

AVIATION SUMMIT 2013 ADVERTISING RATES AND SIZES

Advertisers Are Not Required to Reserve Exhibit Space

AD SIZES	B/W	2-COLOR	4-COLOR	INCHES WIDE	INCHES DEEP
FULL PAGE	\$1,945	\$2,645	\$3,590	7	10
2/3 PAGE	\$1,430	\$1,900	\$2,565	4-5/8	10
1/2 PAGE HORIZONTAL	\$1,100	\$1,430	\$1,940	7	4-15/16
1/3 PAGE HORIZONTAL	\$765	\$1,000	\$1,350	4-5/8	4-15/16
1/3 PAGE VERTICAL	\$765	\$1,000	\$1,350	2-1/4	10
1/6 PAGE HORIZONTAL	\$410	\$755	\$1,130	4-5/8	2-7/16
1/6 PAGE VERTICAL	\$410	\$755	\$1,130	2-1/4	4-15/16

Cover 2 or 3 (as available: 4-color only) \$4,430 | Cover 4 (as available: 4-color only) \$4,815

Bleed plate size: 8-3/8 x 11-1/4 inches. Trim size 8-1/8 x 10-7/8 inches. Page is 3 columns wide, each 2-1/4 x 10 inches deep. Safety margin: live matter should be kept 1/4 inch from trim.

Electronic File Specifications: Macintosh compatible files must include all fonts, elements, and CMYK converted links necessary for placement. Please include screen and printer fonts. All images must be at least 300 dpi. Bitmap TIFFs should be at a resolution of 1200 dpi or higher. Acceptable file formats include Quark, Photoshop, Illustrator, EPS, InDesign, and PDF files. Embed all fonts and images in EPS and PDF files. Flatten all layers within images. Formats **not** accepted are Microsoft Word and Microsoft Publisher.

Failure to provide the required materials can negatively impact the quality of reproduction and may result in production charges. AOPA reserves the right to review and refuse any advertising materials submitted.

Deadline for Program Advertising Orders:
August 30, 2013

Deadline for Camera-Ready Materials:
September 6, 2013

Last year's official program is available upon request.

Full Page
Bleed: 8-3/8" x 11-1/4"
Non-Bleed: 7" x 10"

1/3 Page Horizontal
4-5/8" x 4-15/16"

1/2 Page Horizontal
7" x 4-15/16"

2/3 Page
4-5/8" x 10"

1/3 Page Vertical
2-1/4" x 10"

1/6 Page Vertical
2-1/4" x 4-5/16"

1/6 Page Horizontal
4-5/8" x 2-7/16"

PROGRAM ADVERTISING ORDER FORM

COMPANY NAME

ADDRESS

CITY

STATE

ZIP

CONTACT NAME

CONTACT PHONE NUMBER

AD AGENCY NAME

CONTACT NAME

CONTACT PHONE NUMBER

AGENCY BILLING ADDRESS

☐ Ad Materials Attached ☐ Ad Materials to Come - Due to Arrive at AOPA by _____

☐ Pick Up My AOPA Pilot Ad - Month: _____ ☐ Bill Me ☐ Bill My Agency

☐ Charge My Credit Card: ☐ Visa* ☐ MasterCard* ☐ AmEx*

NAME ON CARD

CARD NUMBER

EXPIRATION DATE

If your ad arrives at AOPA on time and in accordance with the specifications outlined above, with no alterations necessary, your invoice will reflect a 15% agency discount from the above rates.

- ☐ Full Page ☐ 1/3 Page Vertical
☐ 2/3 Page ☐ 1/6 Page Horizontal
☐ 1/2 Page Horizontal ☐ 1/6 Page Vertical
☐ 1/3 Page Horizontal

- ☐ Cover 2 or 3 (as available: 4-color only)
☐ Cover 4 (as available: 4-color only)

My Ad will be:

- ☐ Black & White ☐ 4-Color

Total Enclosed..... \$ _____

Mail Materials and Order Form to Brenda Ridgley
 AVIATION SUMMIT 2012 · 421 Aviation Way · Frederick, MD 21701

If you'd like to send your file electronically, you may email to the following address: expo.ads@aopa.org, or use AOPA's ftp site via Internet Explorer: <ftp:aopa2.org>
Username: advertiser Password: aopaads

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Questions?

Call Brenda Ridgley, Advertising Production Manager
 Phone: 301.695.2368 Fax: 301.695.2396