



ENGAGE. EMPOWER. EXCEL.

2018 Association of Women Surgeons Online Advertising **About Association of Women Surgeons**

The Association of Women Surgeons is a not-for-profit professional society committed to supporting the professional and personal needs of women surgeons at various stages in their career - from medical school through retirement. Since 1981, AWS has provided many programs with the specific objective of promoting the professional growth and advancement of AWS members. By working together, and with organizations like the American College of Surgeons, AWS promotes the personal and professional advancement of women in surgery.

With more than 2,000 members, AWS is one of the largest organizations dedicated to enhancing the interaction and exchange of information between women surgeons. Truly an international organization, AWS has members in 21 countries, including: Australia, Beirut, Canada, the Commonwealth of Dominica, Germany, Greece, Hong Kong, Ireland, Israel, Japan, Latvia, Malaysia, South Africa, Switzerland, and the United States of America.

Brand Footprint

2,026

Members

34% open rate

eConnections

128,424

Website Unique Visitors

6,279

Instagram Followers

6,920

Facebook followers

17,214

Twitter followers

Ad Rates and Specifications

Association of Women Surgeons Website

Your company has the opportunity to reach some of the nation's leading women surgeons with targeted, cost-effective advertising that creates excellent visibility for your company, career opportunities and products. Banner advertising opportunities are available on the Association of Women Surgeons (AWS) website found at womensurgeons.org. Banner ads that link back to your website are available on all pages of the AWS website appearing on the homepage and sub-pages or both. The AWS website attracts more than 128,000 unique visitors per year that includes women surgeons, residents, students, and institutions such as universities and hospitals.



Display Ads	Dimensions	Rates
Homepage Top Banner	720 px x 200 px	6 months \$1,500 12 months \$2,700
Homepage Bottom Banner	720 px x 200 px	6 months \$1,250 12 months \$2,250
Subpage Rotating Banner	400 px x 400 px	6 months \$750 12 months \$1,350

AWS eConnections Newsletter

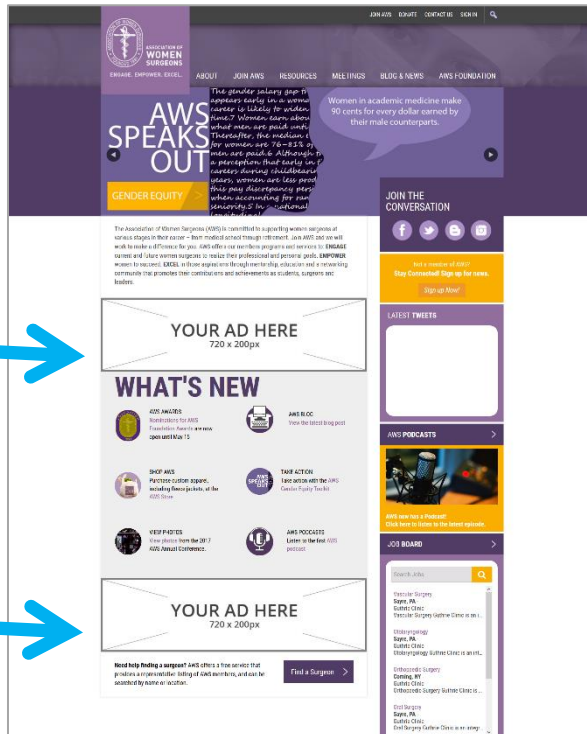
This bi-monthly, members-only e-publication contains news on issues in the field of surgery. Each issue highlights articles about domestic and international women in surgery, future surgeons, updates regarding colleagues' accomplishments, and provides AWS members with tips, advice and opinions on matters of importance. Ad to appear in e-newsletter sent to all members.

Display Ads	Dimensions	Rates
Full-width Banner	650 w x 150 h	\$350 per issue (10% discount for 3 or more issues)

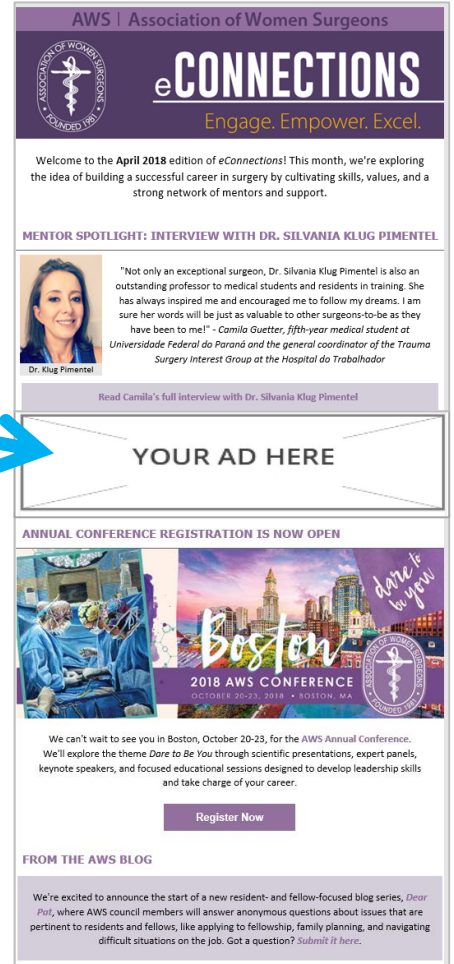
Ad Placement Examples

Homepage Top Banner
720 x 200

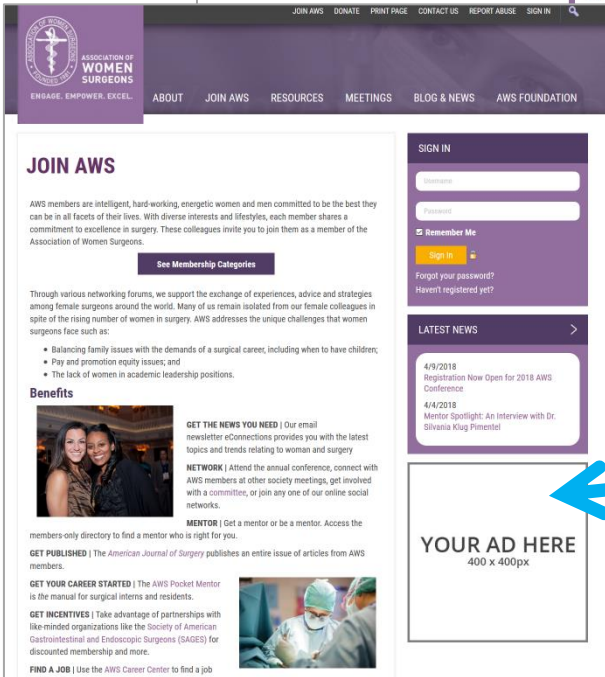
Homepage Bottom Banner
720 x 200



Newsletter Banner
650 x 150



Interior Page Banner
307 x 100



For advertising placement and availability, please contact AWS Director of Marketing, Jean Bean, at 312.265.2215 | jbean@thesentergroup.com

*Ads are available on a first-come, first-served basis and are subject to review and approval by AWS.