

You handle **RISK,**
you handle customers. **You**
LOVE YOUR *freedom and your*
work. *You understand*
SAFETY, protection,
pain and liability. *You may*
work in a harness, but will never
be *harnessed.*

Why AWC?

- **American Window Cleaner** is the #1 trade magazine devoted to the window cleaning industry *and* to the professional window cleaner.
- Circulation of 8,000 active, professional window cleaners works to promote *your* brand recognition
- A consistently professional showcase for your products and/or services
- Customer Service available to assist you with all your advertising needs

Advertising Benefits

- Show your strength and **INCREASE YOUR SALES** by aligning with *the* industry leader... **AWC.**
- Intelligently written editorial on subjects that matter to you!
- Special “New Product Info” and “Industry News” sections give your company the opportunity to promote products and people. *Free.*
- First time advertisers receive a 1/4 page synopsis (with photo or logo) on their company, cross referencing their ad page.
- Free classified listings/memos in every issue
- Free website banner on rotating basis with links to *your* website!
- Bonus distribution at major trade shows

EDITORIAL CALENDAR 2012

January/February

This issue is to be distributed at the IWCA Convention

Features:

2012 Economic Outlook
 ISSA Convention Coverage
 IWCA Convention Review
 Closing Date: 12/9/11

March/April

Features:

IWCA Convention Report
 Selling or Buying a Window Cleaning Company:
The Best Way to Go
 Young Guns: Profile of Window Cleaners Under 35
 Closing Date: 2/10/12

May/June

Features:

Technology Time Savers: Inexpensive Technology Solutions
 Sales and Salesmanship: Part 1
 Retirement Plans for Small Businesses
 Closing Date: 04-13-12

July/August

Features:

Sales and Salesmanship: Part 2
 How to Deal With Delinquent Paying Customers
 Web Analytics: Keys to Influence Customer Behavior
 Industry Profile
 Closing Date: 06-15-12

September/October

Features:

2012 Presidential Election: *impact on our industry?*
 Sales and Salesmanship: Part 3
 Coping With Losses: Tax Deductions May Lead to Profits
 Hidden Talents within the industry!
 Closing Date: 08-17-12

November/December

Features:

Technology Outside the USA: Advantage or Not?
 Affordable Discounts
 Industry Profile
 Closing Date: 10-12-12

the american **WINDOW CLEANER** MAGAZINE
VOICE OF THE PROFESSIONAL WINDOW CLEANER

2012 Advertising Rates

size	type	1x	3X	6X
FULL PAGE	4 COLOR	\$1,625	\$1,425	\$1,275
2/3 PAGE	4 COLOR	1,120	990	905
1/2 PAGE (island)	4 COLOR	985	860	775
1/2 PAGE (vert/horiz)	4 COLOR	930	815	735
1/3 PAGE (vert/square)	4 COLOR	650	575	520
1/4 PAGE	4 COLOR	575	510	455
1/6 PAGE	4 COLOR	415	365	325
1/9 PAGE	4 COLOR	325	285	260
FULL PAGE	Black/White	\$1,250	\$1,095	\$980
2/3 PAGE	Black/White	860	760	695
1/2 PAGE (island)	Black/White	755	660	595
1/2 PAGE (vert/horiz)	Black/White	715	625	565
1/3 PAGE (vert/square)	Black/White	500	440	400
1/4 PAGE	Black/White	440	390	350
1/6 PAGE	Black/White	320	280	250
1/9 PAGE	Black/White	250	220	200