

## NOW AVAILABLE—BANNER ADVERTISING ON SWE WEBSITE

SWE's web site, found at [swe.org](http://swe.org), is now accepting national advertising. Since the web site is accessed regularly by members, this national banner advertising is an outstanding medium for employers to place employment ads that will link back to their website. Banner ads are available in two sizes on 80% of the pages within the SWE site. A new feature this year is that the larger banners are also displayed on the SWE homepage.

### Rates (Gross per quarter)

Large Banner (125 x 240 pixels) ..... \$3495  
 Smaller Banner (125 x 125 pixels) ..... \$2295

Files should be GIF, SWF or flash. They may include animation. Max file size is 60K.



## EXCLUSIVE SPONSORSHIP OF SWE'S E-NEWSLETTER

SWE produces a monthly e-newsletter, *All Together* that is e-mailed to both the collegiate and professional members. This newsletter is now available for sponsorship on a monthly basis. The sponsorships are "first-come, first-serve", subject to availability. The sponsor will have their logo (GIF format, no animations) included in the e-mail that members receive, along with a description of their opportunities/programs (seventy word maximum). When members click on the logo, it will link back to your website. As the sole sponsor, your message will make you stand out with the members. Please book early due to the limited nature of this opportunity! Monthly rate: \$5000



## THE DIGITAL ADVANTAGE

### Take your advertising in SWE Magazine to a new level!

Every advertiser in *SWE Magazine* has the benefit of being automatically included in the digital version of *SWE Magazine*. All members receive e-mails announcing the issues availability with links to the issues when they publish. The digital issues drew more than 10,000 users this past year, a reflection of the increasing importance this benefit offers advertisers.

- Be the sponsor of the issue which entitles you to have a banner appear next to the issue (120 x 600 pixels, GIF format, animations accepted) and also to have a graphic overlaid on the issue while it loads (or to have your logo on the navigation toolbar). Your organization will also be acknowledged on the page next to the cover as the sponsor of the issue, also linking to your site.

Sponsorship is \$2,950 for the regular issues or \$4350 for the Conference Issue To see an example of this sponsorship opportunity, visit <http://www.nxtbook.com/nxtbooks/swe/conference10/>

- A second option is to add rich media to your artwork or to animate your ad. You can stream video or audio when members reach your advertisement to enhance its impact. Or SWE can take your ad and bring it to life by adding animation, working with images/graphics in your design. Either option will result in increasing the attention to your ad and help you to maximize your impact.

This option is available for \$895 per issue.

### Sponsorship



### Stream Video



### Add Animation

