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

Reaching the AWC members by advertising your goods and services is easy! There are three opportunities for your company to advertise with the American Women's Club of Thailand: the AWC News (member newsletter), E-Blast to all members and AWC Online (the AWC website). We invite you to consider marketing your services through one or both avenues. Ask us about discount combination package options. All amounts in Thai Baht.

Please review the attached pages, including the AWC Advertising Rate Sheet.

When you are ready to book or if you have any questions, please feel free to contact the Newsletter Ad Manager, or AWC Online by e-mail. Or you may call the AWC office (02-712-3380) 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 News Ad Manager <news@awcthailand.org>
AWC Online Administrator <online@awcthailand.org>

American Women's Club of Thailand
Advertising Rate Sheet

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

There are three opportunities for your company to advertise with the American Women's Club (AWC) of Thailand: the AWC News (member newsletter), E-Blast to all members, and AWC Online (the website). We invite you to consider marketing your services to the AWC members through one or all avenues. Ask us about discount combinations.

AWC News

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

AD SIZES	One (1) Insertion*	6-issue Prepaid 20% disc	11-issue Prepaid 30% disc
1/8 pg (3.75" x 2")	1,500	7,200	11,550
1/4 pg (3.75" x 4.5")	2,500	12,000	19,250
1/2 pg (7.5" x 4.5")	4,000	19,200	30,800
Full pg (7.5" x 9") (width x height)	7,000	33,600	53,900

TERMS & NOTES:

- Payment due at time of booking
- Preprinted inserts are not accepted
- Deadline: 5th business day of the month prior to publication

**Members only: 10% discount on single insertions up to 5 issues, after which standard discount for 6- & 11-month insertions apply.*

E-BLAST to AWC Members

Contact <online@awcthailand.org>

One-time E-mail Message 7,000
(includes brief descriptive text, hyperlinked logo & link to advertisement)

TERMS & NOTES:

- Payment required in advance
- Timing of delivery scheduled at time of booking

AWC Online (Website)

http://www.awcthailand.org/

Contact <online@awcthailand.org>

American Women's Club of Thailand

AD SIZES	6 mos	12 mos
All Site Pages		
Logo (177 px by 64 px)	36,000	65,000 (=10% disc)
Home Page		
Logo (215 px by 75 px)	22,000	35,000 (=20% disc)

TERMS & NOTES:

- Limit 3 sponsors
- Logo includes hyperlink to company site
- Only static images (no animated logos)
- Payment required in advance

All amounts in Thai Baht (inc VAT) and subject to change. Effective December 2013.

AWC News Advertisement Insertion Order

American Women's Club of Thailand
72/1 Sukhumvit 38, Bangkok 10110 Thailand
Tel. 02-712-3380 Fax. 02-712-3919
E-mail: news@awcthailand.org • http://awcthailand.org/

Date of Reservation:_____

Order written by:_____

Prepaid: ❑ Cash ❑ Check
Date: _____
Receipt #:_____
Amount:_____bht

Name: _____**Title:**_____

Telephone: _____ **Fax:** _____ **Email:** _____

Company: _____

Contact Person for Payment: _____**Telephone:**_____

Mailing Address: _____

_____

Website (or Facebook) Address: _____

Pre-paid Contract: ❑ single insertion ❑ 6-month (20% discount) ❑ 1 year: 11 issues (30 % discount)

Circle Issue(s): Jan Feb Mar Apr May Jun/July Aug Sep Oct Nov Dec

Circle Size:	1/8 page (3.75" x 2")	1/4 page (3.75" x 4.5")	1/2 page (7.5" x 4.5")	Full page (7.5" x 9")
Rate per Issue*:	1,500 bht	2,500 bht	4,000 bht	7,000 bht

* 10% discount allowed on single insertions up to 5 issues for AWC members,
after which standard discounts on 6- and 11-month insertions apply.
* Discounts applied if 6-month or 1 year (11 issues) is selected
Note: Ads **NOT** meeting our ad specifications and requiring AWC to modify will be charged a **25% surcharge**.

AWC and its members do not want unsolicited mail or email sent by advertisers. Please respect their privacy and allow members to contact you for goods and services. Thanks for your support.

❑ **Ad should read:** (use in case of AWC creating the ad)

❑ **Ad artwork provided** (see News specifications prior to submitting)

Notes:

Order came via (office use only):
❑ E-mail ❑ Telephone Call ❑ Mail ❑ Dropped at AWC office

AWC News Advertising Specifications

effective12/2013

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 ads should be submitted in one of the following graphic formats:

- AI at 300 dpi
- TIF 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:

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

NOTE: If you cannot provide your ad from any of the above programs in the required format, we will create the ad for you at a surcharge of 25% of the ad amount. You provide the text and original graphic elements (photograph prints, logos) 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.
- Ads submitted for the AWC News do NOT bleed due to our printing method.

Submitting files We prefer to receive your advertisement electronically as an e-mail attachment or via an online file service, but it may also be submitted on a CD ROM or flash drive.

Direct all materials and questions to:

AWC News, American Women's Club of Thailalnd
72/1 Sukhumvit 38 • Bangkok 10110
Tel: 02-712-3380 • Fax: 02-712-3919
Email: news@awcthailand.org

AWC ONLINE Advertising Order

American Women's Club of Thailand

American Women's Club of Thailand
72/1 Sukhumvit 38, Bangkok 10110 Thailand
Tel. 02-712-3380 Fax. 02-712-3919
E-mail: online@awcthailand.org • http://awcthailand.org/online

Date of Reservation_____

Order written by_____

Paid by: ❑ Cash ❑ Check
Date_____
Receipt No._____
Amount_____bht

Name: _____**Title:**_____

Telephone: _____ **Fax:** _____ **Email:** _____

Company: _____

Contact Person for Payment: _____**Telephone**_____

Mailing Address: _____

_____

Tick your choice of advertising, E-Blast or Online:

E-BLAST	❑ **E-mail message to members** 7,000	
ONLINE AD SIZE & Rate:	**All Site Pages** (Logo size=117 px by 64 px) ❑ 6 months 36,000 ❑ 12 months 65,000 (=10% discount)	**Home Page** (Logo size=215 px by 75 px) ❑ 6 months 22,000 ❑ 12 months 35,000 (=20% discount)

Beginning:	Jan	Feb	Mar	Apr	May	Jun	July	Aug	Sep	Oct	Nov	Dec
Ending:	Jan	Feb	Mar	Apr	May	Jun	July	Aug	Sep	Oct	Nov	Dec

AWC and its members do not want unsolicited mail or email sent by advertisers. Please respect their privacy and allow members to contact you for goods and services. Thanks for your support.

❑ **Ad content / wording:** (for use when AWC creates the ad/logo)

❑ **Check if logo artwork provided**

_____

Note:

Order came via (office use only) : ❑ E-mail ❑ Telephone Call ❑ Mail ❑ Dropped at AWC