



American Women's Club of Thailand
205/19-21 Soi Thonglor Sukhumvit 55
Bangkok 10110 Thailand

Email: admin@awcthailand.org <http://www.awcthailand.org/advertise>

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 email.

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 Manager <news@awcthailand.org>

AWC Online Administrator <online@awcthailand.org>

American Women's Club of Thailand

Advertising Rate Sheet



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>



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.



American Women's Club of Thailand
Email: news@awcthailand.org http://awcthailand.org/

Date of Reservation _____

Prepaid: Cash Cheque

Date _____

Order written by _____

Receipt No. _____

Amount _____ baht

Newsletter Advertisement Insertion Order

Name: _____ Title: _____

Telephone: _____ Fax: _____ Email: _____

Company: _____

Contact Person for Payment: _____ Telephone _____

Mailing Address: _____

Pre-paid Contract: single insertion 6 issues prepaid (20% discount) 11 issues prepaid (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 baht 2,500 baht 4,000 baht 7,000 baht

Note: Ads **NOT** meeting our ad specifications and requiring modification will be charged a **25% surcharge**.

Ad should read :

See Attached

Note:

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



AWC News Advertising Specifications

effective April 2018

For best results, please create and submit your finished ad to us according to the following AWC News specifications. A proof must 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 formats.

- AI at least 150 dpi
- TIF at least 150 dpi
- PNG at least 150 dpi
- PDF files must have all fonts embedded and compressed to 300ppi (Use the Print Option when creating the Acrobat PDF).

We CANNOT accept ads created in Microsoft Word (doc), Works (wks), Claris Works, or Publisher (pub) format.

Software Applications: Ad should be designed at the appropriate size in any of the following:
For highest quality at any print size (vector, or draw, programs)

- Adobe Illustrator: Be sure to change all text to graphic format (create outlines) and save as AI (with embed objects) or PDF

Other acceptable software:

- Adobe Photoshop: Set document resolution at 300 dpi, create the ad, then save as TIF

If you cannot provide your ad from any of the above programs in acceptable format, then send us a printout of how you want the ad to look. Provide the text and original graphic elements (photograph prints, logos and/or slides) which we will scan and return to you later. We will assemble the ad using our fonts and your graphics (fee applies).

General:

- If you scan photographs to use in the ad, they must be scanned at 300 dpi at their final output size and saved as TIF.
- Files may be compressed using PKzip, Winzip or Stuffit
- Please include graphic elements as separate files when you submit your electronic advertisement, if applicable.

Submitting files: We are able to accept your electronic advertisement by email attachment.

Direct all materials and questions to:
AWC News, the newsletter of the AWC
Email: news@awcthailand.org

AWC ONLINE Advertising Order



American Women's Club of Thailand
 Email: online@awcthailand.org • <http://awcthailand.org/online>

Date of Reservation _____

Paid by: Cash Check

Date _____

Order written by _____

Receipt No. _____

Amount _____ bht

Name: _____ Title: _____

Telephone: _____ Fax: _____ Email: _____

Company: _____

Contact Person for Payment: _____ Telephone _____

Mailing Address: _____

AD SIZE & Rate:	All Site Pages (Logo size=117 px by 64 px)	Home Page (Logo size=215 px by 75 px)
	<input type="checkbox"/> 6 months 36,000	<input type="checkbox"/> 6 months 22,000
	<input type="checkbox"/> 12 months 65,000 (=10% discount)	<input type="checkbox"/> 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: