



American Women's Club of Thailand
72/1 Sukhumvit 38
Tel: 02-712-3380/1 Fax: 02-712-3919
Email: awc@awcthailand.org <http://awcthailand.org/>

Reaching the AWC members by advertising your goods and services has been made easier! There are three opportunities for your company to advertise with the American Women's Club of Thailand: the glossy Sawaddi Magazine, the AWC News (member newsletter) and AWC Online (the AWC website). We invite you to consider marketing your services through one, two or all three avenues. We offer a variety of attractively priced discount combination package options. All amounts in Thai Baht.

Please review the attached pages, including the AWC Advertising Rate Sheet and the AWC News Advertising Specifications sheet.

When you are ready to book or if you have any questions, please feel free to contact the Newsletter Editor, the Sawaddi Advertising Manager or AWC Online by email. Or you may call the AWC office (02-712-3380/1) to speak to someone.

The American Women's Club thanks you for supporting us, and we look forward to working with you to meet your advertising needs.

Sincerely,

AWC Advertising

AWC News <news@awcthailand.org>

AWC-Sawaddi Magazine <sawaddi@awcthailand.org>

AWC Online <online@awcthailand.org>

American Women's Club of Thailand

Advertising Rate Sheet



72/1 Sukhumvit 38 | Bangkok 10110 | 662-712-3380/1, 662-712-3919 Fax

There are several opportunities for your company to advertise with the American Women's Club (AWC) of Thailand: the glossy Sawaddi Magazine, the AWC News (member newsletter) and AWC Online (the AWC website). We invite you to consider marketing your services to the AWC members through one, two or all three avenues. We offer a variety of attractively priced discount combination package options (please see below). All amounts in Thai Baht.

SAWADDI Magazine

Published quarterly (Jan, Apr, July, Oct)
Contact <sawaddi@awcthailand.org>

AD SIZES	1 iss	4 iss (Annual) *	PUBLICATION DATES & BOOKING DEADLINES		
Back Cover		64,000	1st Qtr	January 1st	October 1st
Inside Front Cover		56,000	2nd Qtr	April 1st	January 5th
Inside Back Cover		54,000	3rd Qtr	July 1st	April 1st
Full Page (8.5" x 11")	12,000	40,000	4th Qtr	October 1st	July 1st
1/2 Page (8.5" x 5.5")	8,000	28,000			

*10% discount when paid in advance or within 30 days of invoice date

All Advertiser receive a Complimentary ad in AWC News

AWC News

Published 11 times per year (each month with June & July combined)
Contact <news@awcthailand.org>

AD SIZES	One (1) Insertion	DISCOUNTS, DEADLINES & NOTES:
1/8 pg (3.75" x 2")	1,500	Payment due at time of booking
1/4 pg (3.75" x 4.5")	2,500	20% discount for 6-issue prepaid ad*
1/2 pg (7.5" x 4.5")	4,000	30% discount for 11-issue prepaid ad*
Full pg (7.5" x 9")	7,000	Deadline: First business day of the month
<i>As of November 2009, Inserts no longer accepted</i>		<i>*No other discounts apply</i>

AWC Online (Website)

<http://www.awcthailand.org>

Contact <online@awcthailand.org>



AD SIZES	TERMS AND NOTES:
Home Page:	Home Page:
Logo (130 x 90) 80,000	• Limit 2 sponsors
Sponsor Page:	• Logo includes hyperlink to company site
Logo (90 x 90 px) 60,000	• One-year booking term only
Text (Company name or url) 40,000	Sponsor Page:
	• Limit 3 same-industry sponsors
	• Logo includes hyperlink to company site
	• One-year booking term only

Discount Combination Packages

- Save 10% off any combination magazine and newsletter ads (equal number of insertions only)
- Save 20% off any combination magazine and website ads (one year only)
- Save 20% off any combination newsletter and website ads (one year only)
- Save 30% off any combination magazine, newsletter and website ads (one year only)



AWC News Advertising Specifications

effective 11/2009

For best results, please create and submit your finished ad to us in electronic form according to the following specifications. A color print proof should accompany each ad so we can confirm how it should look.

File Format _____ All graphics and finished ad should be submitted in one of the following graphic formats:

- AI at 300 dpi
- TIF at 300 dpi
- PNG at 300 dpi
- PDF files must have all fonts embedded and compressed to 300dpi (Use the Print Option when creating the Acrobat PDF).

NOTE: We CANNOT accept ads in other formats such as Microsoft Word (doc), Works (wks), Claris Works, or Publisher (pub), jpg or gif.

Software _____ Ad should be designed at the appropriate size in any of the following programs:

For highest quality at any print size (vector, or draw, programs):

- Adobe Illustrator: Change all text to graphic format (create outlines) and save as AI (with embed objects) or PDF
- Adobe Photoshop: Set document resolution at 300 dpi at the actual ad size, create the ad, then save as TIF
- Microsoft Powerpoint: Save as PNG with 300 dpi graphic display

NOTE: If you cannot provide your ad from any of the above programs in the required format, we will create the ad for you for a surcharge of 25% of the ad amount. You provide the text and original graphic elements (photograph prints, logos and/or slides) which we will scan and return to you later.

General _____

- Finished ad and graphics should be submitted in COLOR (which will be used for the online version and will be output in grayscale for the print version).
- Photographs used in the ad must be scanned at 300 dpi at their final output size and saved as TIF.
- All solid line art should be scanned at 600 dpi (1200 dpi is better) and saved as TIF.
- Files may be compressed using PKzip, Winzip or Stuffit
- Graphic elements should be included as separate files when submitting your advertisement.

Submitting files _____ We prefer to receive your electronic advertisement on a CD ROM, but it can also be submitted or as an e-mail attachment.

Direct all materials and questions to: AWC News, American Women's Club of Thailand
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Email: news@awcthailand.org