

January 31, 2008

Thank you for your interest in *Workforce Professional* and IAWP as marketing options. IAWP is a nonprofit educational association representing professionals interested in workforce development issues. The association works diligently in support of its objectives, which include enhancing job competencies, supporting program improvement and fostering a close working relationship with partner organizations.

Your message can reach IAWP members and other workforce professionals in a number of ways:

***Workforce Professional***, the official IAWP publication, reaches many diverse workforce development professionals. The six, large-format issues each year consistently provide relevant legislative and educational information about the workforce development industry. Surround your ad or article with the timely news, analyses and opinions *Workforce Professional* delivers.

Placing your ad on the IAWP Web site, [www.iawponline.org](http://www.iawponline.org), extends your reach to a worldwide audience of workforce development professionals.

**IAWP International Educational Conference** is an excellent five-day opportunity to demonstrate your product, promote your service or participate in a teaching session.

If you are interested in exhibiting or speaking in a venue closer to your office, IAWP can provide that opportunity. **District, chapter and subchapter Educational Institutes** are conducted throughout the year. Participants benefit from thousands of hours of training and seminar instruction.

The IAWP Administrative Office can help you use the various options in this Media Guide to create a program that matches your marketing objectives. Again, thank you for your interest.

## 2007- 08 Editorial Calendar and Guidelines

<b>WORKFORCE PROFESSIONAL 2007-2008 EDITORIAL CALENDAR</b>			
	<b>COPY DEADLINE</b>	<b>EDITING DEADLINE</b>	<b>PRINTER DEADLINE</b>
<b>July/August 07</b> <i>Educational Issues &amp; Post Conference</i>	6/22/07	7/12/07	7/20/07
<b>Sept/Oct 07</b> <i>Services to Specialized Customers</i>	8/02/07	9/07/07	9/14/07
<b>Nov/Dec 07</b> <i>Veterans</i>	10/03/07	11/09/07	11/16/07
<b>Jan/Feb 08</b> <i>Best Practices in the Workforce System &amp; Pre-Conference</i>	12/10/07	1/18/08	1/25/08
<b>March/April 08</b> <i>IAWP and Partners in the Workforce Pre-Conference</i>	2/15/08	3/07/08	3/14/08
<b>May/June 08</b> <i>Pre-Conference</i>	3/17/08	4/10/08	4/16/08
<b>Information in this editorial calendar is subject to change.</b>			

*Workforce Professional* welcomes timely and relevant materials from all sources. We prefer articles with a strong focus on the workforce development industry, including those which examine trends, discuss innovations and best practices, promote public/private partnerships and introduce education and training tracks. Personnel appointments and promotions, software/product development and general for-profit service announcements are very rarely featured. *Workforce Professional's* editorial policy is to provide its readership with information to equip them for their current and projected daily activities and not to endorse products, services or commercial enterprise. We offer tremendous advertising value and national exposure, however, for commercial marketing activities.

- All articles will be reviewed, approved and edited, as necessary, by IAWP.
- No writer will receive payment for his/her material.
- *Workforce Professional* assumes no responsibility for unsolicited manuscripts, press advisories or photographs.
- Manuscripts should generally be between 600 and 1000 words. There may be opportunity to publish longer pieces as two-part articles.
- IAWP may excerpt portions of *Workforce Professional* articles for use in other IAWP publications.
- There are several ways to submit an article. Preferably, as an e-mail to [wandawatts@iap.es.org](mailto:wandawatts@iap.es.org) Second preference is by fax to 502.223.4127. The typeface should be a standard sans serif, twelve point font with line spacing at 1.5 lines or greater. Articles may also be mailed to IAWP at 1801 Louisville Road, Frankfort, KY 40601-3922.
- Please include a two- to four-sentence author biography, with contact information.
- If artwork is associated with the article, please consult the Ad Specifications sheet.

## 2007-08 Editorial Calendar and Guidelines

Issue Date	Distribution Date Target	Ad Close	Issue Date	Distribution Date Target	Ad Close
July/August 07	7/30	6/22	Jan/Feb 08	2/06	12/10/07
Sept/Oct 07	9/26	8/02	March/April 08	3/26	2/08
Nov/Dec 07	11/28	10/03	May/June 08	4/23	3/17
<i>This calendar is subject to change.</i>					

### Material Specifications

**Film:** Furnish films right-reading, emulsion-side down, one piece per color. If separations are sent, they must include crop and registration marks. Resolutions of 85-120 lpi are acceptable.

**Camera Ready:** High quality camera-ready printouts are acceptable with resolutions of 85-120 lpi.

**On Disk:** PC file formats are acceptable and may be sent on 3.5-in. floppy discs, CDs and Zip Drive.

Software includes PageMaker 6.5 or earlier (5.0 or 6.5 only for PC), PhotoShop 6.0 or earlier, MS Publisher, Word and compatible applications.

Send all fonts used in document. If Adobe, send both screen and printer fonts.

All process color graphics must be in CMYK mode.

*No matter how material is provided, please send a hard copy of the file to be printed.*

### Printing

*Workforce Professional* is printed by web offset method on 32" — 35# groundwood, 80 brightness paper.

### Circulation

Average 10,000 *(Source: October 2005 US Postal Statement of Ownership, Management and Circulation)*

### Terms

- All orders are subject to acceptance/rejection by IAWP's Administrative Office in Frankfort, Ky.
- Placement of advertisements is at the sole discretion of IAWP except where a specific position has been agreed upon by IAWP in writing.
- All ads are non-commissionable.
- Advertisers who do not indicate frequency at time of contract will be billed at the 1X rate.

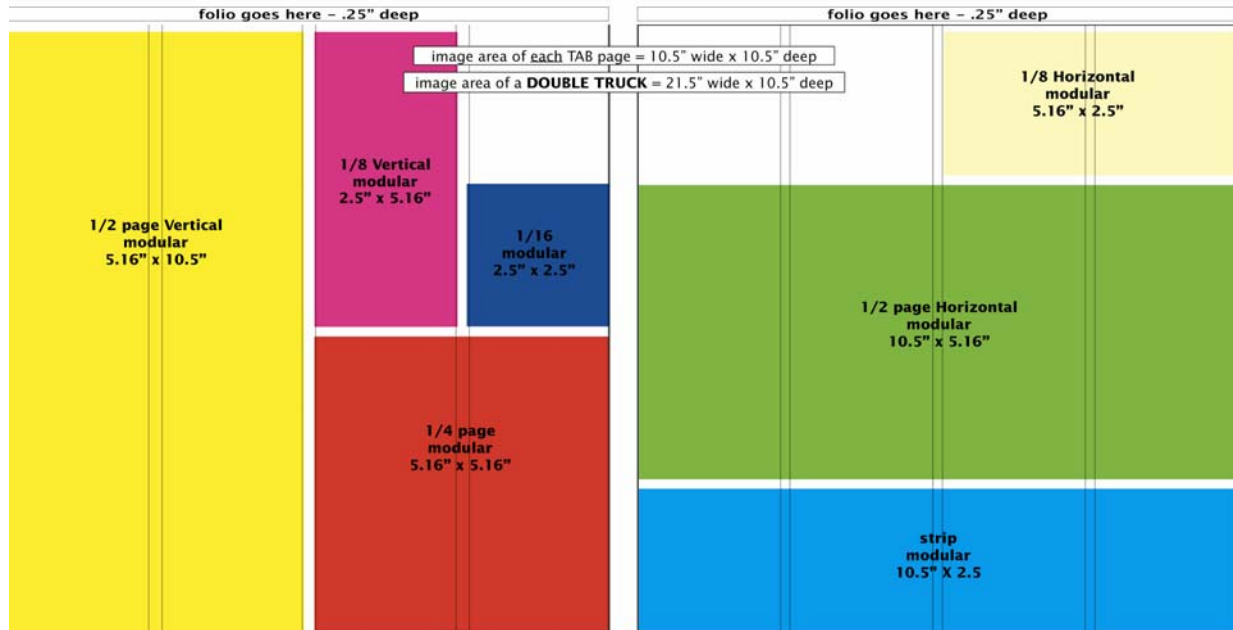
### Shipping

Ship all materials to IAWP, 1801 Louisville Road, Frankfort, KY 40601-3922

# WORKFORCE PROFESSIONAL

1801 Louisville Rd. ■ Frankfort, KY 40601 ■ iapes@iapes.org ■ 502.223.4459 ■ Fax 502.223.4127

## Advertising Page Dimensions and Rates



### Tabloid Page Rates — Black & White

all ad rates are non-commissionable

	1X	2X	3X	4X	5X	6X
Tab Page	\$650	\$598	\$575	\$550	\$535	\$520
3/4 Tab Page	\$620	\$570	\$543	\$527	\$512	\$496
1/2 Tab Page	\$400	\$368	\$354	\$340	\$330	\$320
1/4 Tab Page	\$230	\$211	\$204	\$196	\$190	\$184
Special Strip *	\$270	\$248	\$239	\$230	\$223	\$216
1/8 Tab Page	\$140	\$129	\$124	\$119	\$116	\$112
1/16 Tab Page	Contact IAWP Administrative Office at 1-888-898-9960 for pricing details.					
Double Truck	Contact IAWP Administrative Office at 1-888-898-9960 for pricing details.					

\* Exclusive ad on left-hand page. For special strips on right-hand pages, add an additional 15%.

### Back Cover Rates — Color

all ad rates are non-commissionable

	1X — 2X	3X — 4X	5X — 6X
Spot Color	\$660	\$545	\$512
Process Color	\$840	\$693	\$651

# IAWP

---

The World Leader of Professionals in Workforce Systems

1801 Louisville Rd. ■ Frankfort, KY 40601 ■ [iapes@iapes.org](mailto:iapes@iapes.org) ■ 502.223.4459 ■ Fax 502.223.4127

## Exhibiting at the IAWP International Educational Conference

Workforce professionals participate in hours of educational sessions and intensive workshops at the IAWP International Educational Conference. These attendees come from almost every state in the United States and approximately six nations, including Canada.

Each conference includes an exhibit hall containing a variety of products and information resources. Conference exhibitors from past conferences have included the following groups:

- ALMIS (America's Labor Market Information System)
- The Council of Three Rivers American Indian Center, Inc.
- AWTS (America's Workforce Technology Solution)
- International labor representatives from Japan, Latvia, Lithuania, Nigeria, Republic of China

### June 8-12, 2008 ■ Richmond, Virginia

IAWP will provide an informative International Educational Conference in Richmond, Virginia. The 95th International Educational Conference will offer numerous educational opportunities. In addition to a variety of plenary sessions, there will be work specific focus groups covering many program disciplines in the fields of Workforce Development. As the conference date draws near, visit our Web site [www.iawponline.org](http://www.iawponline.org) for conference highlights and for upcoming conference information.

### June 3 - 7, 2007 ■ Boise, Idaho

SUMMER 2007 IAWP took the knowledge and the resources of the association to Boise, Idaho. Discovering Idaho at the 94<sup>th</sup> International Educational Conference was both innovative and contemporary.

### June 18-23, 2006 ■ Louisville, Kentucky

IAWP went to the bluegrass state for the 93rd International Educational Conference. For a winning workforce conference, IAWP headed to *Horse Country*, in Louisville, Kentucky, on June 18-23, 2006. This IAWP conference held a wealth of workforce related workshops to aid in the advancement to the winner's circle in the workforce arena.

For exhibiting information for future conferences, contact the IAWP Administrative Office., 1801 Louisville Road, Frankfort, KY, 40601-3922, 502-223-4459.