



AAW MARKETING PROSPECTUS

WE ARE TEACHING
THE WORLD
TO TURN.



222 Landmark Center • 75 5th St W • St. Paul, MN • 55102-7704
651-484-9094 • 877-595-9094 (toll free) • woodturner.org

AAW MARKETING PROSPECTUS

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Advertising Contacts:

Erica Nelson, Advertising Representative • erica.nelson@ewald.com • 763-497-1778

Betsy Pierre, Advertising Manager • betsy.pierre@ewald.com • 763-295-5420



ADVANCING THE ART AND CRAFT OF WOODTURNING WORLDWIDE

AAW overview

The American Association of Woodturners (AAW) is a nonprofit 501(c)(3) organization dedicated to leading the art and craft of woodturning worldwide by supporting its approximately 14,500 members and network of more than 370 local chapters, providing camaraderie, training, idea sharing, insurance and exposure.

Through its *American Woodturner* journal, annual international symposiums, and website, the AAW provides information, training, and education in all aspects of woodturning to the global woodturning community.

Our mission

To provide education, information, and organization to those interested in turning wood.

Advertising businesses are invited and encouraged to utilize this AAW “Proud Business Supporter” logo in marketing efforts and on their website. Logo may be downloaded at <https://bit.ly/3jd1vHP>.

Our members and readers

AAW membership is evolving a new and engaged generation of woodturners. Passionate and dedicated to woodturning, our members have the following general profile:

- Most of our members (92%) are male with a growing female population as individual and family members
- 35% are between the ages of 35 and 64
- 45% are between 65 and 74
- Household income is between \$50,000 and \$149,999
- 83% have a college degree or greater
- 20% of current members self-identify as beginners. As high as 40% recent new members self-identify as beginners.
- 54% are intermediate
- Seeing success in reaching underrepresented segments, such as women.

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AMERICAN WOODTURNER

Journal of the American Association of Woodturners



Advertising Rates and Submission Specifications

American Woodturner, journal of the American Association of Woodturners (AAW), is the premier publication in woodturning. It is highly regarded and is considered to be a top benefit of membership in the AAW.

One of the largest craft associations in the world, the AAW is approximately 14,500 members strong with more than 370 local chapters.

Connect with members and woodturners in the United States and internationally with an advertisement in *American Woodturner*.

Circulation

Approximately 15,000 copies of *AW* are printed six times per year. *AW* is mailed to members and an additional approximate 1,000 woodturners receive a digital invite to each issue via email. Bonus distribution also at the Center for Art in Wood in Philadelphia, folk schools and wholesale distribution outlets. Issues of *American Woodturner*, in their entirety, are available digitally at www.Woodturner.org – ads within have live hotlinks!

Rates (full color)

Options	1x	3x	6x
Inside back cover	\$2,349	\$2,169	\$1,729
Full	\$1,969	\$1,829	\$1,449
2/3	\$1,529	\$1,419	\$1,119
1/2 (vertical or horizontal)	\$1,099	\$ 999	\$ 799
1/3	\$ 829	\$ 759	\$ 599
1/4	\$ 549	\$ 509	\$ 409
1/8	\$ 279	\$ 259	\$ 209
1/16	\$ 169	\$ 159	\$ 129
Bind in or polywrapped insert options available			
Call for details			

*Advertiser to supply insert (call for details)

- Call to discuss other ad options (e.g. tip ins, inserts, etc.)
- All rates apply to camera-ready copy only.
- Advertisers may request a position for a \$99 per run fee.
- Ask about discounts for AAW members.
- Contact Erica for help with ad design services erica@pierreproductions.com, 763-497-1778.

Submission deadlines

Issue	Feb	Apr	Jun	Aug	Oct	Dec
Deadline	Dec 1	Feb 1	Apr 1	Jun 1	Aug 1	Oct 1

Payment and terms

- Payment is due at time of publication. Advertisers will be invoiced.
- No cancellations accepted after ad due date.
- Contract space must be used during the six-issue period. New ads within the contract period must be received on or before ad due date (as noted), or previous ad will be inserted.
- Copy is accepted subject to policies and approval of the AAW.
- Publisher's liability in the event of error will be limited to publishing the ad once correctly at no additional charge.

Ad production costs

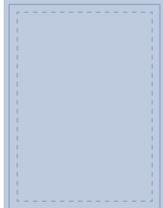
- Costs incurred for preparation of artwork, special production requests, halftones, separations, typesetting and client-requested changes will be billed to the advertiser.
- Production estimates may be requested from the advertising department. Layout with detailed specifications should accompany all ads that require typesetting by the publisher. Publisher cannot guarantee exact match of special typeface.

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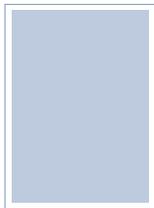
Betsy Pierre, Advertising Manager • betsy.pierre@ewald.com • 763-295-5420

Dimensions Width × height



Full with bleed

Bleed: 
8.75" × 11.125"
222 mm × 282 mm
Trim: 
8.5" × 10.875"
215 mm × 276 mm
Live area: 
8" × 10.375"
203 mm × 263 mm



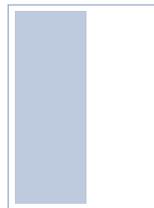
Full without bleed

7.425" × 9.425"
188 mm × 239 mm



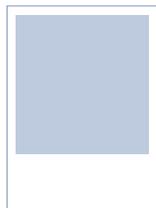
1/2 horizontal

7.425" × 4.625"
188 mm × 117 mm

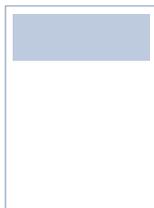


1/2 vertical

3.625" × 9.425"
92 mm × 239 mm



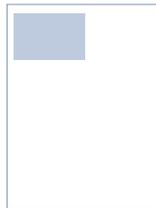
2/3
7.425" × 6.25"
188 mm × 159 mm



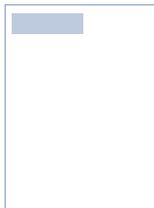
1/3
7.425" × 3"
188 mm × 76 mm



1/4
3.625" × 4.625"
92 mm × 117 mm



1/8
3.625" × 2.225"
92 mm × 56 mm



1/16
3.625" × 1"
92 mm × 25 mm

Submission specifications

Journal is printed web offset

File formats accepted

- Press quality PDF with embedded fonts.
- EPS or AI with fonts and images included with submission.
- PSD with fonts included.
- InDesign with fonts and images included with submission.
- TIF with fonts included.
- JPG*

*If submitted art does not automatically hotlink for AAW's digital journal, links can be activated manually for an additional fee.



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Images, logos, artwork

- Saved as EPS, TIF, or PSD.
- All art must be saved as CMYK (four-color process). RGB images will not be accepted.
- Please do not send files with spot colors unless prearranged. Spot (PMS) colors detected will be printed as CMYK match.
- All images saved at 100% and a minimum of 300 dpi. Line art must be a minimum of 1200 dpi.
- Files lower than minimum dpi may lose clarity when printed.
- Images and logos from websites are not acceptable.

Fonts and type

- Must be Open Type or Postscript.
- No True Type fonts will be accepted.
- Produce type as 100% black if using black type. Four-color black type is not acceptable.
- URL needs to read as a font in order to hotlink in the digital app version.

Printer's marks

- Do not include printer's marks (crop, bleed, etc) on ads.
- All ads must be cropped to final size before submission unless it is a full page bleed ad.
- For ads with bleed, extend artwork .125 on each side beyond trim size. Do not put any important art/copy outside live area.
- Do not include a bleed with any ad smaller than a full page.

File formats not accepted

- Microsoft Publisher
- Microsoft Word
- Quark
- Microsoft PowerPoint
- PageMaker
- DCS
- CoreIDRAW

Submitting files

- Please provide electronic materials (with hard copy printouts) on: CD-ROM, zip disk, email – 3MG or less or inquire about FTP transmission.
- FTP and email should be compressed. Disk must be labeled clearly with a descriptive file name, format, and platform.

All ads must be accompanied by a digital color proof in order to guarantee exact color reproduction. Ads sized incorrectly will be resized to fit the dimensions listed. Reproduction quality of materials not meeting specifications will be converted at advertiser's risk.

AMERICAN WOODTURNER

AAW | AMERICAN ASSOCIATION
OF WOODTURNERS
woodturner.org

AAW WEBSITE ADVERTISING WOODTURNING FUNDAMENTALS WEBPAGE

In 2024, the popular Woodturning Fundamentals digital publication has transformed from an online PDF to a fully HTML, web-based publication. This has made this useful publication more easily accessible across all devices and is expected to increase viewers and page visits. It has also made the articles and ads more easily found through search engines like Google. The additional advantage to advertisers is hyperlinked, digital ads that can drive customers directly to the webpages of their choosing and added analytics to track the traffic.



Content editor: Don McIver
Expected visits: 5,000 per month

Opportunities

Options	1x	6x	12x	Size
In-Line, static banner ads (Max 3)	\$499	\$479	\$429	600 X 100 (pixels)
Sidebar, static ads (Max 4)	\$499	\$479	\$429	300 x 600 (pixels)

* AAW reserves the right to adjust the above options and/or dimensions and to add more ad positions onto this page as needed.

Submission deadline

First of the month prior to month of run
(i.e. January 1 for February)

Submission specifications

File formats accepted

- Files must be JPG's saved at 72 DPI for the web
- Provide URL for ad hyperlink

Dimensions Width x height (pixels)



Sidebar ad
300 x 600

In-Line Banner ad
600 x 100

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AAW E-ADVERTISING – KEEP TURNING WITH AAW

Advertising rates and options

An AAW publication sent to members and non members providing information regarding the AAW and AAW chapter activities and focusing on members, their interests, events and community involvement. All issues are archived on the website and also sent to expired members with a renewal message – to keep them informed about what's new. All ads within an email are hotlinked to the advertiser's website.

Sent bimonthly — Typically distributed the third week of the month in February, April, June, August, October, December

Circulation — nearly 22,500

Rates

Ad options limited to three, one of each of the options listed below. Ads are sold on a first come, first served basis. All rates apply to camera-ready copy only.

Options	Placement	Format	Price
Wide Banner Ad	Top of publication	JPG/PNG/PDF	\$295
Image Ad	Mid body	JPG/PNG/PDF	\$195
Bottom Banner Ad	Bottom of publication	JPG/PNG/PDF	\$195

* Toolbox ads will appear at the bottom of the publication.

Submission deadline

First of the month of publication.

Payment and terms

- Payment is due at time of e-publication. Advertisers will be invoiced.
- No cancellations accepted after ad due date.
- Copy is accepted subject to policies and approval of the AAW.

Submitting files

- Please provide compressed files through email – 3MG or less or inquire about FTP transmission.
- Contact Erica for help with ad design services erica@pierreproductions.com, 763-497-1778.

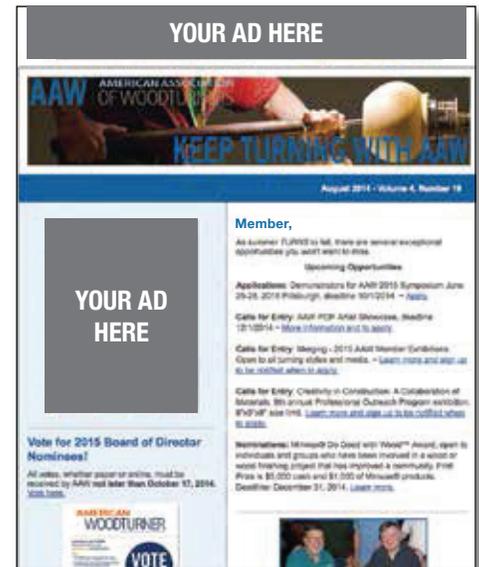
Submission specifications

File formats accepted

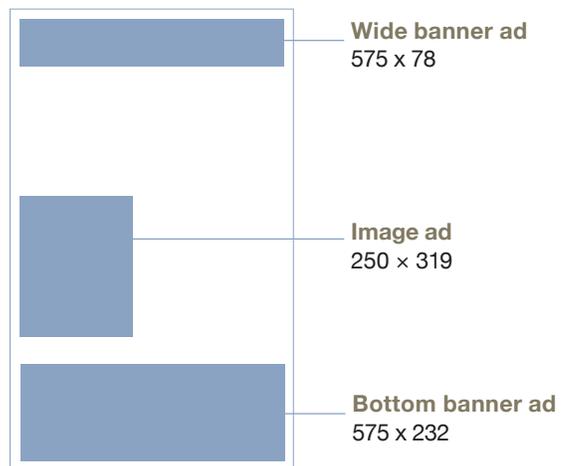
- JPG
- PNG
- PDF with embedded fonts.

Images, logos, artwork

- All images saved at 100% and a minimum of 72 dpi.
- Do not include printer's marks (crop, bleed, etc) on ads.
- Art should use the RGB color profile (not CMYK).



Dimensions Width × height (pixels)



Reproduction quality of materials not meeting specifications will be converted at advertiser's risk.

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AAW E-ADVERTISING – WEEKLY TOOLBOX

Advertising rates and options

A weekly AAW publication sent to all members providing articles, videos, turning of the week, tips and other informative/inspirational elements encouraging readers to be active in their workshops.

Sent – Weekly. Note: Toolbox does not run in the week that Keep Turning with AAW goes out (mid-month in February, April, June, August, October and December). Toolbox ads will appear in the Keep Turning with AAW email in these instances.

Circulation — Approximately 22,500

Rates

Each email is limited to four ads. Ads are sold on a first come, first served basis.

Wide Banner Ad, 575w x 232 h (pixels)

1x - \$699

6x - \$649/month

12x - \$599/month

All rates apply to camera-ready copy only.

Submission deadline

25th of month prior (i.e. April 25 for May Toolbox emails)

Payment and terms

- Payment is due at time of e-publication. Advertisers will be invoiced.
- No cancellations accepted after ad due date.
- Copy is accepted subject to policies and approval of the AAW.

Submitting files

- Please provide compressed files through email – 3MG or less or inquire about FTP transmission.
- Contact Erica for help with ad design services erica@pierreproductions.com, 763-497-1778.

Submission specifications

File formats accepted

- JPG
- PNG
- PDF with embedded fonts.

Images, logos, artwork

- All images saved at 100% and a minimum of 72 dpi.
- Do not include printer's marks (crop, bleed, etc) on ads.
- Art should use the RGB color profile (not CMYK).

AAW AMERICAN ASSOCIATION OF WOODTURNERS
WE ARE TEACHING THE WORLD TO TURN

From the AAW toolbox...

Turning of the Week

[Michael Duffell](#)
[Turnups to Apple Guides and/or](#)
of height
based on [Andy and Deborah's](#)
[Millennium Bell](#)

Sign up for the AAW Forum, a member moderated online community ideal for sharing work and ideas, obtaining feedback, and connecting with other woodturning enthusiasts. You can upload photos, converse with other woodturners, and maybe even see your work as a "Turning of the week."

- [Visit the Forum here.](#)
- [Register for the Forum here.](#)

(Note: The AAW Forum requires a new username and password that are separate from the AAW website.)

Articles of the Week

YOUR AD HERE

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Betsy Pierre, Advertising Manager • betsy.pierre@ewald.com • 763-295-5420



Journal of the American Association of Woodturners

Advertising Insertion Order

American Woodturner

American Association of Woodturners (AAW)

Please reserve the following ad placements
(Reference current rate card.)

Complete and fax to 763-497-8810

Company Name: _____
Contact Person: _____ Title: _____
Billing Address: _____
Phone: _____ Fax: _____ Email: _____

To be printed in *AW* advertiser index

Company: _____
Phone: _____ Website: _____

Ad Order (all ads are full color)

AAW Business Premium members receive a 5% discount on advertising rates.

Check here if you are a Business Premium Member _____

Size/Format: _____ Frequency: _____ Base Rate: \$ _____ per Insertion
Requested Location (\$99 fee): _____ Added Fee: \$ _____ per Insertion
Total Ad Fee: \$ _____ per Insertion
Less Member Discount: \$ _____ per Insertion
Special Instructions: _____ Final Total: \$ _____ per Insertion

Issues to run: _____ February 20 _____ (deadline Dec. 1) _____ August 20 _____ (deadline June 1)
_____ April 20 _____ (deadline Feb. 1) _____ October 20 _____ (deadline Aug. 1)
_____ June 20 _____ (deadline Apr. 1) _____ December 20 _____ (deadline Oct. 1)

Signing below constitutes agreement to the details listed above and to the *American Woodturner* General Terms & Conditions.

Advertiser's Signature

Date

Your American Woodturner Advertising Contact:

Erica Nelson, Sales Representative – 763-497-1778 / erica.nelson@ewald.com

American Association of Woodturners - 222 Landmark Center, 75 5th St W, St. Paul, MN 55102-7704

Credit Card Payment: You may pay by credit card if you prefer.

Check type: _____ Visa _____ MC _____ Discover _____ AMEX _____ The above Final Total will be charged.

Name on Card: _____

Credit card number: _____

Expiration: ____/____ Security Code _____ (Three numbers. AMEX has four.)

Mechanical Requirements

Art Submission: See rate card for dimensions and submission specifications.

Ad creation: Ads can be designed from your supplied copy. There is a fee for ad creation. Contact your sales rep for a quote.

Send artwork to: Erica Nelson – erica.nelson@ewald.com / 763-497-1778. Please refer to rate card for submission guidelines.

General Terms & Conditions

It is agreed that the term “advertiser” within the Insertion Order and these General Terms & Conditions refers to the entity purchasing the advertisement space. This entity, the advertiser, is listed on the Insertion Order. It is also agreed that the term “publisher” refers to the entity producing the publication, the American Association of Woodturners.

Submitting a signed Insertion Order constitutes a formal reservation from the advertiser for the advertisement specified in the Insertion Order and agreement to these General Terms & Conditions.

Advertisements must be placed during a six-issue period for frequency discounts to apply.

Submitting a signed Insertion Order constitutes the advertiser’s agreement to submit necessary artwork (correct to specifications) no later than the due date specified by the Insertion Order. Should the advertiser not submit artwork by the listed due date, the advertiser understands that either 1) the publisher will use previously submitted art or 2) the advertisement will not appear in the publication. The advertiser also understands that they are still obligated to pay the full advertisement rate as listed in the Insertion Order.

Should submitted artwork not meet the specifications, it is fully the advertiser’s responsibility to make the necessary changes to make the artwork correct to specifications and to submit the revised artwork no later than the due date specified by the Insertion Order. Should an advertiser’s artwork not meet specifications and the advertiser not be able to submit new artwork correct to specifications by the listed due date, the advertiser understands that they will be obligated to pay any production costs required to make their artwork correct to specifications or the advertisement will not be included in the publication. The advertiser also understands that, should their advertisement not appear in the publication due to incorrect artwork, they are still obligated to pay the full advertisement rate as listed in the Insertion Order.

Should an advertisement resemble editorial copy, the advertiser agrees that it will carry the word “Advertisement” and the publisher’s editorial typeface (Adobe Garamond) will not be used.

The advertiser agrees that all submitted artwork will be free of copyright.

The publisher is not responsible for errors in advertiser artwork.

Publisher’s liability in the event of a publisher error within an ad will be limited to publishing the ad once correctly at no additional charge.

The advertiser agrees to protect, indemnify, and hold harmless the publisher and its agents against any and all claims arising from the look and the content of the advertiser’s advertisement.

The advertiser agrees that all advertisements are subject to the approval of the publisher. The publisher reserves the right to refuse advertisement purchases or artwork for any reason including a conflict with the intent of the publication or the organization. Should the publisher refuse the advertiser’s artwork, it is fully the advertiser’s responsibility to make the necessary changes to make the artwork acceptable to the publisher and to submit the revised artwork no later than the due date specified by the Insertion Order. Should an advertiser’s artwork be refused by the publisher and the advertiser not be able to submit new artwork by the listed due date, the advertisement will not be included in the publication. Should this happen, the advertiser understands that their advertisement will not appear in the publication. The advertiser also understands that they are still obligated to pay the full advertisement rate as listed in the Insertion Order.

Advertisers will be invoiced following the printing of the publication. Invoices are payable within 30 days. A 1-1/2% interest charge per month will be assessed on all balances over 30 days.

Cancellation of any portion of the Insertion Order voids any frequency discount.

Cover and Preferred placements are non-cancellable.

Other cancellations must be made prior to an issue’s deadline.



Electronic Advertising Insertion Order
American Association of Woodturners

Please reserve the following ad placements
 (Reference current rate card.)

Complete and fax to 763-497-8810

Advertiser Company: _____

Contact Person: _____ **Title:** _____

Billing Address: _____

Phone: _____ **Fax:** _____ **Email:** _____

AAW Business Premium members receive a 5% discount on advertising rates.

Check here if you are a Business Premium Member _____

Woodturning Fundamentals -		Ad Placement: _____		Frequency: _____	
Per Run Ad Fee: _____		Member Discount: _____		Per Run Final Total: _____	
Issues to run:	_____ January 20 _____	_____ May 20 _____	_____ September 20 _____		
	_____ February 20 _____	_____ June 20 _____	_____ October 20 _____		
	_____ March 20 _____	_____ July 20 _____	_____ November 20 _____		
	_____ April 20 _____	_____ August 20 _____	_____ December 20 _____		

Keep Turning with AAW -		Ad Placement: _____	
Per Run Ad Fee: _____		Member Discount: _____	
Per Run Final Total: _____			
Issues to run:	_____ February 20 _____	_____ June 20 _____	_____ October 20 _____
	_____ April 20 _____	_____ August 20 _____	_____ December 20 _____

Toolbox -		Wide Banner Ad		Frequency: _____	
Per Run Ad Fee: _____		Member Discount: _____		Per Run Final Total: _____	
Issues to run:	_____ January 20 _____	_____ May 20 _____	_____ September 20 _____		
	_____ February 20 _____	_____ June 20 _____	_____ October 20 _____		
	_____ March 20 _____	_____ July 20 _____	_____ November 20 _____		
	_____ April 20 _____	_____ August 20 _____	_____ December 20 _____		

Signing below constitutes agreement to the details listed above and to the *American Woodturner* General Terms & Conditions.

Advertiser's Signature _____ Date _____

Your American Association of Woodturners Advertising Contact:

Erica Nelson, Sales Representative - 763-497-1778 / erica.nelson@ewald.com

American Association of Woodturners - 222 Landmark Center, 75 5th St W, St. Paul, MN 55102-7704

You may pay by credit card if you prefer. Check type: _____ Visa _____ MC _____ Discover _____ AMEX

Per ad fee \$ _____ x _____ = \$ _____ will charge full amount

Name on Card: _____

Credit card number: _____

Expiration: ____/____ Security Code _____ (Three numbers. AMEX has four.)

Mechanical Requirements

Art Submission: See rate card for dimensions and submission specifications.

Ad creation: Ads can be designed from your supplied copy. There is a fee for ad creation. Contact your sales rep for a quote.

Send artwork to: Erica Nelson – erica.nelson@ewald.com / 763-497-1778. Please refer to rate card for submission guidelines.

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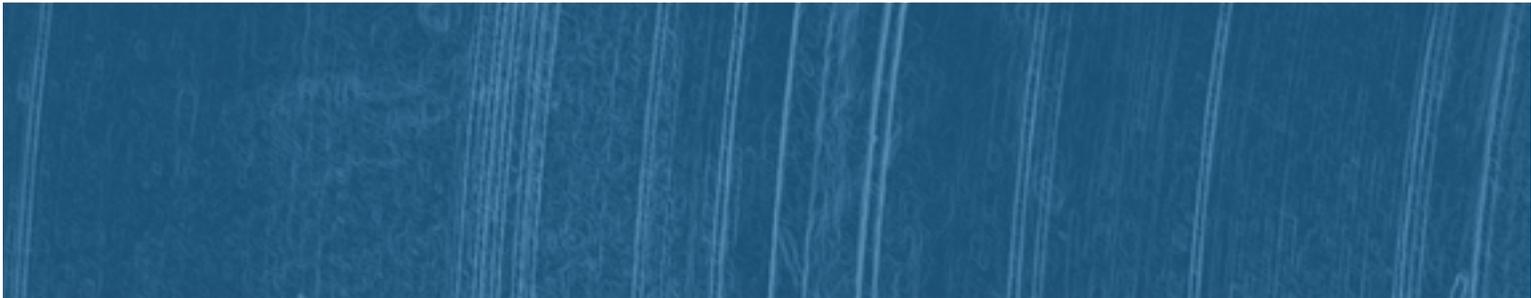
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Other cancellations must be made prior to an issue’s deadline.



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