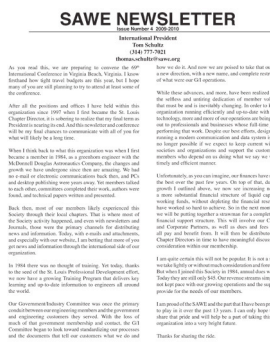




Journal



Newsletter



Web Site

Advertising in SAWE Publications

The Society of Allied Weight Engineers (SAWE) accepts advertisements for placement in its publications: Weight Engineering - International Journal, the Newsletter, and the SAWE International website. The types of advertising accepted for each “publication” and the requirements for those ads are as follows:

Weight Engineering - International Journal is currently published three (3) times a year and runs full page (8½” x 11”) or half page (8½” w x 5½” h) ads either in black and white or color and business card size (2” w x 3½” h) ads in black and white only. All material must be supplied electronically (e-mail, CD readable by Macintosh, or disc) in TIFF, PDF, or EPS format.

PDF

- PDF files should be created using the “Press Quality” settings, this will produce a high resolution (300 dpi) PDF suitable for offset printing.
- If the page has bleed, the PDF needs to be created with bleed and marks.
- All fonts and images must be imbedded.

EPS

- If EPS files are supplied, all fonts should be outlined and saved as either grayscale or CMYK.

High-resolution graphics should always be provided and saved as TIFF files, not as JPEG or PICT files. TIFF files contain more information and produce higher quality images.

SAWE Newsletter accepts only black and white job opportunity advertisements. The job opportunity ad consists of a company logo or banner and up to an 8 1/2 x 11 page of text.

SAWE International Website accepts job opportunity ads but there is no size limit on the text file (within reason).

SAWE International Website also accepts Banner and Badge ads. These ads have special requirements:

Requirements for Banner Advertisements on the SAWE Website

- File Formats: GIF, JPEG, PNG. Flash advertisements are not available at this time.
- Maximum Banner Dimensions: 650 x 75 pixels
- File Size limit: 100K or less
- Animation: Cannot exceed six (6) seconds in length. No looping.
- Alternate text: Required. No more than 150 characters
- Target URL: Must be live at the time of submission to SAWE.

Banner advertisements appear on SAWE front page (<http://www.sawe.org>) only.

Banner advertisements are displayed randomly on the home page.
The frequency that an ad is displayed will depend on the number of advertisers on the SAWE website.

Requirements for Ad Badges:

- File Formats: GIF, JPEG, PNG. Flash advertisements are not available at this time.
- Maximum Ad Dimensions: 150 x 150 pixels
- File Size limit: 50K or less
- Animation: Cannot exceed six (6) seconds in length. No looping.
- Alternate text: Required. No more than 150 characters
- Target URL: Must be live at the time of submission to SAWE.

Ad badges appear in the right border panel.

Ad badges appear on every public page except Conference pages.

- The material must be appropriate for public dissemination.
- Information shall be factual.
- Information shall NOT contain government or company proprietary data.
- Advertisements cannot mislead the user. For example, they may not mimic or resemble Windows/Macintosh/Unix dialogue boxes, error messages or the like.
- Banners may not contain graphics that simulate interactivity (i.e., drop down menus, search boxes, and the like) without that functionality truly existing.
- All advertisements will be reviewed by SAWE and are subject to approval by SAWE before placement on the site.
- Contact information must be specified for the advertiser or authorized ad representative who will make the final approvals and receive the reports (name, e-mail, fax)

SAWE Advertising Rates

The current rates for advertising in the publications of the Society of Allied Weight Engineers, Inc. (SAWE) are as follows:

Journal Ads

Ad Type	Standard	Discounted*
Black/White		
Full Page (8½" w x 11" h)	\$400.	\$350.*
Half Page (8½" w x 5½" h)	\$300.	
Business Card (2" h x 3½" w)	\$150.	
Color		
Full Page	\$1100.	\$1000.*
Half Page	\$600.	

All Journal ads run for a full year (currently three issues).

Website Badge/Banner Ads

Length of Run

One quarter	\$350.
Full year	\$1100.

* The discounted rate is available only to Exhibitors/Sponsors at the most recent International SAWE Conference.