

AWSurrey

international women's group

2024-2025 Media Kit



www.awsurrey.org



+44 7726 327371



advertising@awsurrey.org





AWS Surrey
international women's group

ABOUT US

We are a not for profit organisation for expatriates from all over the world who are now living in Surrey. Founded in 1975, we serve the community by raising funds for local charities. To date we have donated over £820,000 and gifts in kind to more than 150 charities in Surrey.

OUR MEMBERS

- Average member is 35-55, affluent households
- Over 80 activities annually
- More than 1200 total engagements
- AWS is a major part of our members lives

OUR ANNUAL GUIDEBOOK



Professionally published 120+ page A5 book for all our members



Sought after resource and keepsake to refer to again and again



Features need to know information for expatriates to Surrey



Advertisements are carefully selected for our members



PDF version online as well

OTHER EXPOSURE OPPORTUNITIES



Private page for our members and alumni



Public page



Monthly newsletter to our members

ADVERTISE WITH US

There are several advertising package options available to suit your needs, giving you multiple opportunities to advertise to our membership.

- MAIN SPONSORSHIP (3 Available)
- EDUCATION SPONSOR (1 Available)
- GOLD SPONSOR
- SILVER SPONSOR
- BRONZE SPONSOR

*Option to add on Newsletter or Social Media advertisement for MAIN, EDUCATION and GOLD



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ANNUAL GUIDEBOOK 2023-2024

EST 1975

ADVERTISING SPECS

- Please supply a hi-res Adobe Acrobat PDF file with all fonts and images embedded
- Embedded images must be a minimum of 266 ppi (pixels per inch).
- Color images must be CMYK.
- Postscript: Type 1 fonts are strongly preferred. Outlining fonts is acceptable
- Please do not use files containing RGB or LAB images or Open Prepress Interface (OPI)
- When supplying full page PDF ad (no white border) please ensure all text and logos are at least 10mm from each edge.

**Main
Sponsor
(3 Available)**

£1800 (+ VAT)

- One Cover Position in Guidebook
- Company logo with hyperlink on all awsurrey.org pages
- Name and link to your website on the Annual Sponsor Page
- Acknowledgement in the AWS monthly newsletters
- An invitation to attend the September AWS Meeting and interact with new and existing members at a sponsor table
- Contact information listed in Vendor & Partner Directory
- Two social media postings in AWS' Facebook or Instagram accounts

Ad Specs

Full page cover with bleed:
Page size 148.5 (w) x 210(h)mm
plus 3mm bleed on all edges

**Education
Sponsor
(1 Available)**

£1300 (+ VAT)

- 3 Inside Guidebook Pages
- Company logo with hyperlink on all awsurrey.org pages
- Name and link to your website on the Annual Sponsor Page
- Acknowledgement in the AWS monthly newsletters
- Contact information listed in Vendor & Partner Directory
- One social media posting in AWS' Facebook or Instagram accounts

Ad Specs

Full page ad with bleed:
Page size 148.5 (w) x 210(h)mm
plus 3mm bleed on all edges

Full page with white edge:
Page size 123.5 (w) x 180(h)mm

Gold Sponsor

£400 (+ VAT)

- 1 attention-grabbing full-page ad in Guidebook
- Name and link to your website on awsurrey.org
- Name listed on Annual Guide Sponsor Appreciation page
- Contact information listed in Vendor & Partner Directory

Ad Specs

Full page ad with bleed:

Page size 148.5 (w) x 210(h)mm
plus 3mm bleed on all edges

Full page with white edge:

Page size 123.5 (w) x 180 (h)mm

Silver Sponsor

£300 (+ VAT)

- 1 impactful half page ad in Guidebook
- Name listed on Annual Guide Sponsor Appreciation page
- Contact information listed in Vendor & Partner Directory

Ad Specs

Half page ad with bleed:

Page size 123.5 (w) x 87(h)mm

Ads can be supplied with or without bleed

Bronze Sponsor

£200 (+ VAT)

- 1 stand out quarter page ad in Guidebook
- Name listed on Annual Guide Sponsor Appreciation page
- Contact information listed in Vendor & Partner Directory

Ad Specs

Quarter page ad with bleed:
Page size 58.75 (w) x 87(h)mm
plus 3mm bleed on all edges

Newsletter Spotlight Article

£125 (+ VAT)

- First come first served availability
- One Sponsor spotlight article highlighting your business and/or promotion to be included in a monthly newsletter of your choice.
- Copywriting services available, for an incremental fee



REVIEW OF BENEFITS

- Highly used resource for new and existing members, which is also a keepsake of the time spent in England
- Affordable advertising with impactful results
- Referrals! When we like something, we share it!
- We are growing, with new members joining constantly.
- We love our community and want to support community businesses.



Philanthropy

Diversity

Activity

Community

That's

*AWS*urrey

international women's group