



# AMERICAN INTERNATIONAL WOMEN'S CLUB FRANKFURT

## MEDIA KIT

**Marketing Chair:**

Esra Aksoy

[aiewcfrankfurt.marketingpr@gmail.com](mailto:aiewcfrankfurt.marketingpr@gmail.com)

**Advertising Coordinator:**

Leanne Schild

[aiewcfrankfurt.advertising@gmail.com](mailto:aiewcfrankfurt.advertising@gmail.com)

Jan 2021



# Welcome to the Club

## Who We Are

We are a dynamic and social international group of English speaking women residing in the Frankfurt Rhein-Main. We are short term expats, long term residents, homemakers and professionals. Many have families and many live here child free. We are educated women, well traveled and savvy. The club is a volunteer run, registered non-profit. We bring our many experiences together to continually evolve the club and meet the changing needs of our membership.

## What We Do

We share with each other, and especially in our six 'neighborhoods', how to get settled here, to find local favorite things to do, places to go, schools, restaurants, doctors, shops, services and businesses, to make our time here as fulfilling as possible. We publish a digital newsletter, ZUSAMMEN, ten months per year. We maintain a lively private Facebook group. Our website benefits both members and those just stopping by.

## How We Do It

We connect together through friendship, learning, support, giving back, and most importantly, fun! Our CARES (Crisis Assistance Resources Emergency Services) program is more important than ever. We support four charities to help women, children, health and animals. We live our motto: **"When women support each other, incredible things happen!"**

## Activities and Fundraising

The pandemic has released our imagination and last spring we started holding creative personal fundraisers to support our four charities. We continued to maintain a full activity calendar, moving from lunches, meetups and day trips to exploring this beautiful region on hikes and bike rides. We went virtual with book clubs, coffee or cocktail chats, mom's groups, workshops and most recently with our very well received Wellness Week classes.

## We've Been Around

We have been actively part of the local communities in and around Frankfurt, the Taunus, Wiesbaden and Darmstadt for the past 50 years. We are proud to be a member of the Federation of American Women's Clubs Overseas (FAWCO). 2021 is a year of celebrations, it's a great time to get to know us!

## Club Demographics:

- Over 300 members, with 60 joined since June 2020
- 75% of members are in the key 35-60 age range
- 55% are US Citizens, 25% Germans, and the rest hail from 30+ countries around the world
- 35% have joined within the past 2 years
- 55% have been members for over 5 years

**American International Women's Club  
Established 1971 - 50 Year Celebrations in 2021!**



## Collaboration Models

We want to help support our community here in Germany, and local businesses such as yours. Partner with us! Many opportunities to collaborate with the club are available through Sponsorship, In-Kind Donations and Advertising.

### Sponsorship

We hold many social and fundraising events each year; monthly All-Club Coffees/All-Club After Darks, our annual New Member/Activity Fair, celebrating key American holidays, to name a few. Any are excellent opportunities to increase your brand awareness to our members, their spouses, and families.

2021 is a very special anniversary year for us with big and small celebrations throughout the year. We're especially excited about the sponsorship opportunities available at our 50th Anniversary party this autumn. 150+ attendees are expected, including both members and the general public. Talk with us to learn how you can get involved!

### In-Kind Donation

Do you have products that might be the right fit for our membership? Or want to offer a gift certificate or two to promote your business in a different way? An In-kind donation is always welcome and can be used for an upcoming event or in a fundraising raffle. Of course we'll include your business card and are happy to give your business a social media shout-out for your generosity. The more you give, the more we'll shout!

We're always looking for interesting gift bag items, services, gift cards, auction items, even event space or refreshments is great. Let's get creative. If you'd like to receive a tax receipt for your in-kind donation, we've included a form for you to complete. Talk with us to see if what you have to offer is a good fit for the club and we'll go from there!

### Advertising

We see our advertisers as special partners of the club.

- Want to have a stand at our activity fair or other event? Advertise on our website AND in the newsletter.
- Planning an event or open house you want members to know about? Advertise it in the newsletter (or change up your existing) with a 1/2 page or larger ad or advertorial, and we'll make sure it's included on our Event Calendar as well.
- Have a idea or suggestion that would be mutually beneficial? We're partners; let's talk about it.

**American International Women's Club**  
**Established 1971 - 50 Year Celebrations in 2021!**

**Wonderful things can be achieved with collaboration!**



# Advertising Opportunities

## What We Offer

Our digital newsletter, ZUSAMMEN, is distributed ten months a year to over 300 members and advertisers. It's packed with news about what's coming up, what's been happening, interesting articles and local tidbits. 10 issues offers the best value for money, with 5 and 1 issues also available.

Our website, [aiwcfrankfurt.org](http://aiwcfrankfurt.org), is transforming into a wealth of information for anyone local on life in the region. All visitors will be able to easily link to your website. Be part of our growing community! All offers are for a one year agreement.

## Our Pricing Model\*

In addition to our regular rates, we offer a 20% discount to businesses owned by a club member or their spouse.

Already thinking about joining? Click the Join tab on the homepage or go to [aiwcfrankfurt.org/Become-a-Member](http://aiwcfrankfurt.org/Become-a-Member).

Offering AIWC membership as part of your corporate expat packages is a great fringe benefit for women new to the area. Prepay three full year memberships (75 euro each) and as thanks for connecting us, you're also entitled to the Club Member discount. (special conditions apply).

## Advertising Formats

### Website Business Logo & Link

Increase your brand awareness in and outside the club with your clickable business logo on our homepage, or on the webpage of your choice (excluding Partners).

### Website Business Name & Link

Join our Partners webpage with your business name and link, it's a great way to get local exposure. Hot deals for members can also be included.

### Newsletter Business Display Ads

The display ads in our digital newsletter allow for text and graphics such as a logo or photo and are available in a variety of sizes to fit your needs. The inside cover ad is on a first come, first served basis, check for availability.

### Newsletter Advertorials

Reach our members with an interesting editorial or article relevant to your business, or new content each month. A photo can be included in either a full or half page size.

### Newsletter Member-to-Member

AIWC members can promote their business or service on the Member-to-Member section with a 25 word listing.

\*excluding the Full Page Inside Cover.

When  
Women  
Support  
Each  
Other,  
Incredible  
Things  
Happen!

**American International Women's Club**  
**Established 1971 - 50 Year Celebrations in 2021!**



# Advertising Rate Card

Website Advertising (1 year)	General Rates	Club Member: 20% Discount
Business Logo & Link - Homepage	500€	400€
Business Logo & Link - Other Webpage	200€	160€
Partners Webpage - Business Name & Link	300€	240€

Newsletter Advertising (10 issues)	General Rates	Club Member: 20% Discount
Full Page Ad (inside front cover)	1500€	n/a
Full Page Ad (no set placement)	1350€	1080€
1/2 Page Ad	800€	640€
1/4 Page Ad	550€	440€
Mini Ad	300€	240€
Advertorial - Full Page	1350€	1080€
Advertorial - Half Page	800€	640€

Newsletter Advertising (5 issues)	General Rates	Club Member: 20% Discount
Full Page Ad (inside front cover)	n/a	n/a
Full Page Ad (no set placement)	900€	720€
1/2 Page Ad	500€	400€
1/4 Page Ad	350€	280€
Mini Ad	200€	160€
Advertorial - Full Page	900€	720€
Advertorial - Half Page	500€	400€

Newsletter Advertising (1 issue)	General Rates	Club Member: 20% Discount
Full Page Ad (inside front cover)	n/a	n/a
Full Page Ad (no set placement)	450€	360€
1/2 Page Ad	250€	200€
1/4 Page Ad	175€	140€
Mini Ad	100€	80€
Advertorial - Full Page	450€	360€
Advertorial - Half Page	250€	200€

Rates include 19% VAT

**American International Women's Club  
Established 1971 - 50 Year Celebrations in 2021!**



# Advertising Specifications

Please send all files to our Office Manager, Alexandra Palm, on [aiwcfrankfurt@gmail.com](mailto:aiwcfrankfurt@gmail.com). Phone: 06171 580835.

## Website

Advertising will be posted on the website on the first of month, all materials must be submitted by the **20th of the previous month**. Space on the homepage is limited and is available on a first come, first served basis.

## **Business Logo & Link**

Please provide a web-ready logo and working website link. File formats: jpeg, png, or gif.

## **Business Name & Link**

Please provide the business name, type of business, and working website link.

## Newsletter

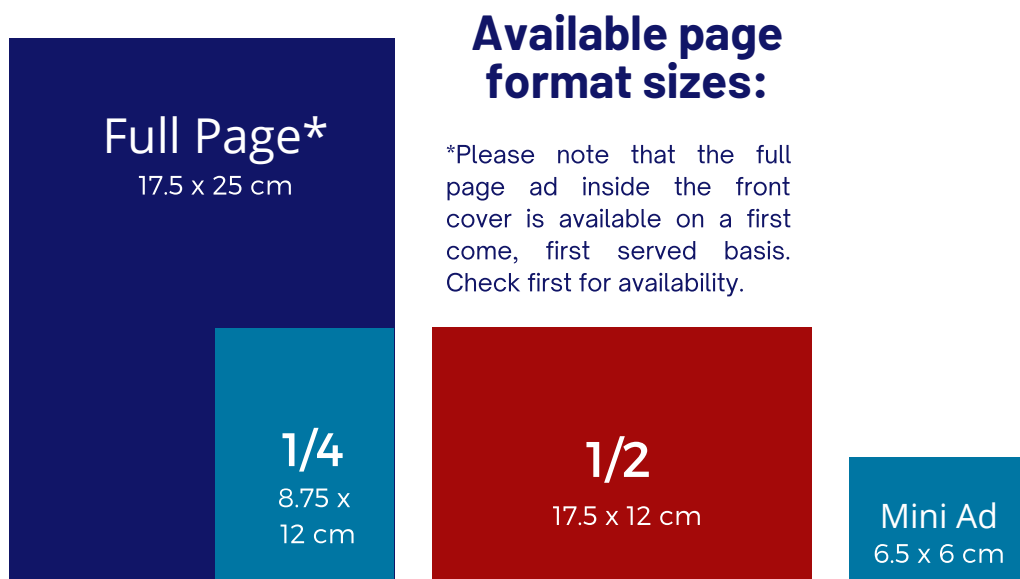
Display Ads and Advertorials must be submitted by the **20th of the previous month** for inclusion. July/August and December/January are double issues with deadlines on June and November 20th. Keep it fresh! Changes to content currently running is encouraged, and should be submitted with a new file according to the deadline calendar. All required information must be received to be considered and is subject to editor review and approval.

## **Display Ads**

File formats: pdf, jpeg, gif or tiff. File resolution >300 dpi is necessary for optimal display quality and must be proportionate to the ad size purchased. No refunds or reprints will be issued due to low resolution files or distorted images.

## **Advertorial**

Advertorial size including a small photo or logo is approximately 570 words for a full page, 300 words for a 1/2 page. Verdana 11pt font will be used.



**American International Women's Club  
Established 1971 - 50 Year Celebrations in 2021!**



# Advertising Contract

Please write clearly and return signed contract to our Office Manager, Alexandra Palm, on aiwcfrankfurt@gmail.com. Phone: 06171 580835.

New Account  Renewal  Club Member?

Website: (refer to rate card for specific cost)	Rate:
Business Logo & link - homepage	
Business Logo & link - one webpage (excl Home & Partners)	
Partners webpage - business name & link	

Newsletter: (please choose size and number, refer to rate card for specific cost):	Rate:						
Business Ad: <table border="0" style="margin-left: 20px;"> <tr> <td>Full page Ad: (inside front cover) <input type="checkbox"/></td> <td>Full page Ad: (no set placement) <input type="checkbox"/></td> </tr> <tr> <td>1/2 page Ad: <input type="checkbox"/></td> <td>1/4 page Ad: <input type="checkbox"/> Mini Ad: <input type="checkbox"/></td> </tr> <tr> <td>10 issues <input type="checkbox"/></td> <td>5 issues <input type="checkbox"/> 1 issue <input type="checkbox"/></td> </tr> </table>	Full page Ad: (inside front cover) <input type="checkbox"/>	Full page Ad: (no set placement) <input type="checkbox"/>	1/2 page Ad: <input type="checkbox"/>	1/4 page Ad: <input type="checkbox"/> Mini Ad: <input type="checkbox"/>	10 issues <input type="checkbox"/>	5 issues <input type="checkbox"/> 1 issue <input type="checkbox"/>	
Full page Ad: (inside front cover) <input type="checkbox"/>	Full page Ad: (no set placement) <input type="checkbox"/>						
1/2 page Ad: <input type="checkbox"/>	1/4 page Ad: <input type="checkbox"/> Mini Ad: <input type="checkbox"/>						
10 issues <input type="checkbox"/>	5 issues <input type="checkbox"/> 1 issue <input type="checkbox"/>						
Advertorial: <table border="0" style="margin-left: 20px;"> <tr> <td>Full page Advertorial: <input type="checkbox"/></td> <td>1/2 Page Advertorial: <input type="checkbox"/></td> </tr> <tr> <td>10 issues <input type="checkbox"/></td> <td>5 issues <input type="checkbox"/> 1 issue <input type="checkbox"/></td> </tr> </table>	Full page Advertorial: <input type="checkbox"/>	1/2 Page Advertorial: <input type="checkbox"/>	10 issues <input type="checkbox"/>	5 issues <input type="checkbox"/> 1 issue <input type="checkbox"/>			
Full page Advertorial: <input type="checkbox"/>	1/2 Page Advertorial: <input type="checkbox"/>						
10 issues <input type="checkbox"/>	5 issues <input type="checkbox"/> 1 issue <input type="checkbox"/>						
<b>Amount to be transferred (Euros):</b>							

Contact Details
Business:
Contact:
Phone:
Email:
Address:
Signature, City & Date:

Payment in full must be received prior to placement.  
An invoice will be issued for your records. 19% VAT is included.

Frankfurter Volksbank  
IBAN: DE21 5019 0000 0000 8170 74  
BIC: FFVBDEFF  
REFERENCE: Business Name + Adv

**American International Women's Club**  
**Established 1971 - 50 Year Celebrations in 2021!**



# In-Kind Donation Confirmation

To receive a **Bestätigung über Sachzuwendungen** (tax receipt) for your In-Kind Donation, please return the completed form to our Office Manager, Alexandra Palm, on [aiwcfrankfurt@gmail.com](mailto:aiwcfrankfurt@gmail.com). Phone: 06171 580835.

In-Kind Donation sourced from **business assets**  or **private assets**

**Date of donation**

(Tag der Zuwendung): \_\_\_\_\_

**Name and Address of Donor, exactly as it should appear on tax receipt**

(Name und Anschrift des Zuwendenden): \_\_\_\_\_

---

---

**Total Value of Donation**

(Wert der Zuwendung): \_\_\_\_\_

**Exact description of the donated item(s) with age, condition, purchase price, current market value, etc.** (genaue Bezeichnung des gespendeten Gegenstands mit Alter, Zustand, Kaufpreis, aktuellem Wert usw.):

---

---

---

---

---

---

---

---

Receipt will be issued within 90 days of donation.

**Thank you for your generosity!**

**American International Women's Club  
Established 1971 - 50 Year Celebrations in 2021!**