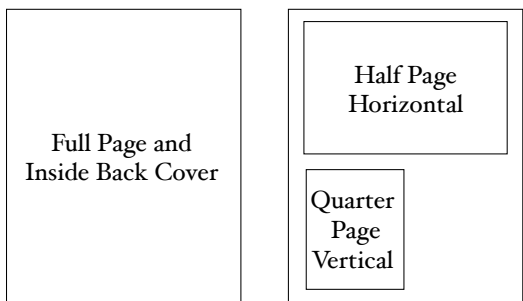


OUTLOOK

TYPE OF AD	SIZE	ONE YEAR	TWO YEAR (per year)
Full Page and Inside Back Cover	7.75" x 10.375" live area	\$5,500	\$5,200
	8.25" x 10.875" trim size		
	8.75" x 11.375" bleed size		
Half Page Horizontal	7.25" x 4.9375"	\$2,500	\$2,300
Quarter Page Vertical	3.5417" x 4.9375"	\$1,200	\$1,000



FILE FORMATS

High-resolution 300 dpi JPEG (uncompressed maximum quality)

TIFF

EPS with all fonts converted to outlines

Print-ready (press ready) PDF file format with all fonts and images embedded

Illustrator CS3 with all fonts converted to outlines and all images embedded

Files can be stuffed or zipped and e-mailed or sent on CD.

All images should be converted to CMYK and must be 300 dpi or larger.

PAYMENT

Payment must be made by check, money order, or credit card (MasterCard, VISA, or American Express only). An invoice will be issued for payment. Advertisers receive a copy of each issue of *AAUW Outlook* in which their ad appears.

DISCOUNTS

Ad rates are listed as gross rates. AAUW offers a 15 percent discount to recognized advertising agencies, nonprofit associations, educational institutions, and AAUW members placing ads individually.

SEND INSERTION ORDERS AND ELECTRONIC FILES TO

Kemmell Watson

AAUW Development Office

watsonk@aauw.org