

AAW E-ADVERTISING – WOODTURNING FUNDAMENTALS

Advertising rates and options

An AAW e-zine providing resources for basic skills and techniques to engage the beginning woodturner who is hungry for content and advice and who is in the more active phase of acquiring tools and materials.

Published quarterly— February, May, August and November

Distribution: Typically distributed during the third week of the month. Members are sent an email when an issue is published inviting them to visit the issue. All ads within an issue are hotlinked to the advertiser's website. Past issues of Woodturning Fundamentals, in their entirety, are archived at www.Woodturner.org

Landing page sees an average of 3,000 visits per month.

Download page sees approximately 7,500 visits per month.

Rates

Options	1x	2x	4x
Full Page 2 (cover is page 1)	\$729	\$679	\$609
Full Page 3 (cover is page 1)	\$729	\$679	\$609
Full	\$609	\$569	\$515
½	\$339	\$319	\$289
¼	\$179	\$169	\$155

* Journal advertisers receive 25% off full page ads in Woodturning FUNDamentals if running in both publications in the same quarter.

- All rates apply to camera-ready copy only.
- Contact Erica for help with ad design services erica@pierreproductions.com, 763-497-1778.

Submission deadline

First of the month prior to publication (i.e. Jan. 1 for February issue).

Payment and terms

- Payment is due at time of e-publication. Advertisers will be invoiced.
- No cancellations accepted after ad due date.
- Copy is accepted subject to policies and approval of the AAW.

Ad production costs

- Costs incurred for preparation of artwork, special production requests, and client-requested changes will be billed to advertiser.
- Production estimates may be requested from ad reps. Layout with detailed specs should accompany all ads that require typesetting by the publisher.

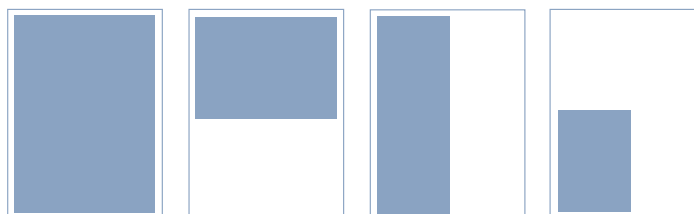


John Kelsey, editor.

Submitting files

- Please provide compressed files through email – 3MG or less or inquire about FTP transmission.

Dimensions Width x height



Full	1/2 horizontal	1/2 vertical	1/4
7.425" x 9.425" 188 mm x 239 mm	7.425" x 4.625" 188 mm x 117 mm	3.625" x 9.425" 92 mm x 239 mm	3.625" x 4.625" 92 mm x 117 mm

Submission specifications

File formats accepted

- JPG
- PNG
- PDF with embedded fonts.

Images, logos, artwork

- All images saved at 100% and a minimum of 100 dpi.
- Do not include printer's marks (crop, bleed, etc) on ads.

Advertising Contacts:

Erica Nelson, Advertising Representative • erica@pierreproductions.com • 763-497-1778

Betsy Pierre, Advertising Manager • betsy@pierreproductions.com • 763-295-5420



Electronic Advertising Insertion Order
American Association of Woodturners
Please reserve the following ad placements
(Reference current rate card.)
Complete and fax to 763-497-8810

Contact information

Company Name: _____
Contact Person: _____ Title: _____
Billing Address: _____
Phone: _____ Fax: _____ Email: _____

AAW members receive discounted advertising rates. Please check your membership level
AAW18 eAdAAW18

- Artist and General Business members 5% off
Supporting and Benefactor members 10% off
Business Benefactor members 15% off
Business Patron members 20% off

Woodturning FUNDamentals - Art deadline - 1st of the month prior to publication

Ad Size/Placement: _____ Frequency: _____ Ad Fee: _____

Issues to run: February 20, May 20, August 20, November 20

Keep Turning with AAW

Art deadline -1st day of the run month

- Wide Banner Ad (750w x 100h - pixels) - \$295 per run
Image Ad (250w x 319h - pixels) - \$195 per run
Text Ad (5 lines of text - 250w x 240h - pixels) - \$195 per run

Issues to run: February 20, April 20, June 20, August 20, October 20, December 20

Signing below constitutes agreement to the details listed above and to the American Woodturner General Terms & Conditions.

Advertiser's Signature

Date

Your American Association of Woodturners Advertising Contact:

Erica Nelson, Sales Representative - 763-497-1778 / erica@pierreproductions.com

American Association of Woodturners - 222 Landmark Center, 75 5th St W, St. Paul, MN 55102-7704

You may pay by credit card if you prefer.

Check type: Visa MC Discover AMEX

Per ad fee \$ x = \$ will charge full amount

Name on Card: _____

Credit card number: _____

Expiration: / Security Code (Three numbers. AMEX has four.)

Mechanical Requirements

Art Submission: See rate card for dimensions and submission specifications.

Ad creation: Ads can be designed from your supplied copy. There is a fee for ad creation. Contact your sales rep for a quote.

Send artwork to: Erica Nelson – erica@pierreproductions.com / 763-497-1778. Please refer to rate card for submission guidelines.

General Terms & Conditions

It is agreed that the term “advertiser” within the Insertion Order and these General Terms & Conditions refers to the entity purchasing the advertisement space. This entity, the advertiser, is listed on the Insertion Order. It is also agreed that the term “publisher” refers to the entity producing the publication, the American Association of Woodturners.

Submitting a signed Insertion Order constitutes a formal reservation from the advertiser for the advertisement specified in the Insertion Order and agreement to these General Terms & Conditions.

Submitting a signed Insertion Order constitutes the advertiser’s agreement to submit necessary artwork (correct to specifications) no later than the due date specified by the Insertion Order. Should the advertiser not submit artwork by the listed due date, the advertiser understands that either 1) the publisher will use previously submitted art or 2) the advertisement will not appear in the publication. The advertiser also understands that they are still obligated to pay the full advertisement rate as listed in the Insertion Order.

Should submitted artwork not meet the specifications, it is fully the advertiser’s responsibility to make the necessary changes to make the artwork correct to specifications and to submit the revised artwork no later than the due date specified by the Insertion Order. Should an advertiser’s artwork not meet specifications and the advertiser not be able to submit new artwork correct to specifications by the listed due date, the advertiser understands that they will be obligated to pay any production costs required to make their artwork correct to specifications or the advertisement will not be included in the publication. The advertiser also understands that, should their advertisement not appear in the publication due to incorrect artwork, they are still obligated to pay the full advertisement rate as listed in the Insertion Order.

The advertiser agrees that all submitted artwork will be free of copyright.

The publisher is not responsible for errors in advertiser artwork.

Publisher’s liability in the event of a publisher error within an ad will be limited to publishing the ad once correctly at no additional charge.

The advertiser agrees to protect, indemnify, and hold harmless the publisher and its agents against any and all claims arising from the look and the content of the advertiser’s advertisement.

The advertiser agrees that all advertisements are subject to the approval of the publisher. The publisher reserves the right to refuse advertisement purchases or artwork for any reason including a conflict with the intent of the publication or the organization. Should the publisher refuse the advertiser’s artwork, it is fully the advertiser’s responsibility to make the necessary changes to make the artwork acceptable to the publisher and to submit the revised artwork no later than the due date specified by the Insertion Order. Should an advertiser’s artwork be refused by the publisher and the advertiser not be able to submit new artwork by the listed due date, the advertisement will not be included in the publication. Should this happen, the advertiser understands that their advertisement will not appear in the publication. The advertiser also understands that they are still obligated to pay the full advertisement rate as listed in the Insertion Order.

Advertisers will be invoiced following the printing of the publication. Invoices are payable within 30 days. A 1-1/2% interest charge per month will be assessed on all balances over 30 days.

Other cancellations must be made prior to an issue’s deadline.