



# AFWA Editorial Calendar

JULY 2018 – JUNE 2019

AFWA members are diverse in industry and stage of career. While AFWA members earn CPE through educational programming, our members value above all AFWA's incredible network of professional women. Through leadership opportunities and career advancement support, AFWA members are positioned to succeed.

- Articles on AFWA.org should be 600-800 words. Our tone is typically light, quick reads for these busy professional women.
- All pieces should be educational non-promotional. A link to the author and/or company website will be presented at the top of the piece and a brief bio or introduction paragraph may be included at the conclusion of the piece.
- All articles will be published to AFWA.org and promoted on AFWA's social media accounts, including Facebook, Twitter.
- Upgrade your post with a banner ad or social media blast for your company. See page 2 for details.
- AFWA has the final decision for any and all content published to AFWA.org

## ACCOUNTABILITY

Accountability is AFWA's monthly eNewsletter for all members and partners (1400+ contacts). Content is a combination of AFWA updates and original content. All content is due the Friday before publication.

July 12 Tech	August 9 Education	September 13 Professional Dev.	October 11 Health
November 8 Conference Wrap	December 13 Industry Forecast	January 10 Non-Profit/Volunteer	February 14 Diversity
March 7 Women's History	April 11 Personal Dev.	May 9 Small Business	June 13 Women in Business

## LEAPS & BOUNDS

A quarterly newsletter that sends to all AFWA members 35 years old and younger (400+ contacts). Content is geared toward topics and advice for young professionals.

July 19, 2018	October 18, 2018	January 17, 2019	April 25, 2019
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## FOUNDATION QUARTERLY

A quarterly newsletter that sends to all AFWA members. The Foundation of AFWA promotes the career advancement women, and community involvement with financial literacy programming. Content is a combination of Foundation updates and original content.

September 20, 2018	December 18, 2018	March 14, 2019	June 27, 2019 Scholarship recipients announced
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## AFWA.ORG & SOCIAL MEDIA

AFWA.org Avg 5,000 visits/mo	Facebook 1600+ likes	Twitter 700+ followers	Instagram 140+ followers	LinkedIn 800+ followers
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For questions and submissions please contact Debi Williams at [marketing@AFWA.org](mailto:marketing@AFWA.org) or call 859.219.3578



## Give Your Content a Boost!

When you submit content to AFWA.org, we'll promote the content on AFWA's social media networks and if selected, one of AFWA's eNewsletters. Give your content a boost and bring more impressions to your company with add-on advertising.



### **SOCIAL MEDIA BLAST: \$500**

Promote your business across all of AFWA's social media networks, including Facebook, Twitter, LinkedIn, and Instagram. Your 280 character post, link directly to your website, and if provided your image (ex. photograph, logo, or branded image – 1024x512 and/or 1080x1080)



### **NEWSLETTER BANNER AD**

Make an even bigger impact for your article in AFWA's newsletter with a 560x125 banner ad, with link to your website.

**Accountability:** \$200 per issue or \$500 for three issues

**Leaps & Bounds:** \$150 per issue

**Foundation Quarterly:** \$150 per issue

### **Looking for even more? Ask me about Partnership with AFWA!**

We can build a year-long package of content and promotions and give your business full access to more 1,500 women in accounting and finance.