

2009 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 | 20-23 | 24-27 | 28-31 |
| Full Tabloid Page | \$9200 | 8800 | 8300 | 7900 | 7725 | 7350 | 7000 | 6675 | 6450 | 6150 |
| Junior Tabloid Page | 7875 | 7350 | 6950 | 6425 | 6225 | 6000 | 5775 | 5525 | 5300 | 5075 |
| Half Tabloid Page | 5800 | 5200 | 4975 | 4675 | 4475 | 4250 | 4050 | 3850 | 3700 | 3500 |
| One-Third Page | 4625 | 4325 | 4150 | 3975 | 3800 | 3600 | 3475 | 3250 | 3150 | 2975 |
| Quarter Page | 3100 | 2900 | 2700 | 2550 | 2500 | 2425 | 2325 | 2200 | 2125 | 1975 |
| Eighth Page | 1800 | 1650 | 1450 | 1400 | 1275 | 1200 | 1150 | 1075 | 1050 | 950 |
| 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 | 20-23 | 24-27 | 28-31 |
| Full Tabloid Page | \$10900 | 10425 | 10000 | 9550 | 9250 | 8825 | 8450 | 8050 | 7775 | 7450 |
| Junior Tabloid Page | 9550 | 9250 | 8675 | 8225 | 7875 | 7600 | 7175 | 6900 | 6625 | 6400 |
| Half Tabloid Page | 7350 | 6975 | 6725 | 6350 | 6150 | 5775 | 5550 | 5300 | 5100 | 4900 |
| One-Third Page | 5875 | 5700 | 5500 | 5150 | 5000 | 4825 | 4625 | 4400 | 4250 | 4150 |
| Quarter Page | 4300 | 4100 | 3975 | 3675 | 3525 | 3425 | 3325 | 3175 | 3050 | 2925 |
| Eighth Page | 2975 | 2900 | 2650 | 2550 | 2475 | 2375 | 2200 | 2075 | 2025 | 1975 |
| 4-COLOR PROCESS | | | | | | | | | | |
| # of issues | 1 | 2-3 | 4-6 | 7-8 | 9-12 | 13-15 | 16-19 | 20-23 | 24-27 | 28-31 |
| Full Tabloid Page | \$13350 | 13125 | 12800 | 12075 | 11625 | 11200 | 10825 | 10350 | 9975 | 9500 |
| Junior Tabloid Page | 11975 | 11650 | 11300 | 10775 | 10400 | 10025 | 9575 | 9325 | 8900 | 8550 |
| Half Tabloid Page | 9775 | 9550 | 9350 | 8800 | 8500 | 8250 | 7925 | 7725 | 7375 | 7100 |
| One-Third Page | 8125 | 7725 | 7500 | 7225 | 7000 | 6675 | 6450 | 6200 | 5950 | 5700 |
| Quarter Page | 6300 | 6050 | 5800 | 5600 | 5400 | 5150 | 5000 | 4800 | 4625 | 4425 |
| Eighth Page | 4950 | 4775 | 4475 | 4325 | 4,200 | 4100 | 3950 | 3750 | 3600 | 3475 |



2009 AIN International Air Show Daily Editions

| ISSUE | PUB DATE | CONVENTION/EVENT | AD CLOSE | MATERIALS DUE |
|-----------------------|-------------|---------------------------------------|------------|---------------|
| Paris Air Show | June 15 | Monday, Day 1 Daily Edition, Paris | May 15 | May 22 |
| | June 16 | Tuesday, Day 2 Daily Edition, Paris | | |
| | June 17 | Wednesday, Day 3 Daily Edition, Paris | | |
| | June 18 | Thursday, Day 4 Daily Edition, Paris | | |
| Dubai Air Show | November 15 | Sunday, Day 1 Daily Edition, Dubai | October 16 | October 23 |
| | November 16 | Monday, Day 2 Daily Edition, Dubai | | |
| | November 17 | Tuesday, Day 3 Daily Edition, Dubai | | |