

Media

ith more than 2,500 members and advocates, the American Wind Energy Association (AWEA) is the hub of the wind energy industry. AWEA represents wind power project developers,

equipment suppliers, services providers, parts manufacturers, utilities, researchers, and others involved in the wind industry, one of the world's fastest growing energy industries.

AWEA provides up-to-date, accurate information about the domestic and international wind energy industry via a variety of vehicles: meetings, directories, show dailies, e-newsletters, and www.awea.org.

When wind energy professionals turn to these AWEA vehicles for vital industry information, make sure your company and your message get noticed. An ad with AWEA puts your message in front of thousands of top industry decision-makers, and because the proceeds go directly to the association, your support helps AWEA promote wind power growth for a cleaner, stronger America.

WINDPOWER® Show Directory

Reach thousands of industry leaders and decision-makers in WINDPOWER's primary resource book. In the hands of every attendee and in the briefcases of wind energy leaders worldwide, the WINDPOWER Show Directory is a must-have guide on the show floor as well as a yearround resource for buyers in all facets of wind energy.

WINDPOWER® Update

Whether looking forward to details of the upcoming show or highly energized following another successful show, the 16,000-plus WINDPOWER attendees eagerly await their copies of WINDPOWER Update. The pre-show issue mails in March, and the post-show issue mails in August to all attendees as well as to thousands of industry professionals unable to attend the show.



WINDPOWER attendees are involved with these issues on a regular basis.

WINDPOWER® Today

The official newspaper of the world's largest wind energy show, WINDPOWER Today reaches some 16,000 industry professionals at the conference, generating awareness of your company and traffic to your booth. Delivered to attendees at key hotels each morning and distributed onsite, WINDPOWER Today is the primary guide for vital meeting information and schedules.

"Exhibiting at WINDPOWER is a wonderful opportunity. It's an opportunity for us to continue to build on our partnerships and to forge new relationships. It's an opportunity for us to meet with our vendors, suppliers, turbine manufacturers, banks, and financiers. This is the place where we all come together for three days and collectively and collaboratively figure out how we're going to work together to continue to move wind forward." — Sandi Briner, enXco



"We are such a policy-driven industry that having AWEA be an effective advocate means its members have to be effective supporters of AWEA."

– Don Furman, Iberdrola Renewables

Offshore WINDPOWER Conference & Exhibition Directory

The Offshore WINDPOWER Directory is an indispensable guide for all attendees during the show and a useful resource for months afterward. The Offshore WINDPOWER Conference & Exhibition is the only event of its kind that truly brings together the thought leaders of the wind industry for a dialogue on offshore wind development. Increasing your company's visibility at this conference can help you take advantage of the current industry momentum and ensure that your message reaches the people who matter.

AWEA Membership Directory & Buyers <u>Guide</u>

A comprehensive listing of leading companies from all facets of the wind energy industry, the AWEA Membership Directory & Buyers Guide provides a wealth of key contacts, the latest contact information, and a breakdown by products and services offered. Published annually in September, the directory is an indispensable year-round resource for wind power decision-makers worldwide.

Wind Energy Weekly - E-News AWEA's Wind Energy Weekly is packed with detailed

AWEA's Wind Energy Weekly is packed with detailed and up-to-date information on the world of wind energy that simply can't be obtained elsewhere. Readers have a professional interest in wind energy and rely on this weekly email for development news and late-breaking legislative, economic, and environmental developments affecting wind. Your banner ad is highly visible alongside this highly valuable information.



WINDPOWER 2011 attendees provide a healthy blend of industry experience and newblood enthusiasm.

AWEA Website

AWEA.org averages 180,000 page views per month. Advertise your company, service, or product and have your ads shown across the whole site or target them to specific pages or sections, such as the homepage, small wind, education, events homepage, and more.

You can buy ad placements to fit your budget. By targeting a section of the site, you make sure the people interested in your company see your ad. For example, if you manufacture small wind turbines, select to have your ads shown only in the Distributed & Community Wind section. For the most visibility, choose to have your ad on all pages of the website.

"We have a power-packed schedule [at WINDPOWER] every year. We start early in the morning; we finish late at night. Over four days, we probably do as much business and interaction with our customers and suppliers as we do over the following four months." — Steven Lockard, TPI Composites



Print Media Rates, Specs & Deadlines

WINDPOWER® Show Directory

Ad Size	Color Type	Price	Live Area	Bleed Size	Trim Size	
Full Page	Full Color	\$4,750	7 ⁷ /8 x 10 ⁵ /8"	8 ⁵ /8 x 11 ¹ /8"	8 ³ / ₈ x 10 ⁷ / ₈ "	2
2/3 Page	Full Color	\$3,810	4 ³ / ₄ x 9 ⁷ / ₈ "	N/A	N/A	
1/2 Page Island	Full Color	\$3,700	4 ³ / ₈ x 7 ³ / ₈ "	N/A	N/A	
1/2 Page Vertical	Full Color	\$3,200	3 ³ / ₈ x 9 ⁷ / ₈ "	N/A	N/A	7
1/2 Page Horizontal	Full Color	\$3,200	7 ¹ / ₄ x 5″	8 ⁵ /8 x 5 ⁵ /8″	8 ³ / ₈ x 5 ³ / ₈ "	
1/3 Page	Full Color	\$2,510	4 ³ / ₄ x 4 ⁷ / ₈ "	N/A	N/A	X
1/4 Page	Full Color	\$2,040	3 ¹ / ₂ x 4 ⁷ / ₈ "	N/A	N/A	
Preferred Positions	Full Color	\$5,200	7 ⁷ /8 x 10 ⁵ /8"	8 ⁵ /8 x 11 ¹ /8"	8 ³ / ₈ x 10 ⁷ / ₈ "	80
Back Cover	Full Color	\$5,700	7 ⁷ /8 x 10 ⁵ /8"	8 ⁵ /8 x 11 ¹ /8"	8 ³ /8 x 10 ⁷ /8"	
Inside Cover	Full Color	\$5,460	7 ⁷ /8 x 10 ⁵ /8"	8 ⁵ /8 x 11 ¹ /8"	8 ³ / ₈ x 10 ⁷ / ₈ "	



30,000 copies distributed in registration kits, at AWEA booth, and throughout the convention center.

Space deadline - March 28, material deadline - April 1.

WINDPOWER® Update

Ad Size	Color Type	Price	Live Area	Bleed Size	Trim Size
Full Page	Full Color	\$4,750	7 ⁷ /8 x 10 ⁵ /8″	8 ⁵ /8 x 11 ¹ /8″	8 ³ /8 x 10 ⁷ /8"
2/3 Page	Full Color	\$3,810	4 ³ / ₄ x 9 ⁷ / ₈ "	N/A	N/A
1/2 Page Island	Full Color	\$3,700	4 ³ /8 x 7 ³ /8″	N/A	N/A
1/2 Page Vertical	Full Color	\$3,200	3 ³ / ₈ x 9 ⁷ / ₈ "	N/A	N/A
1/2 Page Horizontal	Full Color	\$3,200	7 ¹ / ₄ x 5″	8 ⁵ /8 x 5 ⁵ /8"	8 ³ / ₈ x 5 ³ / ₈ "
1/3 Page	Full Color	\$2,510	4 ³ / ₄ x 4 ⁷ / ₈ "	N/A	N/A
1/4 Page	Full Color	\$2,040	3 ¹ / ₂ x 4 ⁷ / ₈ "	N/A	N/A
Preferred Positions	Full Color	\$5,200	7 ⁷ /8 x 10 ⁵ /8″	8 ⁵ /8 x 11 ¹ /8"	
Back Cover	Full Color	\$5,700	7 ⁷ /8 x 10 ⁵ /8″	8 ⁵ /8 x 11 ¹ /8"	8 ³ /8 x 10 ⁷ /8"
Inside Cover	Full Color	\$5,460	7 ⁷ /8 x 10 ⁵ /8"	8 ⁵ /8 x 11 ¹ /8″	8 ³ / ₈ x 10 ⁷ / ₈ "

Pre- and post-show issues, 23,000 copies mailed First Class to AWEA members and past and current WINDPOWER® attendees. Rates include both issues. Pre-show space deadline - January 10, material deadline - January 14. Post-show space deadline - July 18, material deadline - July 22.

WINDPOWER® Today

Ad Size	Color Type	Price	Live Area	Bleed Size	Trim Size	
Full Page	Full Color	\$14,250	9 ¹ / ₄ x 11 ¹ / ₂ "	9 ³ / ₄ x 12″	9 ¹ / ₂ x 11 ³ / ₄ "	WINDPOWER Z
2/3 Page	Full Color	\$11,430	5 ⁵ /8 x 10 ⁷ /8"	N/A	N/A	WINDPOWER Today
1/2 Page Island	Full Color	\$11,100	6 ¹ / ₄ x 8 ¹ / ₂ "	N/A	N/A	Anakein, Göttensa Köy 24. 2011 WINDPOWER 2011 General Session: Industry
1/2 Page Vertical	Full Color	\$9,600	4 ¹ / ₄ x 10 ⁷ / ₈ "	N/A	N/A	Kicks Off With High Energy, Call for Policy Stability High energy and the state of
1/2 Page Horizontal	Full Color	\$9,600	9 ¹ / ₄ x 5 ³ / ₄ "	9 ³ / ₄ x 6″	9 ¹ / ₂ x 5 ⁷ / ₈ "	A chabite par during the chabite part of the c
1/3 Page	Full Color	\$7,530	5 ⁵ /8 x 5 ⁵ /8″	N/A	N/A	"To wart one application of the second secon
1/4 Page	Full Color	\$6,120	4 ¹ / ₄ x 5 ³ / ₄ "	N/A	N/A	Set there are also assertiat: angle critication in the banders, by inclusion proposing a critication that is a standard for the banders, by inclusion proposing a critication that is antial proposing to a forward proposing the banders, by a proposing the data merge scattering in the banders, by inclusion big with other merge scattering in the banders, but in the banders, but in the banders of the banders, but in the b
Front Page Header/Footer	Full Color	\$20,000	8 ¹ / ₂ x 1″	N/A	N/A	mentality generation capacity. Connect support Meetaling generation capacity. Connect support Meetaling declared this week Wind Power Wrek in Anabeim Mayor Tom Tall
Back Cover	Full Color	\$17,100	9 ¹ / ₄ x 11 ¹ / ₂ "	9 ³ / ₄ x 12″	9 ¹ / ₂ x 11 ³ / ₄ "	Introducing the S9X suite.
Inside Cover	Full Color	\$16,380	9 ¹ / ₄ x 11 ¹ / ₂ "	9 ³ / ₄ x 12″	9 ¹ / ₂ x 11 ³ / ₄ "	Similar Cert Cert Interface y Control Cert Cert Interface y Cert Cert Cert Cert Cert Cert Cert Cert

Three issues, 20,000 copies per issue, door dropped at key convention hotels and distributed throughout the convention center. Rates include insertion in all three issues. Space deadline - May 9, material deadline - May 13.

Offshore WINDPOWER Conference & Exhibition Directory



2,000 copies distributed in registration kits and throughout the convention facility. Space deadline - September 1, material deadline - September 10.

AWEA Membership Directory & Buyers Guide

Ad Size	Color Type	Price	Live Area	Bleed Size	Trim Size	
Full Page	Full Color	\$4,750	7 ⁷ /8 x 10 ⁵ /8″	8 ⁵ /8 x 11 ¹ /8"	8 ³ /8 x 10 ⁷ /8"	
2/3 Page	Full Color	\$3,810	4 ³ / ₄ x 9 ¹ / ₄ "	N/A	N/A	AWEA MERICAN WIND ENERGY ASSOCIATION
1/2 Page Island	Full Color	\$3,700	4 ³ / ₈ x 7″	N/A	N/A	Membership Directory
1/2 Page Vertical	Full Color	\$3,200	3 ³ / ₈ x 9 ¹ / ₄ "	N/A	N/A	& Buyers Guide
1/2 Page Horizontal	Full Color	\$3,200	7 ¹ / ₄ x 5″	8 ⁵ /8 x 5 ⁵ /8″	8 ³ /8 x 5 ³ /8″	2011 – 2012
1/3 Page	Full Color	\$2,510	4 ⁷ / ₈ x 4 ⁷ / ₈ "	N/A	N/A	Wind: Powering a Cleaner, Stronger America
1/4 Page	Full Color	\$2,040	3 ¹ / ₂ x 4 ⁷ / ₈ "	N/A	N/A	
Tabs/Preferred Positions	Full Color	\$5,105	7 ⁷ /8 x 10 ⁵ /8"	8 ⁵ /8 x 11 ¹ /8"	8 ³ / ₈ x 10 ⁷ / ₈ "	
Back Cover	Full Color	\$5,700	7 ⁷ /8 x 10 ⁵ /8″	8 ⁵ /8 x 11 ¹ /8"	8 ³ /8 x 10 ⁷ /8"	
Inside Cover	Full Color	\$5,460	7 ⁷ /8 x 10 ⁵ /8"	8 ⁵ /8 x 11 ¹ /8"	8 ³ /8 x 10 ⁷ /8"	

6,000 copies distributed to AWEA members and other wind energy professionals. Space deadline - July 1, material deadline - July 7.



WINDPOWER attendees came from all parts of the country; in fact, all 50 states and the District of Columbia were represented. U.S.-based attendees represented 82 percent of participation.

Wind energy is an international industry, and WINDPOWER has truly become an international event. WINDPOWER 2011 welcomed 2,679 international participants from 59 countries to Anaheim, representing 18 percent of all attendees.

Electronic Media Rates, Specs & Deadlines

Wind Energy Weekly - E News

Frequency	Top Position	2nd Position	Road Block*	Box	
1 Edition	\$2,515	\$2,060	\$4,400	\$995	WIND ENERGY
3 Editions	\$4,480	\$3,210	\$7,400	\$2,095	November 4, 2011 Wind Industry News Elipation bil: Reichet, Elizensuer Introduce fou
6 Editions	\$7,945	\$4,915	\$12,385	\$3,695	Field Storage State Stat
9 Editions	\$9,800	\$6,050	\$15,250	\$4,495	F all symposium overlage: robustry waters announ Community wird lander with accolates Elineis 25/22 Allance Reneveable Eorogy Forum a WedTV: blatel segment abourcases Washington to Supply Chain Connectors: Semena bays texem,
12 Editions	\$11,490	\$7,095	\$17,875	\$5,795	AWEA News & Advertisements Whise nucleurostately, you cetainly card afford Mark your calendars for AWEA's final regional even bosenae the enformance and enable of your with
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Ad Dimensions	468 x 60 pixels	468 x 60 pixels	468 x 60 pixels	125 x 125 pixels	
File Size	40 k	40 k	40 k	40 k	Top Stay AWEA applauda Reichert-Blumenauer bi AWEA applauda news this week that U.S. Repres Wash, J and Earl Burnmauer (D-Cris.) infordund important foreian Production Star Confet (PTC) by
File Format	jpg or gif	jpg or gif	jpg or gif	jpg or gif	Both Reichest and Blumenauer are members of the Means Committee. The biparises American Renew Credit Estimation Act, or H.R. 3307, applies to the p geothermal power, hydropower, and other forms of

Wind Energy News is a by-subscription service e-newsletter sent weekly to 12,000 wind energy professionals. AWEA follows IAB guidelines for online creatives. Space deadline - 2 weeks prior to publication, material deadline - 1 week prior to publication. *Road block is an exclusive buyout of the issue.

AWEA Website

Run-of-Site — Ads will appear on all available pages	
1 month	\$25 CPM
3 month	\$20 CPM / month
6 month	\$15 CPM / month
Targeted Sections/Pages — Ads will appear on selected page(s) only Homepage:	
1 month	\$20 CPM
3 month	\$15 CPM / month
6 month	\$10 CPM / month
Targeted Sections/Pages — Ads will appear on selected page(s) only Content Pages/Sections:	
1 month	\$15 CPM
3 month	\$12.50 CPM / month
6 month	\$10 CPM / month



AWEA.org averages 180,000 page views per month. Advertise your company, service, or product and have your ads shown across the whole site or target them to specific pages or sections, such as the homepage, small wind, education, events homepage, and more.

You can buy ad placements to fit your budget. By targeting a section of the site, you make sure the people interested in your company see your ad. For example, if you manufacture small wind turbines, select to have your ads shown only in the Distributed & Community Wind section. For the most visibility, choose to have your ad on all pages of the website.

Ad Positions

Ads are located on the awea.org homepage on the lower right section of the page and on a majority of content pages below the left-hand navigation. There are three ad positions on all pages. When multiple advertisers are present, the ads are displayed according to the number of impressions sold. For instance, ads with a higher number of impressions bought will appear more often than ones with lower impressions bought.

Ad Rates

All ads are sold on a cost-per-thousand (CPM) basis with the cost varying depending on targeting.

Ad Specs

JPG and GIF format only, no Flash. File size: maximum 40k. Animated GIFs are acceptable. (Animated GIFs should not strobe or change too quickly.) AWEA reserves the right to reject any add based on content or functionality. Ads cannot disparage competitors.

Deadlines

Space: 15th of prior month Materials: 22nd of prior month

Best-Value Print Pricing

Full-Page Combo Buy

Buy a full-page ad in both the WINDPOWER Show Directory and the AWEA Membership Directory & Buyers Guide and receive 10% off any additional insertions in any AWEA print or electronic media.

WINDPOWER® Bundle

Advertise in all WINDPOWER®-related publications for one special price. Placement includes ads in the pre-show issue of WINDPOWER® Update, the WINDPOWER® Show Directory, three issues of the WINDPOWER® Today, and the post-show issue of WINDPOWER® Update.

Ad Size	Color Type	Price
Full Page	Full Color	\$21,000
2/3 Page	Full Color	\$17,000
1/2 Page Island	Full Color	\$16,500
1/2 Page Vertical	Full Color	\$14,500
1/2 Page Horizontal	Full Color	\$14,500
1/3 Page	Full Color	\$11,300
1/4 Page	Full Color	\$9,100
Preferred Positions	Full Color	\$23,500
Back Cover	Full Color	\$25,500
Inside Cover	Full Color	\$24,500

Best-Value Electronic Pricing

Receive top position in three issues of Wind Energy Weekly and three months of run-of-site advertising on AWEA's website with 250,000 impressions for just \$7,500.

Wind Energy News is a by-subscription service e-newsletter sent weekly to 12,000 wind energy professionals. AWEA follows IAB guidelines for online creatives.

AWEA.org averages 180,000 page views per month. Advertise your company, service, or product and have your ads shown across the whole site or target them to specific pages or sections, such as the homepage, small wind, education, events homepage, and more.

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D Labores	AWEA Wind Resource & Project Energy Assessment Seminar	AWEA News
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New Vesters West Systems monives West Energy Advances Are El Ter WestBaller" at ANEA West Energy Fal Symposium 2	January W-11, 2012 (San Dage, Gd AVMEA Wind Project Operations, Mantenance & Periability Seminar 01	Mark your calenda Increase the perio
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November 4, 2011	Volume 29, Issue 14
Wind Industry News	Wind Energy Weekly is a publication of the American Wind
Bipartisan bill: Reichert, Blumenauer introduce four-year PTC extension	Energy Association and a service to its
Wisconsin's new 'Gearbox Express' based on exchange-inventory model	Members.
\$540,000/yr. in lease payments: Edison Mission starts construction in Nebraska	
Minnesota RPS showing little rate impact	
Wind power will be No. 1 in composite market: report	
Fall Symposium coverage: Wozniak loves wind turbines	Upcoming AWEA Ev
Fall Symposium coverage: industry awards announced	
Community wind leaders win accolades	
Ilinois 25x'25 Alliance Renewable Energy Forum set for Chicago	AWEA Wind Resource &
WindTV: latest segment showcases Washington tower plant worker	Project Energy Assessm Workshop
Supply Chain Connections: Siemens buys towers, oil; opens facility	December 14-15, 2011
	Seattle, WA
AWFA News & Advertisements	WINDPOWER® 2012
	Conference & Exhibition
With so much uncertainty, you certainly can't afford to miss this seminar	June 3-8, 2012 Atlanta, GA
Mark your calendars for AWEA's first regional event focusing on Midwest	Addentia, GA
Increase the performance and reliability of your wind energy projects	
10% Off "Wind Farm" fleeces and hoodies at the AWEA Store!	www.awea.org
Have you received your AWEA Membership renewal invoice?	
AWEA Outreach: The Weeks Ahead	
	Executive Leadershi
	Derrine Bode
and the second section of the second s	Chief Executive Officer
and the second sec	Pam Poisson
	Chief Financial Officer
	Rob Gramlich
Top Story	Sr. Vice President for Public
AWEA applauds Reichert-Blumenauer bill to extend PTC	Stephen Miner
AWEA acclauded news this week that U.S. Representatives Dave Reichert /R-	Sr. Vice President for Confe Membership & Business
Week.) and Earl Blumenauer (D-Ore.), introduced legislation to extend the all-	Development
important federal Production Tax Credit (PTC) by four years, through 2016.	Chris Chwastyk
	Vice Desident for Earland
Both Reichert and Blumenauer are members of the tax-writing House Ways and Means Committee. The bipertisan American Renewable Energy Production Tax	Legislative Affairs
Credit Extension Act. or H.R. 3307, applies to the production of wind power.	Peter Kelley
celothermal power, hydropower, and other forms of renewable energy.	Vice President for Public Att



Insertion Order

Contact Information

Company			
Contact			
Street Address			
City		State	Zip
Phone	Fax	E-mail	
Purchase Orde	r Number		
Advertis	ing Information		
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Ad Size & Type			
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Confirmed By_		Date	
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 CC #______
 Expiration Date______
 VCode______

 CC Billing Address ______
 VCode ______
 Name on Card ______

 Name on Card ______
 Signature ______

Fax this form to AWEA Ad Sales

Stacy Bowdring or Victoria Elie, (703) 548-3733

Material Shipment

Stacy Bowdring/Victoria Elie AWEA Ad Sales 1908 Mt. Vernon Ave., 2nd Floor Alexandria, VA 22301 More Information Stacy Bowdring (703) 212-6717 direct (703) 304-7235 cell stacy@ias-online.net email

Victoria Elie (703) 212-4963 direct (571) 205-2496 cell velie@ias-online.net email

Terms and Conditions

Invoices are due upon receipt. All payments must be received by the space deadline. No cancellations will be accepted after the space deadline. All cancellations must be submitted in writing and will not be considered accepted until confirmed by AWEA.