HANDBOOK ADVERTISING

NEW FOR 2027

Your ad now reaches far beyond the show floor.

Every Handbook ad runs in print for Symposium attendees and in a new digital edition in the AAW content library, open to all members worldwide. Both are included with your ad. Ads must be purchased by February 28, 2027 for inclusion.

IN PRINT

In attendees' hands

The Handbook is presold to Symposium attendees, so your ad reaches them while they plan their trip and shopping list, and it is in their hands at the show to point them to your booth.

ONLINE

In members' libraries

The digital edition is available in the AAW content library to all members worldwide, including woodturners who can't be at the show. They can open it on demand, and your ad goes with it.

12,000+	Presale	On demand
AAW members worldwide can open the digital edition	puts the Handbook in attendees' hands before the show	members can open it any time from the content library

RATES

PLACEMENT (FULL COLOR)	AD SIZE	COST
Back cover*	Full page, 7.425" × 9.425"	**$617**
Inside front cover*	Full page, 7.425" × 9.425"	**$555**
Opposite inside front cover*	Full page, 7.425" × 9.425"	**$555**
Inside back cover*	Full page, 7.425" × 9.425"	**$555**
Full page	7.425" × 9.425" (188 × 239 mm)	**$339**
Half page	7.425" × 4.625" horizontal (188 × 117 mm)	**$236**
Quarter page	3.625" × 4.625" (92 × 117 mm)	**$153**

**Advertisers who purchased cover placements in the prior-year Handbook get first preference for cover positions.*

CLICK HERE to purchase Event Handbook advertising.

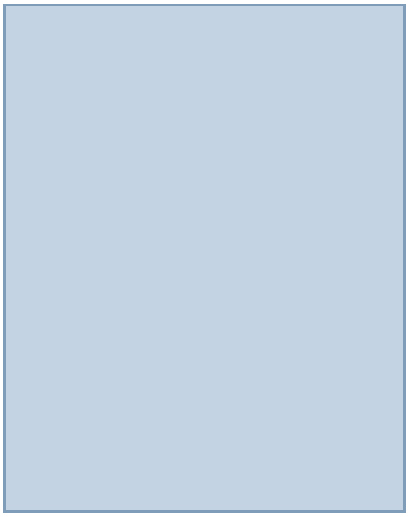
ADVERTISING + VENDOR CONTACT

Erica Nelson, Advertising Representative
erica.nelson@ewald.com | 763-497-1778

AD SIZES, SPECS & TERMS

CLICK HERE to purchase Handbook advertising.

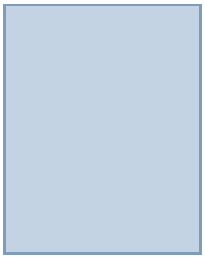
Full page
7.425” × 9.425” (188 × 239 mm)



Half page, horizontal
7.425” × 4.625” (188 × 117 mm)



Quarter page
3.625” × 4.625” (92 × 117 mm)



FILE SPECS

- **Formats:** JPG (preferred) or press-quality PDF with embedded fonts
- **Color:** CMYK only; RGB files not accepted; no spot (PMS) colors
- **Resolution at 100% size:** 300 dpi photos/graphics, 1200 dpi line art
- No web images or logos; no printer’s marks; crop to final size
- Files that miss specs may be adjusted at the advertiser’s risk
- Need a design? We can build your ad from supplied copy for **$65**

KEY TERMS

- **Art due: February 28, 2027.** Need more time? Please inquire. If art is late, AAW may reuse earlier art or omit the ad, and full payment is still due
- **Billing:** invoiced after publication, due in 30 days; 1.5% monthly interest on past-due balances
- **Cancellations:** cover and preferred placements are non-cancellable; others before the deadline
- Ads that resemble editorial content must say “Advertisement” and may not use Adobe Garamond
- Artwork must be free of copyright infringement; advertiser indemnifies the publisher
- AAW may refuse any ad; for publisher error, liability is one corrected insertion

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