



Dedicated to the
advancement of
professional
insurance women
since 1976

March 19, 2019

Dear APIW Friend:

Kelly Lyles, Chief Executive, Client and Country Management, AXA XL has been selected as this year's recipient of the prestigious APIW Insurance Woman of the Year Award.

A cocktail reception and award ceremony honoring Kelly will be held on Wednesday, June 12, 2019 from 5:30 - 7:00 p.m. at the New York Sheraton Times Square Hotel, in conjunction with the Insurance Industry Charitable Foundation (IICF) Women in Insurance Global Conference in New York City.

We invite you to join us in honoring and supporting Ms. Lyles by placing an ad in our Woman of the Year Journal. Advertising proceeds support the APIW Scholarship Fund. Ad specifications and copy suggestions are attached for your review. *The deadline for reserving space in the Woman of the Year Journal and submitting your ad materials is Friday, May 17, 2019.* If you have any questions, please contact APIW's Executive Administrator, Susan Barros, at (973) 941-6024, or at scb@thebeaumontgroup.com.

Mark your calendars now and please join us in recognizing and celebrating the considerable accomplishments of Kelly Lyles on June 12, 2019. Registration is available for the entire IICF Conference, which includes the Woman of the Year Reception or for only Woman of the Year. To register, please visit <https://www.regonline.com/registration/Checkin.aspx?EventID=2550474> and select your registrant type.

Sincerely,
Barbara Bufkin
President

Susan Zdroik
Immediate Past President
Chair, Woman of the Year
Nominating Committee



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APIW Insurance Woman of the Year 2019 Journal Ad Rates and Specs

<u>Position</u>	<u>Price</u>	<u>Size</u>
Outside back cover (full page only)	\$2,500	8" x 10"
Inside front or back cover (full page only)	\$1,500	8" x 10"
Inside full page	\$ 500	8" x 10"
Inside ½ page	\$ 300	4" x 5"

Ad copy must be supplied electronically as a print optimized PDF:
 Note: For the specialized cover positions, please call to confirm availability.

I hereby authorize APIW to insert a _____ ad (please specify size and position) in the 2019 Insurance Woman of the Year Souvenir Journal at the cost of \$_____.

You may find the following suggestions useful in developing your own ad copy.

(Your Company Name) Salutes the 2019 APIW Insurance Woman of the Year, Kelly Lyles, and is Proud to Be a Supporter of APIW

(Your Company Name) Extends Best Wishes to Kelly Lyles for Her Leadership in the Industry and Commitment to the Community

Congratulations 2019APIW Insurance Woman of the Year, Kelly Lyles.

(Your Company Name) Proudly Supports APIW and Joins In Honoring Kelly Lyles as APIW Insurance Woman of the Year, 2019.

We Are Pleased To Join APIW in Congratulating Kelly Lyles, APIW Insurance Woman of the Year, 2019

Advertising copy must be received by Friday, May 17, 2019 – No Exceptions!

Company _____

Contact _____

Approved by _____ Date _____

Phone _____ Email _____

Credit Card payment Amex Mastercard Visa Diners Club \$ _____
 Amount Authorized

Account # _____ Exp. Date _____

Cardholder Name (please print) _____ Authorized Signature _____

Please make checks payable to APIW, Inc. * Tax ID No. 13-3193523
 Forward to: APIW, Inc. c/o The Beaumont Group, Inc. 990 Cedar Bridge Avenue, Suite B7 PMB 210, Brick, NJ 08723-4154
 Telephone: 973-941-6024; Fax: 732-920-1260; email: scb@thebeaumontgroup.com; Website: www.apiw.org
 Direct any questions to Susan Barros, APIW’s Executive Administrator. Thanks for your support!