

Advertising with the World Affairs Council offers you the opportunity to connect with affluent, educated North Texans highly interested in international issues.



Horizontal Banner Ad

Vertical Banner Ad

The Council website features more than 7,500 unique visitors per month on average and approximately 29,500 page views per month. Vertical banners on pages with ad groupings are available on the website, as are horizontal banner ads at the top or bottom on single pages.

Cost for horizontal banner ads (in pixels) on the website:
 Top of single page (468x60): \$250 per month**
 Bottom of single page (468x60): \$150 per month**

Cost for vertical banner ads (in pixels) located in the left column on page groupings:

Web Page Groupings*	Cost per Month**	
	155x175	155x225
Events Calendar	\$400	\$500
The Council	\$175	\$225
Get Involved	\$125	\$150
IEP	\$75	\$100
Community	\$100	\$125
Meridian	\$75	\$100



Horizontal Banner Ad

Vertical Banner Ad

The e-Connection (bi-monthly newsletter) and weekly events email are distributed to approximately 2,500 addresses for each mailing.

Cost for vertical banner ads in e-Connection (per mailing):

155x175 - \$125**
 155x225 - \$150**

Cost for horizontal banner ads in e-Connection or weekly events email:

Top of page (475x75) - \$200**
 Bottom of page (468x60) - \$100**

The Council Connection (print newsletter published three times per year) is mailed to approximately 3,200 individuals every other month.

Cost for ad in the Council Connection:
Back side of newsletter (2"x 2") - \$200**

2' x 2' Ad



* See list of page groupings

** Discounts are available for quarterly and annual buys

ADVERTISING GUIDELINES

Reservations may be made on a space-available basis.

No animated graphics may be used.

For Internet or email advertising, artwork must be created at 72 dpi in correct dimensions. All files must be RGB and sent in either PNG, JPEG or GIF format to the email address below.

For Council Connection print advertising, artwork should be sent in PDF, TIFF or hi-res JPEG formats to the email address below. Advertising must be deemed acceptable by the World Affairs Council, which reserves the right to reject any advertisement.

*WEB PAGE GROUPINGS/INCLUDED WEB PAGES

Events Calendar Grouping -

- Main Calendar
- Great Decisions
- Speaker Series Pages (*change throughout the year as series are added*)
- Past Events
- Community Events

Get Involved Grouping -

- Council Membership
- Volunteer
- Become a Donor
- Student Empowerment Fund
- Become a Sponsor
- WAC Book Club
- Travel the World

The Council Grouping -

- The Board
- Our Staff
- Job Opportunities
- Internships
- Sponsors
- Partners
- Council Programs

Community Grouping -

- Log In/Log Out
- My Membership
- My Discounts

International Education Program Grouping -

- What's New
- Why International Education
- Teacher Workshops
- Student Opportunities
- Off-Campus Events
- On-Campus Events
- Academic WorldQuest
- Teacher Resources
- Junior WAC
- International Educator of the Year

Young Professionals Grouping -

- About Meridian
- Upcoming Events
- Past Events
- Join Meridian



For additional information on member demographics and website/e-newsletter advertising, contact Kim Rice, director of Marketing and Communications, at 214-965-8414 or sgordon@dfworld.org.

The Council Connection (print newsletter published three times per year) is mailed to approximately 3,200 individuals every other month.

Cost for ad in the Council Connection:
Back side of newsletter (2"x 2") - \$200**

2' x 2' Ad



* See list of page groupings

** Discounts are available for quarterly and annual buys

ADVERTISING GUIDELINES

Reservations may be made on a space-available basis.

No animated graphics may be used.

For Internet or email advertising, artwork must be created at 72 dpi in correct dimensions. All files must be RGB and sent in either PNG, JPEG or GIF format to the email address below.

For Council Connection print advertising, artwork should be sent in PDF, TIFF or hi-res JPEG formats to the email address below. Advertising must be deemed acceptable by the World Affairs Council, which reserves the right to reject any advertisement.

*WEB PAGE GROUPINGS/INCLUDED WEB PAGES

Events Calendar Grouping -

- Main Calendar
- Great Decisions
- Speaker Series Pages (*change throughout the year as series are added*)
- Past Events
- Community Events

Get Involved Grouping -

- Council Membership
- Volunteer
- Become a Donor
- Student Empowerment Fund
- Become a Sponsor
- WAC Book Club
- Travel the World

The Council Grouping -

- The Board
- Our Staff
- Job Opportunities
- Internships
- Sponsors
- Partners
- Council Programs

Community Grouping -

- Log In/Log Out
- My Membership
- My Discounts

International Education Program Grouping -

- What's New
- Why International Education
- Teacher Workshops
- Student Opportunities
- Off-Campus Events
- On-Campus Events
- Academic WorldQuest
- Teacher Resources
- Junior WAC
- International Educator of the Year

Young Professionals Grouping -

- About Meridian
- Upcoming Events
- Past Events
- Join Meridian



For additional information on member demographics and website/e-newsletter advertising, contact Kim Rice, director of Marketing and Communications, at 214-965-8414 or sgordon@dfworld.org.