

CONVENTION NEWS

Published daily at HAI Heli-Expo, ABACE, EBACE, LABACE and NBAA Conventions. The intensive, insightful editorial generated live in on-site press rooms has made **AIN Convention News** the leader in both reader preference and market share. The familiar tabloid-size magazines 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.



2019 CONVENTION CALENDAR

PUBLISHED	AIN'S PUBLICATION/LOCATION	AD CLOSE	MATERIALS DUE	PUBLICATION DATES
March 5-7	HAI CONVENTION NEWS Atlanta, GA USA	February 14	February 21	Day 1 - March 5 Day 2 - March 6 Day 3 - March 7
April 16-18	ABACE CONVENTION NEWS Shanghai, China	March 28	April 4	Day 1 - April 16 Day 2 - April 17 Day 3 - April 18
May 21-23	EBACE CONVENTION NEWS Geneva, Switzerland	May 2	May 9	Day 1 - May 21 Day 2 - May 22 Day 3 - May 23
August 13-15	LABACE CONVENTION NEWS São Paulo, Brazil	July 25	August 1	Day 1 - August 13 Day 2 - August 14 Day 3 - August 15
October 22-24	NBAA CONVENTION NEWS Las Vegas, NV USA	October 3	October 10	Day 1 - October 22 Day 2 - October 23 Day 3 - October 24

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 Airshow 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



PRINT SPECS

SIZES

	WIDTH (INCHES)	DEPTH (INCHES)	WIDTH (MM)	DEPTH (MM)
FULL TABLOID PAGE (LIVE AREA)	10	12 7/8	254	328
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



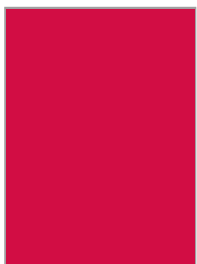
Please send files to:

Tom Hurley, thurley@ainonline.com

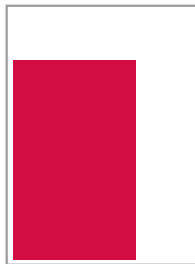


Please send all correspondence, including insertion orders and mechanicals, to:

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



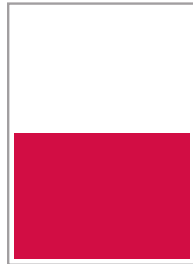
FULL



JUNIOR TABLOID



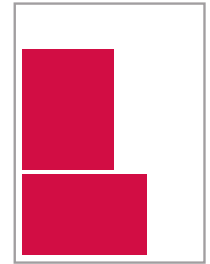
HALF/ VERTICAL



HALF/ HORIZONTAL



THIRD



QUARTER

AINONLINE & AINALERTS

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. AINalerts convention newsletters are sent from each convention and are full of news generated at the event.

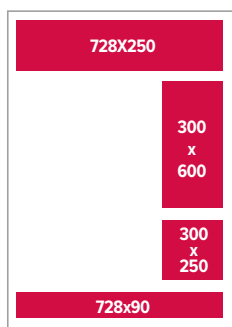
DIGITAL POSITIONS

	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 channels.</i>			
AINALERTS/CONVENTION NEWSLETTERS			
BILLBOARD BANNER- 4 SENDS	\$7,200	1000x600	60,000

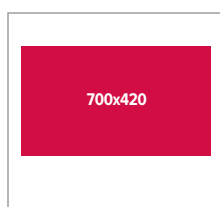
All rates before agency discount.

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

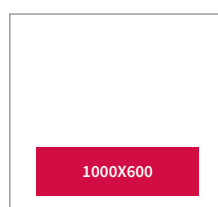
SHOW SPONSOR



INTERSTITIAL/SPLASH



CONVENTION 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.