



AWIS

ASSOCIATION FOR WOMEN IN SCIENCE

AWIS Magazine Print Ads / Branded Content

AWIS Website Online Ads | www.awis.org

AWIS Career Center Job Posting

AWIS Washington Wire Bi-weekly eNewsletter

AWIS in Action! Monthly eNewsletter

WHY AWIS?

AWIS represents more than 4.7 million women in STEM with members and chapters nationwide. Membership is open to any individual who supports the vision and mission of AWIS.

The Association for Women in Science (AWIS) is the largest multi-discipline organization for women in science, technology, engineering, and mathematics (STEM) dedicated to achieving equity and full participation of women in all disciplines and across all employment sectors.



AWIS Audience

- Post-Secondary Colleges & Universities **47%**
- Industry and Business **30%**
- Government **14%**
- Non-Profit **9%**

AWIS champions the interests of women in STEM through:

- Advocacy and Public Policy
- Talent and Leadership Development
- Research and Publications



AWIS Reaches:

18,900

PhDs

12,300

Decision Makers

19,500

Researchers

AWIS Magazine

AWIS Magazine is an archived magazine that targets women within the science, technology, engineering, and mathematics fields. AWIS Magazine reaches more than 20,000 professionals in STEM with members and chapters nationwide. AWIS Magazine is published quarterly in both print and digital formats.



2015-16 Advertising Rates

Ad Size	1x	2x	3x	4x
Full Page	\$2,900	\$2,800	\$2,700	\$2,600
Half Page	2,225	2,150	2,075	2,000
Quarter Page	1,825	1,775	1,725	1,675

Covers

Inside Front	\$3,200	\$3,100	\$3,000	\$2,900
Inside Back	3,100	3,000	2,900	2,800
Back Cover	3,400	3,300	3,200	3,100

All rates are discounted 15% to advertising agencies.
Black and white rates are available upon request.

Closing Dates

Issue	Theme	Ad Space	Ad Material
Fall	Innovation	August 3	August 10
Winter	Global	October 14	October 21
Spring	Leadership	January 27	February 3
Summer	Entrepreneurship	April 27	May 4

Contact

Alison Bashian
Advertising Manager
alisonb@bashian.com
Phone: 800.335.7500, ext. 21

AWIS Magazine

Branded Content

AWIS Magazine branded content is an effective value-added platform for you to deliver your message and gain exposure with women in STEM. Success stories, case studies, new product launches, and staff profiles are just a few of the topics that you can choose from to present.

One page Full-color half-page horizontal ad and accompanying text of roughly 250 words

\$2,500

Two page Full-color full-page ad and accompanying text of roughly 500 words

\$4,500

SEE SPECIFICATIONS PAGE 7

From Panama City to Pfizer: the Journey of Anabella Villalobos

Pfizer is proud to profile Vice President of Neurosciences Medicinal Chemistry Anabella Villalobos.

Anabella earned her BS in Chemistry at the University of Panama in 1983 and her PhD in Medicinal Chemistry with Professor Lester A. Iltis at the University of Kansas in 1987 and was a Fulbright-Hopewell Fellow at the University of Kansas from 1981-1985. After spending two years as a National Institutes of Health Postdoctoral Fellow with Professor Samuel Danzig at Yale University, Anabella joined the Cortex Laboratories at Pfizer as a Research Scientist in the Neuroscience Medicinal Chemistry group in 1989. As a leader of the Neuroscience group, she has overseen medicinal chemistry efforts that have resulted in development candidates for depression, schizophrenia, sleep disorders, Alzheimer's disease (AD), and stroke. She has also led multidisciplinary teams that have taken development candidates into Phase I and Phase II studies. Anabella contributed to the Acetylcholinesterase inhibitor program through the design and discovery of a compound (donepezil) which was advanced to Phase II clinical trials in AD. Eventually, this compound became part of the agreement with Eisai that led to the successful co-promotion of Aricept, a drug currently on the market for the treatment of AD.

Born and raised in Panama City, Panama, Anabella had many cultural differences to overcome. "In Panama, people will tell you that they will arrive at a certain time but show up hours late," she recalls. "But you know that they eventually will be there. In the U.S., it is expected that you will arrive on time. I had to adjust to that when I moved to America. Latin cultures are a little more relaxed."

Anabella believes that her success in the male dominated field of Chemistry is in large part due to her supervisors and mentors, who were supportive of her need for flexibility when her children were young. Anabella always made it clear that her family came first and never minded to her turning down evening engagements that would have interfered with the time she spent with her family. Anabella found other ways to network with her colleagues and also credits her husband who shared in the child-care duties such as taking turns staying home to take care of a sick child when one of them needed to come to work.

Anabella recalls several people who guided her and gave her advice as formal or informal mentors and says the mentoring relationship should evolve naturally with people you feel comfortable with, while more formal programs can help those who do not have an extensive network. If you consider a move or change, you need a confidant to seek their input. Anabella's mentors were more senior and had a broader perspective, and could coach her on career growth and also provided her with advice if she was having problems with challenging personal relationships. While Anabella moved up the career ladder it became harder to find mentors and she frequently needed to rebuild her network. Anabella strongly believes in the importance of mentoring and has yet to see a person who has progressed to their career without it.

One of the lessons learned early on in her career was the need for rigorous scientific training since all work needs to be done with integrity, reproducibility, and reliability. Anabella also realized how important her relationships with other members of her lab or colleagues in other departments were. These relationships allowed her to learn from others, help others, and find out how others could help her. Anabella still keeps in touch with her colleagues from graduate school.

"The opportunities are there for you to build a career," she advises young women considering a career in medicinal chemistry. "Don't be discouraged by the low numbers of women. Whenever you decide to go, you must find a way of identifying role models and mentors that can help you grow in your career."

Contact

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AWIS Career Center

Looking to increase the diversity of your workforce? The AWIS Career Center is the best way for you to attract qualified professionals from around the nation. At the AWIS Career Center you will find a focused, accomplished pool of talent with the skills and experience you are looking for. The AWIS Career Center is open to AWIS members and nonmembers and accessible on the AWIS website. Additionally, AWIS can cross promote your positions in the Washington Wire.

Single Listing	Price
30 days	\$300
60 days	\$575
80 days	\$850
5-Pack of 30-Day Single Listings	\$1,350
Featured Employer – Logo Added	\$450
Featured Job Upgrade – Premium	Add \$50 to above rates

Contact

Ad Sales
 careercenter@awis.org
 Phone: 703.894.4490



AWIS Website

The AWIS website (www.awis.org) averages 13,000 monthly visitors with over 30,000 page views. Most visitors are from the United States and over 70% of visits are from new visitors.

1x _____ \$300/month
 190px x 300px (static)

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AWIS Washington Wire

The AWIS Washington Wire is a “one-stop-shop” eNewsletter that is sent bi-weekly to members and friends of AWIS. This online communication provides a digest of information on articles relating to science, education, careers, technology, health, and work-life satisfaction. Currently the Washington Wire has over 4,000 subscribers and a 45% click through rate. All archived issues are available to members on the AWIS website.

1x _____ \$300/issue
\$200 with ad in AWIS Magazine

Design Specifications

Each ad should include 25 words and a logo/image OR you can submit a vertical banner ad. These ads appear on the right-hand navigation bar of the newsletter. Ads must be a width of 160px and a height of up to 450px.



AWIS in Action!

AWIS in Action! is a monthly eNewsletter that provides updates on AWIS' advocacy initiatives and government actions of importance to women in STEM. Current AWIS in Action! has over 6,000 subscribers and a 35% click through rate. All archived issues are available to members on the AWIS website.

1x _____ \$300/issue
\$200 with ad in AWIS Magazine

Design Specifications

Each ad should include 25 words and a logo/image OR you can submit a vertical banner ad. These ads appear on the right-hand navigation bar of the newsletter. Ads must be a width of 160px and a height of up to 450px.



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AWIS Magazine

Print Ad	Size (Inches)
Full Page Bleed	8.75 x 11.75
Trim	6.75 x 9.75
1/2 Page Horizontal	6.75 x 4.50
1/2 Page Vertical	3.50 x 9.75
1/4 Page Horizontal	6.75 x 2.25
1/4 Page Vertical	3.50 x 4.50
1/8 page	3.50 x 2.25

File Specifications

Resolution: 300 dpi
 Color: CMYK
 Format: PDF files is preferred. (Images must be 300dpi and all fonts embedded)
 All sizes require a 0.16" bleed.

Digital Ad **Size (Pixels)**
 120 to 250px & length up to 580px

Branded Content

Advertiser should provide:

One Page

- A high-resolution 4C company/institution logo
- The official name of the company/institution
- Headline for the advertorial (About 7 words)
- Text for the advertorial (About 250 words)
- Pull Quote (About 11 words)
- Photo and caption (optional)
- A high-resolution PDF of a half-page (6.75 x 4.50) display ad

Two Page

- A high-resolution 4C company/institution logo
- The official name of the company/institution
- Headline for the advertorial (About 15 words)
- Text for the advertorial (About 500 words)
- Pull Quote (About 18 words)
- Photo and caption (optional)
- A high-resolution PDF of a half-page (6.75 x 4.50) display ad

For a minimal fee, the AWIS design team will create a full page of branded content that incorporates the advertiser's display advertisement.

Submit ad materials to:

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AWIS Website

1x	Size (pixels)
Static	190px x 300px
Slide Show	970px x 232px

File Specifications

Resolution: 72 dpi
Color: RGB
Format: jpg, gif (Animated accepted) or PDF
Maximum size: 40Kb

Policies:

Online advertising is posted on the AWIS website within 5 business days of your insertion request. The advertisements remain online for 30 days.

AWIS Washington Wire

1x	Size (pixels)
One Size	160px x up to 450px

File Specifications

Resolution: 72 dpi
Color: RGB
Format: jpg, gif (Animated accepted) or PDF
Maximum size: 40Kb

Policies:

Each ad should include 25 words and a logo/image OR you can submit a vertical banner ad. These ads appear on the right-hand navigation bar of the newsletter. Ads must be a width of 160px and up to a height of 450px.

AWIS in Action!

1x	Size (pixels)
One Size	160px x up to 450px

File Specifications

Resolution: 72 dpi
Color: RGB
Format: jpg, gif (Animated accepted) or PDF
Maximum size: 40Kb

Policies:

Each ad should include 25 words and a logo/image OR you can submit a vertical banner ad. These ads appear on the right-hand navigation bar of the newsletter. Ads must be a width of 160px and up to a height of 450px.

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