic.org.
AD SIZE SPECIFICATIONS

Full-Page | Front Inside 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"

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

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