

# 2008 International Air Show Rates

— Frequency combined with Monthly and Convention News Issues

## BLACK & WHITE

# of issues	1	2-3	4-6	7-8	9-12	13-15	16-19	20-24	25-30
Full Tabloid Page	\$8750	8375	7900	7525	7350	7000	6675	6350	6125
Junior Tabloid Page	7500	7000	6625	6125	5925	5700	5500	5250	5050
Half Tabloid Page	5525	4950	4725	4450	4250	4050	3850	3675	3525
One-Third Page	4400	4125	3950	3775	3625	3425	3300	3100	3000
Quarter Page	2950	2750	2575	2425	2375	2300	2200	2100	2025
Eighth Page	1700	1575	1375	1325	1200	1150	1100	1025	1000

## 2-COLOR STANDARD — Match color \$350 extra/PMS ink \$900 extra

# of issues	1	2-3	4-6	7-8	9-12	13-15	16-19	20-24	25-30
Full Tabloid Page	\$10375	9925	9525	9100	8800	8400	8050	7650	7400
Junior Tabloid Page	9100	8800	8250	7825	7500	7225	6825	6575	6300
Half Tabloid Page	7000	6650	6400	6050	5850	5500	5275	5050	4850
One-Third Page	5600	5425	5225	4900	4750	4600	4400	4175	4050
Quarter Page	4100	3900	3775	3500	3350	3250	3150	3025	2900
Eighth Page	2825	2750	2525	2425	2350	2250	2100	1975	1925

## 4-COLOR PROCESS

# of issues	1	2-3	4-6	7-8	9-12	13-15	16-19	20-24	25-30
Full Tabloid Page	\$12700	12500	12175	11500	11075	10675	10300	9850	9500
Junior Tabloid Page	11400	11100	10750	10250	9900	9550	9125	8875	8475
Half Tabloid Page	9300	9100	8900	8375	8100	7850	7550	7350	7025
One-Third Page	7725	7350	7150	6875	6650	6350	6150	5900	5650
Quarter Page	6000	5750	5525	5325	5150	4900	4750	4575	4400
Eighth Page	4700	4550	4250	4125	4000	3900	3750	3575	3425



## 2008 AIN International Air Show Daily Editions

ISSUE	PUB DATE	CONVENTION/EVENT	AD CLOSE	MATERIALS DUE
<b>Singapore Air Show</b>	February 19	Tuesday, Day 1 Daily Edition, Singapore	January 18	January 25
	February 20	Wednesday, Day 2 Daily Edition, Singapore		
	February 21	Thursday, Day 3 Daily Edition, Singapore		
<b>Farnborough Air Show</b>	July 14	Monday, Day 1 Daily Edition, London	June 13	June 20
	July 15	Tuesday, Day 2 Daily Edition, London		
	July 16	Wednesday, Day 3 Daily Edition, London		
	July 17	Thursday, Day 3 Daily Edition, London		