

AIN International Airshow News Daily Editions



2012 MEDIA KIT



Singapore & Farnborough Airshow News

Our daily publications are legendary for their detail, depth and expert analysis. Show attendees know they can count on **AIN** to deliver the most accurate, serious, complete daily magazine. Our expert editors dig and dig deep so that our issues come alive with a breadth of reports you just won't find in other show publications.

In addition to daily print magazines, our on-site publishing effort includes several online news products. All print coverage is uploaded daily to a special section of **AINonline.com**, our principal Web site. Each day, editors also send a brief summary of show highlights to the more than 39,000 registered recipients of **AINalerts**, **AINmxReports** and **AINsafety**, our email news bulletins.

For detailed information on electronic advertising options, please refer to the enclosed online rates and specifications.

For our advertisers, our show packages are a time-tested force multiplier at the shows. Exhibitors who advertise stand out from the pack at the events, experiencing greater traffic of qualified prospects at their booths. Show publications are combined with the monthly magazine to maximize frequency discounts, and our bonus programs are designed to generously reward advertisers who purchase multi-show packages.

In 2012, we will publish three daily editions at the Singapore Air Show (February 14-16) and four daily editions at the Farnborough Air Show (July 9-12).



EXPERT PERSPECTIVE

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



THE WALL STREET JOURNAL



THE ECONOMIC TIMES



The Sydney Morning Herald



2012 AIN INTERNATIONAL AIRSHOW RATES

Frequency combined with Monthly and AIN Convention News 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	\$9700	\$9250	\$8750	\$8300	\$8125	\$7750	\$7350	\$7025	\$6800	\$6500
Junior Tabloid Page	8275	7750	7300	6775	6575	6300	6075	5825	5600	5350
Half Tabloid Page	6100	5500	5225	4925	4725	4500	4275	4050	3900	3700
One-Third Page	4875	4575	4375	4175	4000	3800	3675	3450	3325	3125
Quarter Page	3275	3050	2850	2700	2650	2550	2475	2350	2250	2075
Eighth Page	1900	1750	1550	1500	1375	1275	1250	1150	1125	1000

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	\$11450	\$10975	\$10500	\$10050	\$9750	\$9275	\$8900	\$8475	\$8175	\$7850
Junior Tabloid Page	10050	9750	9125	8675	8275	8000	7550	7250	6975	6750
Half Tabloid Page	7750	7325	7075	6700	6500	6075	5850	5600	5375	5150
One-Third Page	6175	6000	5800	5450	5250	5075	4875	4650	4500	4400
Quarter Page	4550	4325	4175	3875	3725	3625	3525	3350	3250	3075
Eighth Page	3125	3050	2800	2700	2625	2525	2350	2200	2125	2075

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	\$14050	\$13825	\$13450	\$12725	\$12225	\$11800	\$11375	\$10900	\$10475	\$10000
Junior Tabloid Page	12575	12250	11900	11325	10950	10525	10075	9825	9350	9000
Half Tabloid Page	10275	10050	9850	9250	8950	8700	8325	8125	7775	7500
One-Third Page	8575	8125	7900	7625	7350	7025	6800	6550	6250	6000
Quarter Page	6650	6400	6100	5900	5700	5450	5250	5050	4875	4675
Eighth Page	5200	5025	4725	4575	4450	4350	4150	3950	3800	3675

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



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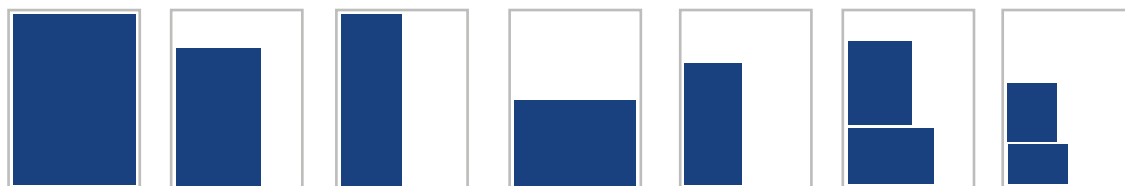
ISSUE	PUB DATE	CONVENTION/EVENT	AD CLOSE	MATERIALS DUE
Singapore Airshow News	February 14	Tuesday, Day 1 Daily Edition, Singapore	January 13	January 20
	February 15	Wednesday, Day 2 Daily Edition, Singapore		
	February 16	Thursday, Day 3 Daily Edition, Singapore		
Farnborough Airshow News	July 9	Monday, Day 1 Daily Edition, Farnborough	June 8	June 15
	July 10	Tuesday, Day 2 Daily Edition, Farnborough		
	July 11	Wednesday, Day 3 Daily Edition, Farnborough		
	July 12	Thursday, Day 4 Daily Edition, Farnborough		

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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



Full Junior Half/Vertical Half/Horizontal Third Quarter Eighth

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.