



## SPONSORSHIP DONATION RATES

(in Baht & subject to change)

	1 ISSUE	2 ISSUES	4 ISSUES/ANNUAL
<b>PREMIUM COLOR POSITIONS</b>			
Outside Back Cover			SOLD 64,000
Inside Front or Back Cover			56,000
<b>COLOR</b>			
Full Page	12,000	22,000	40,000
Half Page	8,000	15,000	28,000

### NOTES:

1. Payment Terms
  - Accounts billed quarterly or annually with payment due 30 days from date of invoice.
  - Annual (4 issues) sponsors are entitled to a 10% discount for total annual payments in advance or within 30 days of invoice date.
  - Make checks payable to **AWC~SAWADDI MAGAZINE**.
2. Artwork produced by *SAWADDI* for 25% additional of first-time insertion rate.
3. Advertisers in *SAWADDI* receive complimentary ad space in the monthly AWC newsletter.

## ADVERTISING ARTWORK SPECIFICATIONS

For sponsors (or their ad agencies) providing artwork, it must be in camera-ready form, marked with all instructions for color separation. Any necessary slides, transparencies, or color separation films must accompany the camera-ready artwork. In addition, a printed sample of the advertisement should be included for comparison and verification. For sponsors who are unable to provide camera-ready artwork, *SAWADDI* can accomplish the ad design for a surcharge. Please communicate with your *SAWADDI* representative about this.

### ADVERTISEMENT SIZES:

	<u>Width x Height</u>
Trimmed, Finished page size	212.5 x 280 mm (Letter Size)
Full-page ad max (for bleed)	218.5 x 286 mm
Half-page ad trimmed	212.5 x 140 mm
Half-page ad max (for bleed)	218.5 x 146 mm

## DEADLINES AND DATES

Sawaddi Issue _____	Space Reservation ____	Artwork Due Date ____	Publication Date
1st Quarter (Jan-Mar)	October 2	November 15	January 6
2nd Quarter (Apr-Jun)	January 5	February 15	April 1
3rd Quarter (Jun-Sep)	April 1	May 15	July 1
4th Quarter (Oct-Dec)	July 1	Aug 15	October 1