

AVIONICS

A Monthly Publication of the
Aircraft Electronics Association

N E W S

2009

MEDIA INFORMATION AND RATES

AVIONICS NEWS

FACTS & FIGURES

Avionics News magazine is the voice of the general aviation electronics industry. *Avionics News* is read by the decision-makers in the industry. The majority of the magazine's readers are the owners, managers and technicians who sell, service and install your products. They are in the position to recommend your products to the end-users — their customers.

EDITORIAL CONTENT

Monthly Topics

- Regulatory Issues
- Legislative Issues
- New Aircraft
- Avionics Technology
- Technical Procedures
- New Products
- AEA Events
- New Technologies
- Member Profiles
- Avionics Systems
- Marketing Issues
- Industry Events
- Industry Personnel
- Editorials
- The International Market
- Business News
- Professional Development
- Installations
- Careers

Regular Features

What's New: This section highlights the latest developments and progress of AEA members, their employees and their companies. There is no charge to AEA members to have company news featured in this section. Send your information to *Avionics News*.

The View From Washington: AEA's vice president of government and industry affairs reports each month on the latest regulatory and legislative issues, nationally and internationally.

READERS/CIRCULATION

More than 10,000 copies (representing 29,000+ readers) of Avionics News are mailed monthly to subscribers, including approximately:

Avionics Facilities (Owners, Managers, Technicians, Mechanics).....	4,800
Instrument Shops	1,100
Avionics Manufacturers	1,400
Airframe Manufacturers.....	450
Test Equipment Manufacturers.....	250
End Users/Pilots (Corporate, Private).....	850
Technical Schools.....	250
Aviation Consultants.....	200
Government Agencies (FAA, NTSB, DOT, TCCA, EASA, CASA)	500
Miscellaneous (Ad Agencies, Avionics Students, Flight Schools, etc.).....	250

MARKETPLACE CLASSIFIED ADVERTISING

Find out who's hiring, who's job hunting, what's for sale and what new services are available. Marketplace help wanted ads are open to AEA members only.

	MEMBER	NON-MEMBER	<i>Ads larger than 3 inches are the 3-inch price plus an additional \$50 per inch. Spot Color: \$50 per color</i>
One-Inch:	\$100/month	\$150/month	
Two-Inch:	\$150/month	\$200/month	
Three-Inch:	\$200/month	\$250/month	

To place a Marketplace ad, contact Darla Hall at 816-347-8400.

AVIONICS NEWS MAGAZINE

Frequency: Monthly
Printing Method: Web Offset
Binding: Perfect Bound
Trim Size: 8 1/2" x 11"

AD MATERIALS

Acceptable Formats:
- TIFF: 300 dpi, CMYK
- PDF: press optimized, composite CMYK, all fonts embedded

Native application files (such as QuarkXpress) are not acceptable.

CD-ROM preferred.

- If ad is two or more colors, please submit color proof. Call 816-347-8400 for information on uploading ad files to the *Avionics News* ftp site.

COMMISSIONS AND PAYMENT TERMS

TERMS: Net 30

Recognized agencies receive a 15 percent discount if the invoice is paid within the 30-day term.

Space on contract is to be used within a 12-month period. Three-time, six-time and 12-time rates are based on the number of issues used during a 12-month period.

MAILING INSTRUCTIONS

Insertion orders and shipping materials:

Avionics News Magazine
3570 NE Ralph Powell Road
Lee's Summit, MO 64064

Telephone: 816-347-8400

Fax: 816-347-8405

www.aea.net

e-mail: avnews@aea.net

2009 AVIONICS NEWS ADVERTISING RATES

AEA MEMBER

BLACK & WHITE ADVERTISING RATES

Black & White	1 Time	3 Times	6 Times	12 Times
Full Page	\$2380	\$2205	\$2040	\$1855
2 / 3 Page	\$1740	\$1700	\$1555	\$1335
1 / 2 Page	\$1410	\$1315	\$1245	\$1145
1 / 3 Page	\$ 995	\$ 985	\$ 900	\$ 820
1 / 6 Page	\$ 610	\$ 580	\$ 525	\$ 480
Cover 2, IF	\$2875	\$2740	\$2530	\$2370
Cover 3, IB	\$2790	\$2560	\$2435	\$2195
Cover 4, BC	\$2875	\$2740	\$2530	\$2370

FULL-COLOR ADVERTISING RATES

4-color	1 Time	3 Times	6 Times	12 Times
Full Page	\$3235	\$3060	\$2895	\$2605
2 / 3 Page	\$2595	\$2550	\$2405	\$2190
1 / 2 Page	\$2260	\$2170	\$2095	\$2000
1 / 3 Page	\$1850	\$1810	\$1755	\$1620
1 / 6 Page	\$1465	\$1435	\$1375	\$1335
Cover 2, IF	\$3725	\$3590	\$3385	\$3225
Cover 3, IB	\$3645	\$3415	\$3285	\$3050
Cover 4, BC	\$3725	\$3590	\$3385	\$3225

NON-MEMBER

BLACK & WHITE ADVERTISING RATES

Black & White	1 Time	3 Times	6 Times	12 Times
Full Page	\$2855	\$2650	\$2450	\$2215
2 / 3 Page	\$2090	\$2035	\$1865	\$1545
1 / 2 Page	\$1695	\$1575	\$1490	\$1370
1 / 3 Page	\$1190	\$1175	\$1075	\$ 990
1 / 6 Page	\$ 735	\$ 695	\$ 625	\$ 580
Cover 2, IF	\$3445	\$3285	\$3040	\$2845
Cover 3, IB	\$3350	\$3070	\$2915	\$2635
Cover 4, BC	\$3445	\$3285	\$3040	\$2845

FULL-COLOR ADVERTISING RATES

4-color	1 Time	3 Times	6 Times	12 Times
Full Page	\$3710	\$3505	\$3300	\$3070
2 / 3 Page	\$2945	\$2890	\$2715	\$2395
1 / 2 Page	\$2545	\$2430	\$2345	\$2225
1 / 3 Page	\$2045	\$2030	\$1930	\$1850
1 / 6 Page	\$1590	\$1550	\$1480	\$1435
Cover 2, IF	\$4300	\$4140	\$3890	\$3700
Cover 3, IB	\$4200	\$3900	\$3770	\$3490
Cover 4, BC	\$4300	\$4140	\$3890	\$3700

MECHANICAL REQUIREMENTS

Offset Size	Width	Depth
Full Page	7 inches	10 inches
Bleed Page	8 3/4 inches	11 1/2 inches
*Trimmed To	8 1/2 inches	11 inches
2 / 3 Page	4 1/2 inches	10 inches
1 / 2 Page	7 inches	4 7/8 inches
1 / 2 Page Island	4 1/2 inches	7 1/2 inches
1 / 3 Square	4 1/2 inches	4 7/8 inches
1 / 3 Vertical	2 1/4 inches	10 inches
1 / 6 Page	2 1/4 inches	4 7/8 inches
Back Page	8 1/2 inches	9 inches

POSITIONS/CANCELLATIONS/COPY

- Positioning of advertising is at the sole discretion of the editor. Preferred positions may be available — inquire for availability and price. Cancellations or changes of orders are not accepted after the closing date.
- If proofs are not furnished, reproduction quality is at the advertiser's risk.

Advertiser and advertising agency assume liability for all content, including text, representation and illustrations of advertisements printed, and also assume responsibility for any claims arising therefrom made against the publisher. The publisher reserves the right to reject any advertising contract or insertion.

2009 BONUS DISTRIBUTION ISSUES:

FEBRUARY

Helicopter Association International
HAI Heli-Expo 2009
February 22-24
Anaheim, Calif.

Women in Aviation International
20th Annual International WAI Conference
February 26-28
Atlanta, Ga.

MARCH

National Business Aviation Association
NBAA Inaugural Light Business Airplane
Exhibition & Conference
March 12-14
San Diego, Calif.

APRIL

Aircraft Electronics Association
52nd Annual AEA International
Convention & Trade Show
April 1-4
Dallas, Texas

MAY

Annual International Issue

JUNE

AEA Convention Wrap-Up Issue

JULY

Experimental Aircraft Association
EAA AirVenture 2009
July 27 - Aug. 2
Oshkosh, Wis.

AUGUST

Annual Education Issue

OCTOBER

National Business Aviation Association
NBAA 62nd Annual Meeting & Convention
October 20-22
Orlando, Fla.

NOVEMBER

Aircraft Owners and Pilots Association
AOPA Expo 2009
November 5-7
Tampa, Fla.

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2009 CLOSING DATES:

	Space Reservations	Ad Materials Deadline
January	Nov. 12	Nov. 19
February	Dec. 10	Dec. 17
March	Jan. 14	Jan. 21
April	Feb. 4	Feb. 11
May	March 11	March 18
June	April 15	April 22
July	May 13	May 20
August	June 10	June 17
September	July 15	July 22
October	Aug. 12	Aug. 19
November	Sept. 16	Sept. 23
December	Oct. 14	Oct. 21

AIRCRAFT ELECTRONICS
ASSOCIATION

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