

AIRSHOW NEWS

Published daily at the Paris and Dubai airshows, **AIN's Airshow News** provides in-depth news and analysis of defense, commercial, air transport and general aviation by the largest and most expert staff in the business. Issues are printed on location and delivered daily to event hotels by 5 a.m. We also hand deliver to attendees on arrival at venue entrances, exhibition halls and exhibitor chalets. **AIN Airshow Reports** are sent from airshows around the globe and are full of news reported from **AIN's** on-site press rooms.



2019 AIRSHOW CALENDAR

PUBLISHED	AIN'S PUBLICATION/LOCATION	AD CLOSE	MATERIALS DUE	PUBLICATION DATES
June 17–20	PARIS AIRSHOW NEWS Paris, France	May 30	June 6	Day 1 - June 17 Day 2 - June 18 Day 3 - June 19 Day 4 - June 20
November 17–19	DUBAI AIRSHOW NEWS Dubai, UAE	October 29	November 5	Day 1 - November 17 Day 2 - November 18 Day 3 - November 19

PRINT RATES

	1x	6x	12x	18x	24x
FULL TABLOID	\$13,200	\$12,300	\$10,900	\$10,100	\$9,300
JUNIOR TABLOID	\$11,900	\$10,900	\$9,700	\$8,900	\$8,400
HALF TABLOID (VERTICAL/HORIZONTAL)	\$9,700	\$8,900	\$7,900	\$7,400	\$6,900
THIRD TABLOID	\$8,000	\$7,300	\$6,500	\$6,100	\$5,500
QUARTER TABLOID	\$6,200	\$5,900	\$5,300	\$4,900	\$4,500

SPECIAL POSITIONS

BACK COVER	Earned rate plus 20%
INSIDE COVER	Earned rate plus 20%
PAGE 5	Earned rate plus 15%
PAGE 7	Earned rate plus 15%
COVER WRAP	Pricing upon request
4 PAGE STANDARD INSERT	Pricing upon request

Frequency combined with **Aviation International News**, **AIN's Convention News** dailies, and **Business Jet Traveler**.

All rates before agency discount.

Contract year/cancellation policy: 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 of the contract year. Any ads canceled after the ad close date subject to a 50% cancellation penalty. Terms: Payment due net 30 days.

PRINT SPECS



SIZES	WIDTH (INCHES)	DEPTH (INCHES)	WIDTH (MM)	DEPTH (MM)
	FULL TABLOID PAGE (LIVE AREA)	10	12 7/8	254
FULL TABLOID PAGE (BLEED)*	11 1/6	14 1/8	281	359
FULL TABLOID SPREAD (BLEEDS ACROSS GUTTER)	22 1/6	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
COVER STRIP (CONVENTION & AIRSHOW NEWS)	10	1 1/4	254	32
COVER SNIPE	1 1/4	1 3/4	32	44

**Book trims to 10 13/16" width x 13 7/8" depth or 275mm x 352mm. For cover wrap specifications please contact: Tom Hurley, thurley@ainonline.com.*

SPECS

ACCEPTED FILE FORMAT

- High-resolution print-ready PDF
- Must include all fonts and image files.

IMAGE SPECIFICATIONS

- All image files should be 300 dpi (recommended), minimum 266
- All color image files must be CMYK

FONT SPECIFICATIONS

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

PROOFS

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

POSITIONING

- All advertising positioning clauses are treated as requests

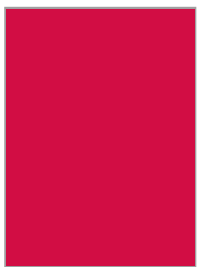


Please send all correspondence, including insertion orders and mechanicals, to:

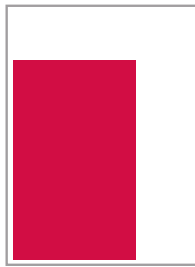
**Publisher, AIN Publications,
214 Franklin Avenue,
Midland Park, NJ 07432 USA,
Tel +1 (201) 444-5075**



Please send files to:
Tom Hurley, thurley@ainonline.com



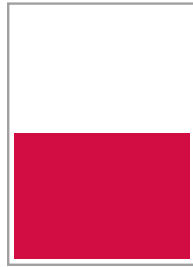
FULL



JUNIOR
TABLOID



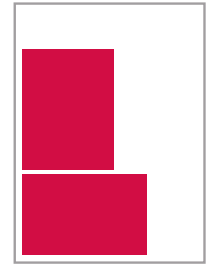
HALF/
VERTICAL



HALF/
HORIZONTAL



THIRD



QUARTER

AINONLINE & AIRSHOW REPORTS

AINonline's live coverage of airshows and business aviation events is delivered online via an event landing page and special edition e-newsletters. **AINonline's** unmatched editorial coverage, stunning photography and special **AINtv** reports are dispatched live from on-site press rooms around the world. **Airshow Reports** newsletters are sent from each airshow and are full of news generated at the event.



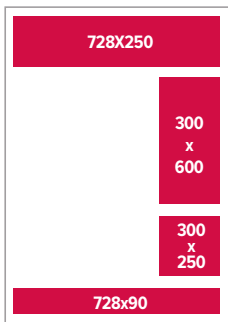
DIGITAL POSITIONS

	Rate	Creative Required	Estimated Impressions
ONLINE			
SHOW SPONSOR*	\$7,500	728x250, 728x90, 300x600, 300x250, 300x100, logo	50,000 banner & 50,000 logo
INTERSTITIAL/SPLASH	\$5,000	700x420	25,000
AUDIENCE EXTENSION	\$1,800	728x90, 300x250, 300x600, 300x100	30,000–50,000 banner
NATIVE ADVERTISING			
STORY	\$6,500	Article content, logo, Applicable images	50,000 banner & 50,000 logo
<i>Call rep regarding custom content creation</i>			
VIDEO BOOST	\$7,700	Supplied video (no length requirements) Video description	20,000 video teaser impressions YouTube distribution to 65,000 subscribers
<i>Sponsor content placements include promotion on AIN's social media</i>			
AIRSHOW REPORTS NEWSLETTER			
BILLBOARD BANNER- 4 SENDS	\$7,200	1000x600	60,000

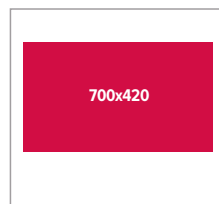
All rates before agency discount.

**Show Sponsor banners all run on the same page view as Roadblock.*

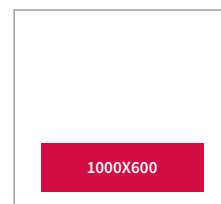
SHOW SPONSOR



INTERSTITIAL/SPLASH



AIRSHOW REPORTS



ONLINE

ACCEPTED FILE FORMATS

- .jpg, .gif and animated .gif, HTML5
- Third-party banners accepted—must be SSL compatible
- iPhone application requires .png file
- 75kb max static-file size

RICH MEDIA FILE SIZE

- 75k initial, 150kb polite
- 2mb max user initiated

MAX ANIMATION LENGTH

- 15 seconds
- Looping permitted with 5-second pause

EXPANDABLE GUIDELINES (BILLBOARD AD UNIT)

- Close ad text and button are required in the top-right corner
- Audio must be user-initiated

TARGET URL

- Must be submitted with banner

VIDEO

RESOLUTION

- 1920x1090 preferred/1280x720 minimum

FILE FORMAT

- .mp4, .mov, .avi, .m4v, .m4a

CODECS

- h.264, mpeg4, MJPEG, AppleProRes, Uncompressed, WMV.

NATIVE ADVERTISING

- Word document containing copy
- At least one high-res image to accompany story
- Image should have 2x1 WxD ratio
- Company logo

NEWSLETTER

SIZE

- 1000x600

ACCEPTED FILE FORMATS

- .jpg, .gif and animated .gif
- Third-party served banners and rich media **NOT** accepted.

Static File Size: 75kb max

MAX ANIMATION LENGTH

- 10 seconds
- Looping permitted with 5-sec. pause

TARGET URL

- Must be submitted with banner



Please send digital files to:

Tom Hurley, thurley@ainonline.com
Creative due 1 week before campaign start date.