

Introducing. . .

The AWFS® Online Source Guide Directory

AWFS is committed to finding new and innovative ways for members to reach their customers. The newest and most exciting way to do that is through the new AWFS® Online Source Guide Directory, which includes free listings of all AWFS members. Listings in the directory are an exclusive members-only benefit, but the directory will be used by buyers in the woodworking industry and other key industries.

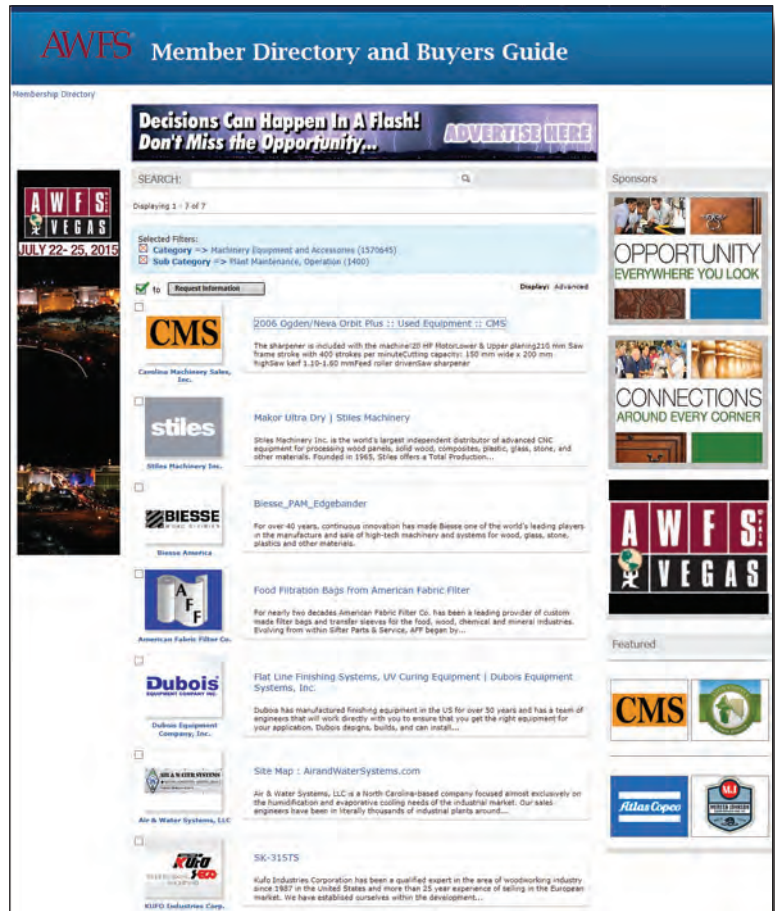
The directory will increase sales, visibility and market presence for all AWFS members using state-of-the-art Cloud Search Portal technology that automatically indexes the websites of members to provide maximum SEO.

Best of all, AWFS members all have an opportunity to stand out and build your brand presence in the directory with the following advertising opportunities:

- Rotating Leaderboard Banner ad at the top of the page
- Rotating Skyscraper ad on the left of the page
- Rotating Box ad on the right of the page

- Enhanced Listing with company logo and profile (includes contact information on a pop-up page)
- Keyword Sponsorship Package including a set of three keywords that will guarantee your company listing ahead of other search results

These enhanced advertising features (except for the three keywords) can be seen on the AWFS® Online Source Guide Directory shown below.



Ad Opportunity	Size (Width x Height)	Description	Annual Rate
Leaderboard Banner	728 X 90 pixels	Banner ad across the top of the directory	\$2,000
Skyscraper	160 X 600 pixels	Vertical ad on the left side of the directory	\$1,500
Medium Box	300 X 209 pixels	Box ad on the right side of the directory	\$1,000
Enhanced Listing	Logo 192 X 150 pixels	Your logo plus a company profile of up to 50 words	\$300
Keyword Sponsorship	No materials required	3 keyword package plus a marketing message of up to 25 words	\$200
Basic Listing	No logo	Company name listing including link to company website	FREE listing for AWFS members

AD SPECIFICATIONS

All logos and ads must be provided as JPEG or static GIF files at 72 dpi. The suggested maximum file size is 100 KB.



It's easy to sign up! Just contact the AWFS[®] Online Source Guide Directory advertising sales representative below:

Mike Derda
Advertising Director
Association Vision
937 Bel Marin Keys Blvd.
Novato, CA 94949
Phone 415-883-7555
FAX 415-883-7455
Mobile 415-250-6756
mderda@associationvision.com

AWFS Online Source Guide Directory Ad Contract

Yes, please reserve the following enhancements/ads for my company. I understand that these will run for one year in the online directory.

Enhanced Listing for \$300. Please provide company profile copy (up to 50 words): _____

Weblink to use for your Enhanced Listing: _____

Keyword Sponsorship for \$200. Please use the following three keywords:

1. _____

2. _____ 3. _____

Please provide a marketing message for your company that will appear when one of your three keywords is accessed by a directory user (up to 25 words): _____

Leaderboard Banner Rotating Ad for \$2,000

Skyscraper Rotating Ad for \$1,500

Medium Box Rotating Ad for \$1,000

Total Cost: \$ _____

ADVERTISER INFORMATION

Contact Name _____

Company _____

Address _____

City _____ State _____ Zip Code _____

Phone _____ E-Mail _____

Signature _____ Date _____

ADVERTISING PAYMENT INFORMATION

Advertisers will be invoiced for ads by Cloud Search Portal (the company that produces the directory) upon the start of the annual listing. If you wish to pay by credit card, please fill out the information below.

Circle Credit Card Type: VISA MC AMEX

Name on Card _____

Card # _____ Security Code* _____

Expiration Date _____ Dollar Amount to Charge \$ _____

* Visa and MasterCard Users: Look at the signature box on the back of your card. You should see either the 16-digit credit card number or just the last 4 digits followed by a 3-digit code. This 3-digit code is your Security Code. American Express Users: Look for the 4-digit code printed on the front of your card just above and to the right of your credit card.

Please return this form to the following person by email or FAX:

Mike Derda, Advertising Director
Association Vision

Phone 415-883-7555 FAX 415-883-7455 Mobile 415-250-6756
mderda@associationvision.com