



Advertising Policy Fiscal Year 2012

Society of Women Engineers

San Diego County Professional Section



Benefits of Advertising with SWE-San Diego (SWE-SD)

- Opportunity to advertise open positions
- Increased visibility for your company
- Access to a pool of highly qualified local to San Diego female engineers
- Connection to education and outreach efforts related to science and engineering
- Providing an opportunity for career growth for your employees
- Encourages retention of engineers in the greater San Diego area

Bi-Weekly Email Newsletter

The Bi-Weekly Email Newsletter is a summary of SWE-San Diego's activities. The newsletter is sent out to our 290 email followers as well as archived on our website. Local companies have two options for advertising in our newsletter.

- **Job Postings:** Postings will be included in the newsletter's sidebar. A typical post will list position, company name, and link to pdf document with further description.
- **Sponsor Newsletter:** "This electronic newsletter was brought to you by SWE-SD Sponsor Wonderful Engineering Company" will be included in the body of the newsletter. The company can also choose to include their logo and pdf description of their company.

Pay with Check:

Society of Women Engineers
 San Diego County Section
 P.O. Box 881205
 San Diego, CA 92168-1205
 ATTN: Treasurer

Free Job Postings for SWE-SD Corporate Sponsors

<u>Level</u>	<u>FY12 Contribution</u>	<u># of Notices</u>
Gold	\$2500	Unlimited
Silver	\$1000	10
Bronze	\$500	4

Advertising Rates

2-Issues Bi-Weekly Email Newsletter

- Job Postings: \$25
- Sponsor Newsletter: \$50

12-Issues Bi-Weekly Email Newsletter

- Job Postings: \$135
- Sponsor Newsletter: \$275

24-Issues Bi-Weekly Email Newsletter

- Job Postings: \$250
- Sponsor Newsletter: \$500

Newsletter Deadlines

Electronic copy must be sent no later than the 12th day of the month prior to the month the ad will run. Multiple job postings can be posted in a single newsletter's sidebar. However, only one company can sponsor a single newsletter.

Send Electronic Ad Copy to:

Natalie Vanderspiegel
 secretary@swesandiego.org

Pay with PayPal Account:

Visit www.swesandiego.org and use our PayPal account found on the homepage under 'Help us Fund our Programs'.

For more information regarding SWE-SD's Advertising Policy:

Kim Ring, SWE-San Diego Vice President

vp@swesandiego.org