Advertising & Branding Opportunities
Connect with the AWIS network to help your organization achieve its goals.

With a 50-year history of championing women in science and over 30 grassroots chapters, AWIS offers opportunities for professional development, recognition, and networking with members, allies and supporters worldwide.

Founded in 1971, AWIS is the leading organization dedicated to driving excellence in STEM by achieving equity and full participation of women in all disciplines and across all employment sectors. AWIS membership is open to any individual who supports the vision and mission of AWIS.

AWIS has helped guide Congress, the United Nations, pharmaceutical and biotech companies, institutions and other professional organizations on decisions and best practices to achieve gender diversity and positive system transformation in STEM.

With our reach and communication channels, AWIS also provides:

- Advertising Opportunities
- Thought Leadership Opportunities
- Talent Management Solutions
AWIS Member Demographics and Reach

**CAREER LEVEL**
- 38% Student
- 28% Postdoc/Early Career
- 17% Mid Career
- 12% Senior Career
- 5% Other

**EMPLOYMENT SECTOR**
- 63% Academia
- 17% Industry/Business
- 10% Government/Military/Public Service
- 10% Other

**RACE/ETHNICITY**
- 23% Asian/Asian American
- 7% Black/African American
- 10% Hispanic/Latina
- 56% White
- 4% Mixed/Other

**DISCIPLINE**
- 56% Biological/Agricultural Science
- 8% Chemistry
- 9% Computer Science and Math
- 9% Earth and Geoscience
- 9% Engineering
- 19% Health and Medical
- 6% Social Sciences
- 7% Physics and Astronomy

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**AWIS Career Center**

**Job Views in 2021**
- 540,000

**Social Media Followers**
- 54,000

**Average Monthly Website Visitors**
- 19,000

**Email Newsletter Subscribers**
- 18,000

**CONTACT US:** Torre Nibblett • nibblett@awis.org • 951-564-2812
Advertising Opportunities
Promote your brand through **AWIS Magazine** Digital Advertising

**AWIS Magazine** is now digital! This is our flagship publication for women with careers in science, technology, engineering, mathematics, and medicine fields. Our award-winning quarterly magazine includes timely industry related articles that feature workplace trends, career advancement and advocacy work in Washington, DC and across the country. Your ad will appear in the digital magazine which is distributed to AWIS members and advertised to prospects, supporters, and allies.

For advertising opportunities, please contact Kyle Westbrook at ARP.

### FULL COLOR AD RATES

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>1x</th>
<th>2x</th>
<th>3x</th>
<th>4x</th>
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<tbody>
<tr>
<td>INSIDE FRONT COVER</td>
<td>$3,200</td>
<td>$3,100</td>
<td>$3,000</td>
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<tr>
<td>FULL PAGE</td>
<td>$2,900</td>
<td>$2,800</td>
<td>$2,700</td>
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<tr>
<td>HALF PAGE</td>
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<td>$2,150</td>
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<td>QUARTER PAGE</td>
<td>$1,825</td>
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#### AD SPECS

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<thead>
<tr>
<th>SIZE</th>
<th>SIZE (inches, no bleed)</th>
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<tbody>
<tr>
<td>Full page</td>
<td>8.75 x 11.75</td>
</tr>
<tr>
<td>1/2 page horizontal</td>
<td>7.75 x 5</td>
</tr>
<tr>
<td>1/2 page vertical</td>
<td>3.75 x 10.25</td>
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<tr>
<td>1/4 page vertical</td>
<td>3.75 x 5</td>
</tr>
<tr>
<td>1/8 Page</td>
<td>3.75 x 2.5</td>
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</tbody>
</table>

#### FILE SPECIFICATIONS

RESOLUTION: 300 dpi color. PDF files are preferred. (Images must be 300 dpi and all fonts embedded).

We also offer branded content opportunities if you would like to insert a feature article instead of an advertisement.

See “AWIS Magazine Article” on page 9 for more information.
AWIS Website

The AWIS website averages 19,000 visitors a month. Over 60% are new visitors, and 80% are from the United States.

BANNER AD PACKAGES
15 packages available. Ads run on the homepage and select interior pages.

- 700 px x 580 px
- 728 px x 90 px
- 250 px x 250 px
- 300 px x 400 px

POLICY
Online banner positions are posted on the AWIS website and remain active for 12 months. AWIS has the right to refuse any ad that includes discriminatory or offensive content or conflicts with our mission.

FILE SPECIFICATIONS
RESOLUTION: 72 dpi
COLOR: RGB
FORMAT: jpg, gif (animated accepted) or PNG MAXIMUM SIZE: 40Kb

For website advertising opportunities, please contact Kyle Westbrook for pricing.
Fireside Friday Newsletter
A members-only weekly digest of chapter news and information related to equity in STEM across all disciplines and employment sectors.

AD RATES
1x digital ad $500/issue

AD SPECS & REQUIREMENTS
Images should be web resolution 72 dpi and RGB color mode.
File types: .png, .jpg, or .gif (animation accepted) no larger than 40 KB.
1. Desktop: 800 px (width) x 200 px (height)
2. Mobile: 360 px (width) x 120 px (height)
3. URL for mobile and desktop ads
4. Copy for text-only email (should be not more than 70 characters, including spaces.)
5. Display URL: 35 characters. (The display URL, the Internet address that customers see in an ad following the ad text, is the last line of your ad.)

DEADLINE
All ads are due two weeks prior to publication and subject to newsletter availability.

POLICY
AWIS has the right to refuse any ad that does not adhere to the submission requirements or includes discriminatory or offensive content that conflicts with our mission and vision.
See a sample.

Contact Torre Nibblett with questions or insertion requests.

AWIS News Brief
Distributed weekly on Tuesdays, this digital e-newsletter reaches more than 18,000 subscribers. These industry professionals want to keep abreast of the latest industry news and trends affecting women in science and related STEM fields.

A variety of ad sizes are available. View a sample newsletter. For ad specs and pricing visit, www.multibriefs.com/briefs/awis/. For additional questions please contact salesinquiries@mutiview.com.
Thought Leadership Opportunities
Highlight your organization in an AWIS Magazine Article

In addition to advertising (page 5), your company could insert a one- or two-page feature article to the award-winning AWIS Magazine. Our global audience would be interested in the trends your organization is seeing, profiles of the women scientists and leaders in your organization, or a case study showing your commitment to workplace diversity.

**ONE PAGE $2,500**
Full-color feature article of approximately 300–400 words.

Advertiser should provide:

- Author name, title, bio, headshot
- Short headline for the article
- Article text (300-400 words) *
- Pull quote (approx. 8-10 words)
- Photo, caption, and credit (optional)

**TWO PAGES $4,500**
Full-color two-page feature article of approximately 600–800 words.

Advertiser should provide:

- Author name, title, bio, headshot
- Short article headline
- Article text (600-800 words)*
- Pull quote (About 18 words)
- Photo, caption, and credit

* Articles will be marked as Sponsored Content and are subject to review by the AWIS editorial staff. They may be shortened or edited for clarity.

**EDITORIAL CALENDAR**

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>AD MATERIAL DUE</th>
<th>PUBLISH DATE</th>
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<tbody>
<tr>
<td>SPRING</td>
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<tr>
<td>Innovation &amp; Sustainability</td>
<td>MARCH 1</td>
<td>MID-APRIL</td>
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<tr>
<td>SUMMER</td>
<td></td>
<td></td>
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<tr>
<td>Summer of Science</td>
<td>JUNE 1</td>
<td>MID-JULY</td>
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<tr>
<td>FALL</td>
<td></td>
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<tr>
<td>Innovation &amp; Leadership</td>
<td>SEPTEMBER 1</td>
<td>MID-OCTOBER</td>
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<tr>
<td>WINTER</td>
<td></td>
<td></td>
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<tr>
<td>Innovation &amp; Inclusion</td>
<td>DECEMBER 1</td>
<td>MID-JANUARY</td>
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Demonstrate your corporate values by sponsoring AWIS Webinars

AWIS produces monthly webinars that provide the latest perspectives from a wide range of leading experts and science luminaries on advocacy, professional development, business development and live workshops. Webinars are free for our membership and open to the public for a fee.

Webinar sponsorship fee is $2,000. Sponsors will be mentioned in the webinar marketing and acknowledged at the beginning of the webinar. In addition, they may introduce the speaker and share why this topic mirrors their company’s values.

For a curated webinar specific to your company, group rates, or partnership information, please contact Torre Nibblett.
Find diverse talent in the AWIS Career Center

Increase diversity in your workforce. The AWIS Career Center contains a pool of talented professionals with experience in STEM who are ready to compete and advance in the global market. The AWIS Career Center is open to all AWIS members and non-members.

You can purchase online at www.awis.org/careercenter with a credit card and start posting jobs or searching the resume bank today!

<table>
<thead>
<tr>
<th>SINGLE LISTING</th>
<th>PRICE</th>
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<tbody>
<tr>
<td>30 days</td>
<td>$309</td>
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<td>60 days</td>
<td>$599</td>
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<tr>
<td>90 days</td>
<td>$879</td>
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<tr>
<td>5-Pack of 30-Day Single Listings</td>
<td>$1,339</td>
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<tr>
<td>30 day Banner Ad</td>
<td>$300</td>
</tr>
<tr>
<td>Purchase a single resume</td>
<td>$30</td>
</tr>
<tr>
<td>Access the resume vault for 30 days</td>
<td>$349</td>
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</tbody>
</table>

AWIS VIRTUAL CAREER FAIR

Connecting diverse talent with the nation’s top employers.

March 15, 2021 | 10:00 - 4:00p.m ET

Career Center
Connecting Talent with Opportunity

3,994+ Employers
2,284+ Job Seekers
10,443+ Jobs
Inspire your employees with AWIS Webinars

Augment your training resources and increase employee satisfaction with engaging AWIS content. We host valuable professional development webinars as well as educational film screenings, author Q&As, and advocacy conversations. Group rates are available for upcoming events.

Past recordings with discussion guides are also available for $500/webinar. View our library at www.awis.org/training-programs.

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Increase inclusive behaviors

Ensure your workplace has diversity, equity, inclusion, and belonging (DEIB) initiatives that create a better work environment for all. AWIS is proud to offer The Inclusion Habit® to any organization interested. This experiential three month learning program helps a cohort of individuals within your organization to develop and enhance habits which create a more inclusive environment for all.

The keys to this transformation are thinking slowly to avoid relying on unconscious biases, social accountability to reinforce the commitment of building a more inclusive community, and daily reinforcement to disrupt the forgetting curve and establish new habits.

Learn more at www.awis.org/increase-inclusive-behaviors.
Elevate your organization with an AWIS Partnership

Whether your organization is already heavily invested in gender equity or aspires to improve diversity, a partnership with AWIS may be just what you need! Give your employees full access to our community and resources to demonstrate that you care about their career development.

In addition, you can proudly display your commitment to diversity, equity and inclusion. By helping all employees grow their understanding of the issues facing women in science and STEM, your organization will improve your company culture, reduce turnover, increase productivity and your bottom line.

Learn more at [www.awis.org/partner](http://www.awis.org/partner) or contact Torre Nibblett.

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AWIS Online Community

As an AWIS partner, your employees get access to all our member benefits like the Online Member Community. They will be able to connect and collaborate with more members through discussions and private messages. The private platform allows members to post questions, share accomplishments, network on topics of interest, lend support to others, and build valuable connections.

For more information, visit [www.awis.org/community](http://www.awis.org/community).