

Web Site Advertising

Effective January 2008

BUSINESS OWNER
ENTHUSIAST

avionics
TECHNICIAN

The official web site of



AIR TRAFFIC
controller

astronaut

P I L O T

www.wai.org

author

METEOROLOGIST

flight attendant

engineer

MILITARY

l a w y e r

educator

maintenance
TECHNICIAN

Marketplace Classifieds

Marketplace Classifieds are a way for companies with a **broad range of merchandise** and/or a **small advertising budget** to benefit from our web site and membership.

A click on the Marketplace Classifieds icon takes the viewer to a page of advertisers. Each advertiser has a **HOT LINK** that provides an immediate opportunity for the customer to proceed from our site directly to the advertiser's web site. See the example shown at right.

Example



The monthly rate includes:

- Company name
- One low resolution graphic:
Either a logo or product photo
- Up to 25 words of copy
- Phone number
- Web site hot-link

Women in Aviation, International
Online Store

Visit Women in Aviation, International
Online Store! Some of our categories
include logo clothing, aviation
collectibles, books, videos, kids' items
and jewelry.

937-839-4647
www.wai.org

One Month

**3 Months
(5% discount)**

**6 Months
(10% discount)**

**12 Months
(15% discount)**

Monthly Rate

\$90

\$85

\$80

\$75

Mechanical Requirements:

- Company name – limited to 45 characters
- Graphic – maximum 200 pixels wide and 100 high. JPG or GIF file, maximum 15K
- Description – limited to 25 words and 180 Characters
- Website hot-link – limited to 100 characters

Insertion Order and Materials Deadline:

The 20th of the month prior to posting online.

The ad will be online as of the first of the month and will run the entire month.

Submission Instructions:

Please send Insertion Orders & Materials to:
Annette Calicoat, 7395 S. County Rd. 25A, Tipp City, OH 45371 or E-mail: acalicoat@wai.org,
Toll Free: (866) 520-9424, Phone: (937) 669-4741, Fax: (937) 669-5453

**All online rates are NET. Payment terms: Net 15 from date of invoice
WAI Corporate Members are eligible for a 10% discount on online advertising.**

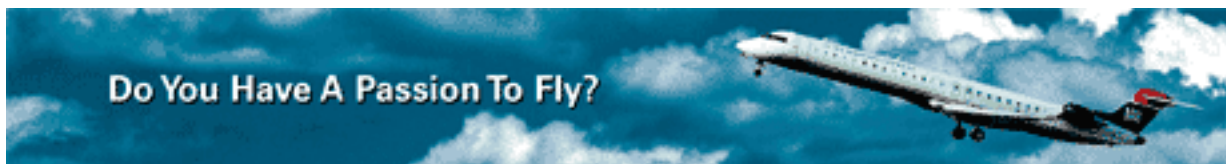
WAI Connect Banner Advertising

WAI Connect Online is a bi-monthly e-mail newsletter provided exclusively for members of Women in Aviation, International.

WAI Connect is published in the months opposite **Aviation for Women** magazine.

Banner advertising is available for February, April, June, August, October and December.

The banners are available for the **beginning, middle and end of the newsletter.**



Example

San Juan College / Mesa Airlines. Mesa Air Group, the 2005 Regional Airline of the Year** is one of the larger regional airlines in the U.S., providing training and experience unique in the field, offering unprecedented opportunity for placement and quality of training.

The banner ad includes:

- Up to 25 words of copy
- One low resolution graphic
- Web site hot-link

Monthly Rate	One Month	3 Months (5% discount)	6 Months (10% discount)
Beginning of Newsletter	\$450	\$430	\$405
Middle of Newsletter	\$425	\$405	\$385
End of Newsletter	\$400	\$380	\$360

Mechanical Requirements:

- Banner size: 460 pixels wide and 60 pixels high at 72 dpi, JPG or GIF file. Max file size 20K
- Electronic files MUST be in Macintosh format.

Insertion Order and Materials Deadline:

The **15th of the month prior to posting** online.

The newsletter is sent at the first of the month.

Send Insertions to:

Annette Calicoat
Women in Aviation, International
7395 S. County Rd. 25A
Tipp City, OH 45371
E-mail: acalicoat@wai.org
Phone: (937) 669-4741
Toll Free: (866) 520-9424
Fax: (937) 669-5453

Send Electronic Files to:

Amy Laboda
Women in Aviation, International
18735 Baseleg Ave.
North Ft. Myers, FL 33917
E-mail: alaboda@wai.org
Phone: (239) 567-2271
Fax: (239) 567-2271

School Zone *NEW FOR 2008*



School Zone is a **One Stop Shop for Aviation Education**. **School Zone applies to colleges/universities, flight schools, magnet schools, etc.** We are providing an extremely inexpensive avenue for recruiting students into aviation and aerospace.

A click on the School Zone icon takes the viewer to a page of advertisers. Each advertiser has a **HOT LINK** that provides an immediate opportunity for the customer to proceed from our site directly to the advertiser's web site.

Yearly Rate	ONLY \$480 per year
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The YEARLY Rate includes

- Facility name
- One low-resolution graphic (logo or facility photo)
- Up to 25 words of copy
- Phone number
- Web site hot link

Mechanical Requirements:

- Company name – limited to 45 characters
- Graphic – maximum 200 pixels wide and 100 high. JPG or GIF file, maximum 15K
- Description – limited to 25 words and 180 characters
- Web site hot link – limited to 100 characters

Insertion Order and Materials Deadline:

The 20th of the month prior to posting online.

Career/Job Posting Rates

Option #1: Aviation for Women Magazine and Web Site

\$90 per column inch

Each column inch is 2 - 1/8" wide by one inch high

The ad will appear in the Career section of **Aviation for Women**

magazine in black and white with a color border.* You will receive a **Free Listing** on the Women in Aviation, International web site for 30 days. Web listing is text only.

***Aviation for Women** ads - Please refer to the mechanical requirements section of the Display, Classified, Career/Job Posting rate card.

EDUCATION VOLUNTEERS

The WAI Education Committee is seeking one or two volunteers who have experience in school environments and/or with organizations such as Girl Scouts and youth groups. Please send your name and background information to wai@wai.org if you are interested.

Example

Option #2: WAI Connect Newsletter and Web Site **\$1.75 per word**

The **Text Only** listing will appear in the WAI Connect E-mail newsletter. You will receive a **Free Text Only** listing on the Women in Aviation, International web site for 30 days.

Option #3: Web Site Only **\$1.65 per word**

The **Text Only** listing will appear on the Women in Aviation, International web site for 30 days. Posting usually occurs 2-3 business days after submission of information.

Submission Instructions:

Please send Insertion Orders & Materials to:
Annette Calicoat, 7395 S. County Rd. 25A, Tipp City, OH 45371 or E-mail: acalicoat@wai.org,
Toll Free: (866) 520-9424, Phone: (937) 669-4741, Fax: (937) 669-5453