

Marketing Opportunities



American Society of Women Accountants

The American Society of Women Accountants (ASWA) is a professional organization whose purpose is to advance the interest of women in all fields of accounting and finance. The Society was founded in 1938, and has since grown to include 100 chapters throughout the United States with nearly 4,000 members—1,900 of whom are CPAs. Membership has been open to men since 1974.



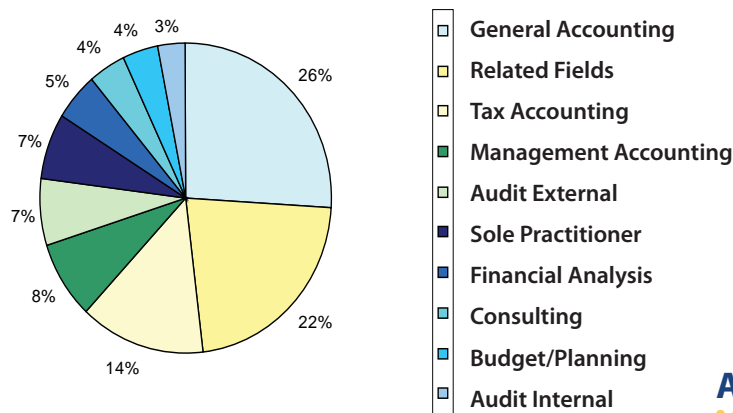
ASWA Membership

ASWA represents all levels within the accounting profession, from recent graduates to senior partners in major accounting firms. Members can be found throughout the workforce from academia and government to the private and public sectors.

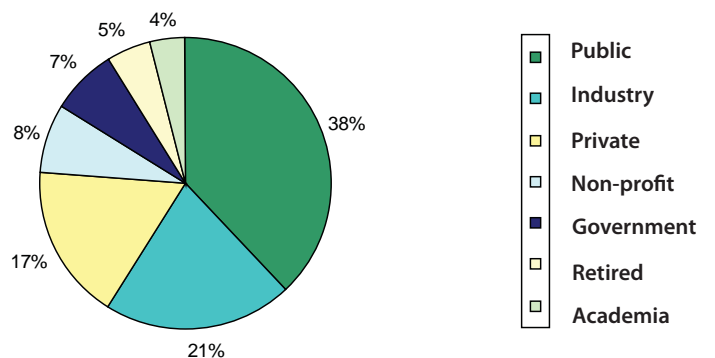
Our Commitment

As part of our commitment to enable women in all accounting and related fields to achieve their full personal, professional and economic potential we have developed numerous initiatives like the National Partnership program, the Executive Leadership Advisory Council, the Joint National Conference, *The Compass* e-magazine and the ASWA Educational Foundation, among others. Similarly, ASWA works closely with administration officials and government agencies to promote our goals and to foster a necessary dialogue to promote the best practices in the industry.

A SNAPSHOT of our Membership's Job Classification & Accounting Focus



ASWA Members' Accounting Focus



Sponsorship/Advertising Options and Rates

The Compass e-magazine Sponsorship

The *Compass* is an electronic magazine that provides ASWA members with frequent and exceptional content in a format that can be shared and archived with ease. The e-magazine launched in January 2008, and new issues will be available on a monthly basis. *The Compass* focuses on Four Points of accounting interest and contains a special Partner Page highlighting our honorary trustees and their support to ASWA. In addition, it provides ASWA information at national, regional and chapter levels as well as monthly columns from ASWA Honorary Trustees and articles related to our Four Points of accounting.

Sponsors will receive their company logo and link on select issues of *The Compass*. The e-magazine will reach nearly 4,000 decision makers and leaders in the accounting and finance industry. Our readers are highly educated, well-informed professionals and job seekers. Get the edge in recruitment and public awareness by sponsoring issues of ASWA's newest communication vehicle, *The Compass*.



	3 months	6 months	12 months
RATE	\$1,100	\$2,100	\$3,950

ASWA Employment Opportunities/Classifieds



Post a job opening on ASWA's Web site, where qualified candidates will have access to employment opportunities.

- \$150 per month for the first 50 words
- \$2 per word for additional copy.
- A link and a company logo can be added to the employment listing for an additional \$50 per month.

ASWA Web site Banner Advertising



Increase the traffic activity on your company's Web site by placing a banner advertisement on ASWA's Web site. With an average of 15,000 visits per month, the ASWA Web site is the perfect place for your organization to reach ASWA's membership of more than 4,000 professionals. In addition to posting vacancies, you can place your banner ad on ASWA's Employment Page. Banner ads may include your logo and a link to your Web site.

	6 months	1 year
Employment Page	\$1,500	\$2,750

2010 Media Kit



On-Line Ad Specifications

Mailing Instructions: On-line banner ads must be submitted electronically via e-mail to Imonson@aswa.org. If the link is included, please submit the target URL. All advertisements may link to your corporate Web site.

Ad Dimensions: Banner ads must be no larger than 5" wide x 1" deep.

The Compass Sponsorship: Company logos should not exceed 190 pixels wide.

Color - 256 color maximum

Image file format: All artwork must be submitted as a GIF or JPG file. Files submitted on non-publishing programs, such as PowerPoint or Word, will not be accepted.

Note: If appropriate, animated ads in GIF89a format will be accepted if included with at least one (1) non animated ad, in the event we experience any technical difficulties. Please submit target URL for the link.

Payment

Payment is due at time of ad placement.

Cancellation Policy: ASWA must be notified in writing in the event of cancellation or space reduction. If cancellation occurs prior to the Insertion Order due date, you will be refunded 100% of the payment received. After the Insertion Order due date, no cancellations or refunds will be accepted. There is no agency discount. Advertisers will be short-rated if they do not use the amount of space upon which their billing was based within one year from the date of their first insertion.

Advertising Guidelines

- Rates are subject to change without notice. There is no agency discount.
- ASWA reserves the right to refuse any advertisement at any time, which does not meet its standards. Any advertising copy that might be mistaken as an article, commentary or other non-advertising material must be clearly marked "advertisement."
- All logos and links accepted and published in *The Compass* and on the ASWA Web site assume that the advertiser and/or agency is authorized to publish the entire contents and subject matter thereof. In consideration of the ASWA's acceptance of ads for publication, the advertiser and/or agency, jointly and severally, indemnify and save ASWA harmless from and against any loss or expense resulting from claims or suits based upon the content of ads — including without limitation claims or suits for libel, violation of right of privacy, plagiarism, and copyright infringement, including any and all costs associated with defending against such claims.
- Advertisers and advertising agencies assume liability for all content (including text, representation and illustrations) of advertisements printed and also assume responsibility for any claims arising against ASWA.
- ASWA shall be under no liability for its failure for any cause to insert an advertisement.
- Frequency discounts apply to ads run in a continuous, one-year period. Frequency must be ordered with first insertion. Advertisers will be short-rated if, within a 12-month period from the date of their first insertion, they have not used the amount of space upon which their billings have been based.
- Neither the advertiser nor its agency may cancel insertion orders for advertising after the closing date.
- No refunds will be issued for ads not running due to late artwork submissions or cancellations after closing date.
- You will not necessarily be reminded of deadlines.

Information/Questions: If you have any questions or would like additional information, please call the ASWA Resource Development Department at 703-506-3265 or send an e-mail to aswa@aswa.org.

Insertion Order Form



ASWA Insertion Order

Contact Person _____

Company or Agency Name _____

Address _____

City/State/Zip _____

Telephone/Fax/Email _____

Payment Information:

Check Enclosed – Mail to: ASWA, 1760 Old Meadow Rd, Suite 500, McLean, VA 22102

VISA AMEX MasterCard Total Due: _____

CC# _____ Exp. Date _____ / _____

Print Name _____ Signature _____

This serves as a contract. The American Society of Women Accountants is authorized to insert your advertisement and/or banner ad according to the specifications listed on the Insertion Order Form. Execution of this insertion order signifies assumption of legal responsibility to pay for all advertising in accordance with ASWA's terms as stated in the Rate Card and Advertising Guidelines. Advertising copy deemed objectionable by the publisher for any reason may be rejected.

Insertion Specifications

THE COMPASS e-magazine– We would like to sponsor *The Compass* for:

3 issues - \$1,100 6 issues - \$2,100 12 issues - \$3,950

WEB SITE ADVERTISEMENT

Type of Ad

Web site Banner Ad

Page

Employment Page

Frequency of Web Ad

6 Months - \$1,500

12 Months - \$2,750

Run ad/listing from _____ through _____

EMPLOYMENT OPPORTUNITIES/CLASSIFIEDS

50 words - \$150

Add company logo or link - \$50 per month

Additional Words - Qty: _____
(\$2 per word)

American Society of Women Accountants /ASWA

1760 Old Meadow Road, Suite 500, McLean, VA 22102

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