

2008 AIN Monthly Rates

— Frequency combined with Convention News and International Air Show 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	\$10450	9975	9500	8975	8600	8275	7925	7625	7375
Junior Tabloid Page	8925	8375	7850	7500	7275	6925	6650	6350	6100
Half Tabloid Page	6500	5750	5650	5325	5150	4875	4675	4475	4250
One-Third Page	5350	4900	4700	4500	4275	4150	3975	3800	3675
Quarter Page	3400	3225	3050	2850	2725	2625	2525	2425	2350
Eighth Page	1875	1775	1600	1575	1450	1400	1350	1250	1200

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	\$12525	12125	11425	10800	10425	9975	9600	9150	8850
Junior Tabloid Page	10950	10475	9825	9225	8925	8525	8225	7675	7525
Half Tabloid Page	8400	7550	7125	6975	6725	6500	6200	5925	5700
One-Third Page	7000	6450	6175	5875	5675	5425	5200	4900	4750
Quarter Page	4800	4675	4375	4125	3975	3825	3725	3525	3425
Eighth Page	3350	3225	3000	2850	2700	2550	2425	2300	2150

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	\$15300	15175	14450	13650	13225	12775	12375	11875	11500
Junior Tabloid Page	13825	13475	12725	12125	11725	11325	10850	10450	10000
Half Tabloid Page	11425	10825	10400	9900	9600	9200	8875	8450	8150
One-Third Page	9275	8825	8450	8025	7800	7525	7200	6950	6700
Quarter Page	7000	6750	6450	6225	6050	5750	5575	5350	5175
Eighth Page	5400	5300	5025	4800	4675	4500	4250	4100	3950

Opportunity 2008: Bonus ad space to frequent advertisers.
Please contact us at adsales@ainonline.com or +1 203 798 2400.

The Aviation International News audience.



The 39,835 most clearly identified, recently updated and solidly qualified readers in business aviation.

READER ANALYSIS BY TITLE	Total Qualified	Percent of Total
Aviation department managers and chief pilots	9,388	23.6
Line captains, first officers, commuter pilots and other pilots	11,685	29.2
Chief executives, presidents, vice presidents, other corporate officers, general and department managers	9,705	24.3
Maintenance chiefs, maintenance managers and mechanics	6,477	16.3
Government (federal, state and local)	544	1.4
Scheduler, dispatcher or corporate flight attendant	1,187	3.0
Other titled personnel	342	0.9
Other paid circulation	507	1.3
Total qualified circulation	39,835	100.0

READER AIRCRAFT OWNED, OPERATED OR LEASED	Total qualified	Percent of total
Jet	30,388	76.3
Turboprop	4,787	12.0
Helicopter	2,001	5.0
Multi-engine piston	1,447	3.6
Other	705	1.8
Other paid circulation	507	1.3
Total qualified circulation	39,835	100.0