

AIN Convention News Daily Editions



2012 MEDIA KIT



AIN Convention News Dailies

Our daily convention news publications are legendary for their detail, depth and expert analysis. Show attendees know they can count on **AIN** to deliver the most accurate, serious and complete daily magazine. Exhibitors who advertise with us will stand out from the pack and experience greater traffic of qualified prospects at their booths.

We begin dispatching deliveries to all major show hotels (60+ locations) in the pre-dawn hours as our magazines are coming off the press. That ensures your customers start their day with our magazine. Additionally our uniformed

distribution staff is always positioned at every major entrance and throughout the show floor to further guarantee that your message will be seen.

In addition to the daily print editions, our on-site publishing efforts include regular show updates on **www.AINonline.com** as well as coverage in **AINalerts**, **AINmxReports** and **AINsafety**.

In 2012 we will publish daily issues at five conventions: Heli-Expo, ABACE, EBACE, NBAA & MEBA. See Editorial Calendar for details on dates and rates.

EXPERT PERSPECTIVE

AIN editors were quoted as industry experts by the following media in 2011:



WHICH PUBLICATION IS MOST VALUABLE OVERALL?

- AIN's NBAA Convention News: 72%
- McGraw-Hill's Show News: 19%
- Flight International Evening News: 9%

We make a science out of measuring reader response to our issues through regular, independent, expert reader intercept studies conducted at key events on a biennial basis. And results consistently show our issues rank first in the minds of readers, as evidenced by data gathered at the 2009 NBAA Convention in Orlando.



AIN CONVENTION NEWS RATES Frequency combined with Monthly and AIN International Airshow dailies

BLACK & WHITE (per issue)

# of issues	1	2-3	4-6	7-8	9-12	13-15	16-19	20-24	25-30	31-34
Full Tabloid Page	\$8500	\$8275	\$7675	\$7300	\$7025	\$6800	\$6550	\$6250	\$6000	\$5750
Junior Tabloid Page	7225	6675	6400	6125	5875	5600	5350	5100	4950	4750
Half Tabloid Page	5675	4725	4600	4375	4200	3975	3850	3675	3575	3400
One-Third Page	4325	4000	3750	3675	3575	3450	3325	3150	3050	2900
Quarter Page	2900	2750	2650	2475	2375	2300	2200	2075	2000	1900
Eighth Page	1600	1550	1475	1350	1300	1225	1175	1125	1050	950

2-COLOR STANDARD — Match color 350 extra/PMS ink 900 extra (per issue)

# of issues	1	2-3	4-6	7-8	9-12	13-15	16-19	20-24	25-30	31-34
Full Tabloid Page	\$10250	\$9825	\$9200	\$8750	\$8375	\$8200	\$7800	\$7475	\$7175	\$6850
Junior Tabloid Page	8800	8500	7800	7450	7225	6975	6700	6400	6175	5900
Half Tabloid Page	6650	6325	5975	5750	5475	5350	5150	4900	4725	4575
One-Third Page	5775	5275	5025	4700	4600	4450	4300	4150	3950	3725
Quarter Page	4200	3925	3725	3650	3575	3450	3300	3125	3025	2900
Eighth Page	2875	2775	2600	2475	2325	2200	2100	2000	1950	1850

4-COLOR PROCESS (per issue)

# of issues	1	2-3	4-6	7-8	9-12	13-15	16-19	20-24	25-30	31-34
Full Tabloid Page	\$12575	\$12225	\$11725	\$11100	\$10850	\$10350	\$10000	\$9625	\$9225	\$8825
Junior Tabloid Page	11275	10975	10450	9900	9600	9225	8900	8500	8200	7950
Half Tabloid Page	9250	8825	8450	8100	7825	7550	7300	7025	6775	6550
One-Third Page	7625	7100	6950	6650	6325	6150	5975	5775	5500	5250
Quarter Page	5925	5825	5600	5325	5175	5025	4800	4650	4450	4275
Eighth Page	4725	4575	4375	4225	4100	3875	3700	3575	3400	3275

Opportunity 2012: Bonus ad space to frequent advertisers.
Please contact us at adsales@AINonline.com or +1 203 798 2400.



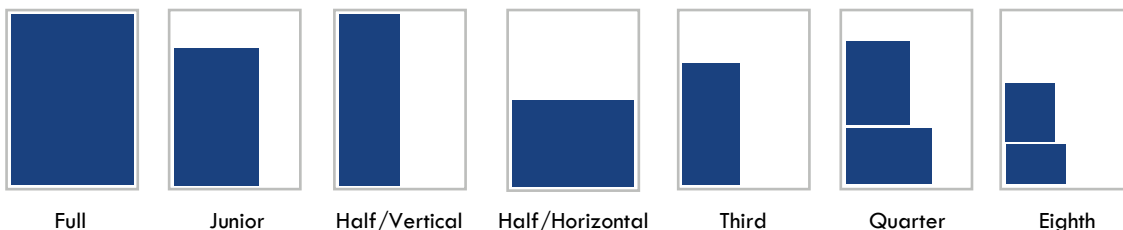
2012 AIN CONVENTION NEWS DAILY EDITIONS

ISSUE	PUB DATE	CONVENTION/EVENT	AD CLOSE	MATERIALS DUE
HAI Convention News	February 12	Sunday, Day 1 Daily Edition, Dallas	January 13	January 20
	February 13	Monday, Day 2 Daily Edition, Dallas		
	February 14	Tuesday, Day 3 Daily Edition, Dallas		
ABACE Convention News	March 27	Tuesday, Day 1 Daily Edition, Shanghai	February 24	March 2
	March 28	Wednesday, Day 2 Daily Edition, Shanghai		
	March 29	Thursday, Day 3 Daily Edition, Shanghai		
EBACE Convention News	May 14	Monday, Day 1 Daily Edition, Geneva	April 13	April 20
	May 15	Tuesday, Day 2 Daily Edition, Geneva		
	May 16	Wednesday, Day 3 Daily Edition, Geneva		
NBAA Convention News	October 30	Tuesday, Day 1 Daily Edition, Orlando	September 28	October 5
	October 31	Wednesday, Day 2 Daily Edition, Orlando		
	November 1	Thursday, Day 3 Daily Edition, Orlando		
MEBA Convention News	December 11	Tuesday, Day 1 Daily Edition, Dubai	November 9	November 16
	December 12	Wednesday, Day 2 Daily Edition, Dubai		
	December 13	Thursday, Day 3 Daily Edition, Dubai		

Contact us at adsales@AINonline.com or +1 203 798 2400

MECHANICAL SPECIFICATIONS

Size of Ad	Width (inches)	Depth (inches)	Width (mm)	Depth (mm)
Full tabloid page (non-bleed)	10"	12 7/8"	254	328
Full tabloid page (bleed) (book trims to 10 13/16" width x 13 7/8" depth or 275mm x 352mm)	11 1/16"	14 1/8"	281	359
Full tabloid spread (bleeds across gutter)	22 1/8"	14 1/8"	563	359
Junior tabloid page	7 13/16"	10 3/8"	199	264
Junior tabloid spread (bleeds across gutter only)	15 5/8"	10 3/8"	398	264 (no trim)
Half page (vertical)	4 7/8"	12 1/2"	124	318
Half page (horizontal)	10"	6 1/2"	254	165
Third page	4 7/8"	9 5/16"	124	237
Quarter page (vertical)	4 7/8"	6 3/16"	124	158
Quarter page (horizontal)	7 3/8"	4 7/8"	188	124
Eighth page (vertical)	2 5/16"	6 1/8"	59	156
Eighth page (horizontal)	4 7/8"	3 1/16"	124	78



DIGITAL ADVERTISING SPECIFICATIONS

PLATFORM: MACINTOSH

Software Specifications:

Quark Xpress 8.0 to 6.0, Adobe Photoshop CS5,
Adobe Illustrator CS5 to 8.0, Adobe InDesign CS5 to CS3

All formats must include all fonts and image files.

Acceptable Media:

CD-ROM (CD-recordable).

Image Specifications:

- All image files should be set to 300dpi (recommended), minimum 266.
- Minimum 1200dpi for B/W line art.
- Image files must be Photoshop compatible, i.e., must open in Photoshop.
- All color image files must be set up to CMYK.
- Do not use jpeg encoding.
- All high-res files with clipping paths must be EPS format.

Font Specifications:

- Digital advertisements must include all screen and printer (PostScript) fonts.
- Use stylized fonts. Do not apply style attributes to basic fonts from within page layout software.

Proofs:

Kodak Approval, Imation Rainbow, Kodak DCP 9000, Fuji Pictro Proof, Agfa Sherpa

- Laserprints are not acceptable color proofs.
- AIN will not be responsible for reproduction problems or file corruptions associated with ads not accompanied by a proof.

Furnished Inserts: Earned B&W rate less 10% up to four pages;
less 15% up to eight pages

Insertion order date: 30 days prior to each publication date

Materials due date: Three weeks prior to the publication date

Shipping Instructions

Send all correspondence including insertion orders and mechanicals to:

Publisher

Aviation International News
81 Kenosia Avenue
Danbury, CT 06810-7359, USA
Telephone +1 203 798 2400
Fax +1 203 798 2104
www.AINonline.com

Terms and Conditions

Payments due upon receipt of invoice. Invoices not paid within 30 days from date of invoice will incur an interest charge of 1% of the outstanding balance per month.

Cash Discount

2% if paid within 10 days.

Commission

15% of gross rate to recognized advertising agencies provided payment is made within 30 days of date of invoice.

Contract Year

Advertising must be inserted within one year of first insertion to earn frequency discounts. Cancellation of any portion of contract nullifies all rate protection for the remainder.

Positioning

All advertising positioning clauses are treated as requests.