

SWE Magazine's 2004 Conference Issue



Engineers Leading Change
Society of Women Engineers
2004 National Conference—Milwaukee, Wisconsin
OCTOBER 14-16

Advertise in SWE Magazine's 2004 CONFERENCE ISSUE and deliver your recruitment/diversity message in the year's SHOWCASE ISSUE

The Society of Women Engineers is holding its National Conference in Milwaukee from October 14-16. This is the third year that the conference has been held in the Fall. The new timing of the event met with tremendous support the last past two years from recruiters and this year should be even more successful.

Among other events, the Conference will feature a two day Career Fair on the 14th and 15th. For employers looking to attract top technical women, the award winning *SWE Magazine's Conference Issue* provides a comprehensive solution. The key benefits advertisers will receive are:

- *SWE Magazine* will be included in the registration bags of all attendees at the Milwaukee event, ensuring that your message will be seen by

each participant. *SWE Magazine* is the only magazine that will be part of the registration package of the Conference.

- EVERY member of SWE will receive a personal copy of *SWE Magazine* via direct mail. Since some members are unable to attend, *SWE Magazine* provides them with a "window" to this annual celebration, by spotlighting the award winners and conference highlights.

- Every advertiser automatically will receive a weblink from SWE's Online Career Fair (visit www.swe.org and select the Online Career Fair under "Corporations" to view sample) directly to their own site. Full page advertisers receive a 100 x 70 pixel logo while partial page advertisers receive a text link. These links will go

live October 1 and remain in place until December.

- Every advertiser in the 2004



Conference Issue will receive a bonus laminate featuring their ad to display at the show and/or in their employment lobby.

The space deadline is August 17. Your positioning in the magazine is determined by your date of reservation so call 434-244-9776 to reserve space today for what will be a powerful issue for the members...and attract the future of your organization now, together with *SWE Magazine*.

CLOSING DATES

AD SPACE...August 17
MATERIALS DUE...August 24

Society of
Women Engineers
National Conference



Advertising Rates

Black and White—Gross Rate

Size	Rate
Full Page	\$5,425
2/3 Page	\$4,145
1/2 Island	\$3,325
1/2 Page	\$3,135
1/3 Page	\$2,495
1/4 Page	\$2,025

Specifications

Size	Width	x	Height
Full Page Bleed	8 ⁵ / ₈	x	11 ¹ / ₄
Trim	8 ³ / ₈	x	10 ⁷ / ₈
Full Page (Live area)	7 ¹ / ₄	x	10
2/3 Page	4 ³ / ₄	x	10
1/2 Page Island	4 ³ / ₄	x	7 ³ / ₈
1/2 Page Vertical	3 ¹ / ₂	x	10
1/2 Page Horizontal	7 ¹ / ₄	x	5
1/3 Page Vertical	2 ¹ / ₄	x	10
1/3 Page Square	4 ¹ / ₂	x	5
1/4 Page	3 ¹ / ₂	x	5

ADDITIONAL INFORMATION

Published rates are 15% commissionable to recognized agencies. Payment terms are net 30 days. Publisher reserves right to suspend agency commission for past due invoices. Cancelled orders must be received, in writing, by the space deadline. Cost of special handling of display ads, such as reshooting art to meet standard requirements, typesetting or creating artwork, will be billed to the advertiser at cost.

MAILING INSTRUCTIONS

All display advertising materials and instructions, including contracts, insertion orders and other correspondence should be sent to:

SWE Magazine
2350 Cinnamon Ridge Road
Charlottesville, VA 22901-8993

For display advertising information or questions, contact

John Goodrich

Phone: 434-244-9776 Fax: 434-244-9767 e-mail: john@university.com

Website: www.UniDiversity.com

Color

2-Color Additional \$895
4-Color Additional \$1,250

Covers

Back Cover: 4-Color page rate plus 15%
Inside Front and Back Cover:
4-color page rate plus 10%

Bleed

Rate: Additional 10%

SWE

Is a Direct to Plate Publication

ELECTRONIC SUBMISSION

MAC-based files only: QuarkXPress 4.0,
PhotoShop 7 and Illustrator 8.0

Provide all support files

Do not nest EPS files in EPS files

CMYK color breaks (no RGB images)

Tiffs at 300 dpi

B&W line art at 1200 dpi

Provide a color proof for color ads

Provide a laser proof for black and white ads

QuarkXPress 4.0

- Build pages to trim size and extend bleed 1/8"
- All elements must be placed at 100% or less at equal proportions
- Do not apply style attributes to fonts
- Use postscript fonts only (TrueType fonts will be substituted to closest match postscript)
- Collect for output and include all fonts (screen and printer including those contained in EPS files)

If you don't use QuarkXPress supply an EPS or tiff file that can be placed in a Quark document, send all support files and create text to outline when possible.

SUPPLIED MATERIALS

- Zip 100mb Disks
- CD Rom

Ask your sales representative for any additional electronic specifications

REPRODUCTION REQUIREMENTS

Negatives preferred. Right reading emulsion side down. Velox or 600 dpi laser print acceptable. Line screen 133. Matchprint or chromalin required for four-color ads. PMS-color number required for 2-color. Match print and file directory should be included.