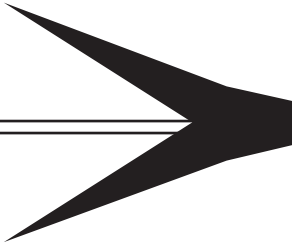




2015 MEDIA KIT

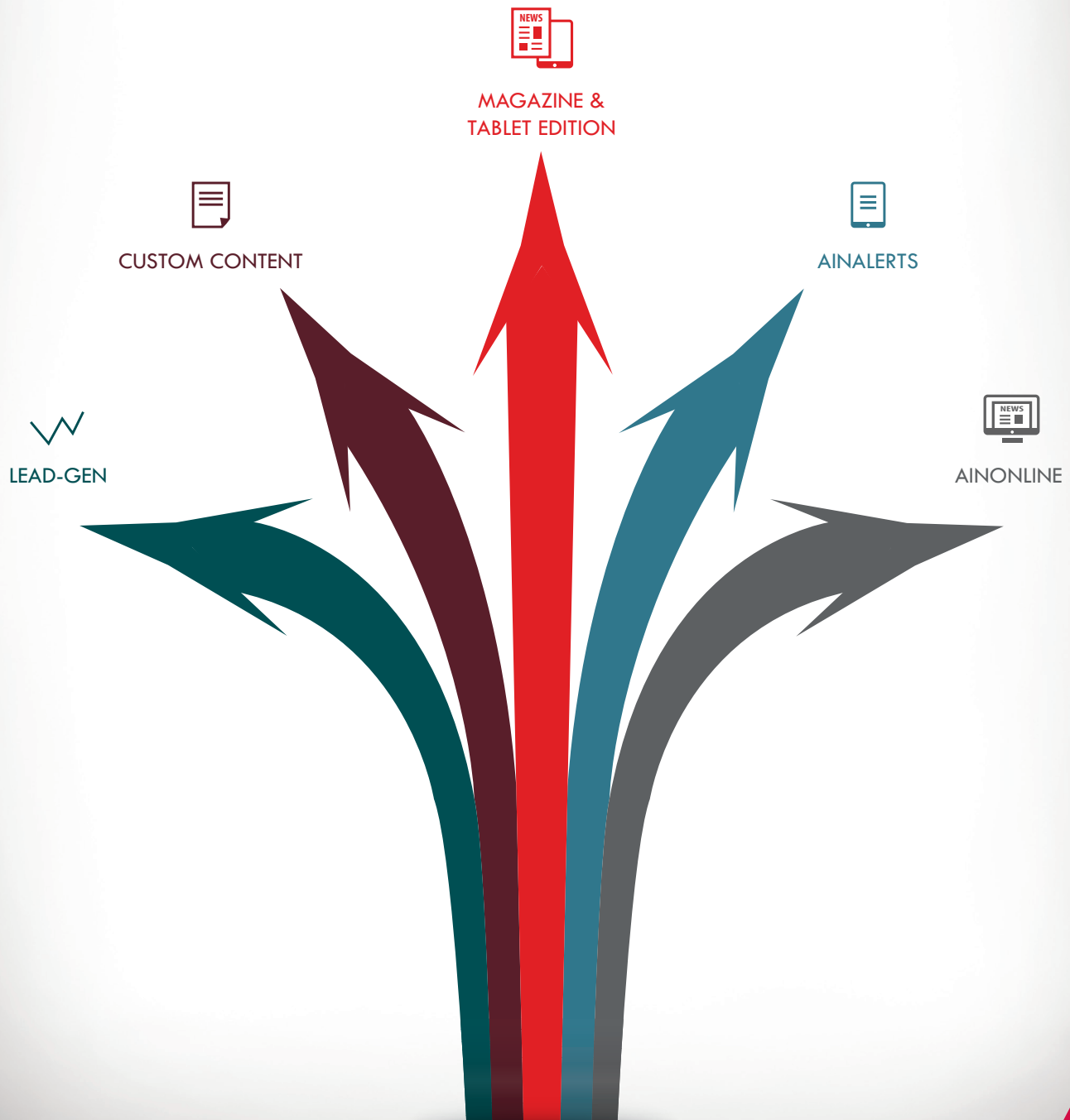


# Table of contents



	Aviation International News .....	1
	Convention News dailies .....	10
	Airshow News dailies .....	16
	Business Jet Traveler .....	22

# Aviation International News®



## 2015 AVIATION INTERNATIONAL NEWS PRODUCT DESCRIPTION

### AVIATION INTERNATIONAL NEWS MAGAZINE & TABLET EDITIONS



#### Audience

- Operators of turbine aircraft – jet, turboprop, helicopter
- Readers with qualifying job titles and areas of responsibility
- Most active and qualified segments of the business aviation market
- Matches the worldwide distribution of turbine business aircraft

#### Frequency

12x – Monthly

#### Subscribers

38,500

### AINONLINE



#### Description

An information-rich environment that is the premier website for business and commercial aviation and the aerospace industry, constantly refreshed with new editorial content. The site allows access to special reports and fully searchable archival data. AINonline keeps its highly engaged audience abreast of breaking news from aviation conventions and airshows around the world in real-time.

#### Frequency

Daily Updates

#### Subscribers

225,000 Unique Monthly Visitors

550,000 Page views

### AINALERTS



#### Description

Breaking news about business aviation with additional editions published at conventions covered by AIN Convention News. Now sent four times per week, this quick and easy update, direct to inboxes, keeps subscribers abreast of breaking news and trends from business aviation around the world.

#### Frequency

Mondays – Thursdays

#### Subscribers

32,000

### LEAD-GEN



#### Description

AIN Publications offers several programs for generating leads for our sponsors. These programs assist advertisers with guaranteed sales leads and accountability for their investment.

### CUSTOM CONTENT



#### Description

AIN's staff will work with you on a topic selection appropriate to your market and provide thoroughly researched and compelling content. We can create inserts about your company for distribution in any AIN print publication and digital content-marketing pieces, including custom video.

## 2015 AVIATION INTERNATIONAL NEWS EDITORIAL CALENDAR

Issue	Editorial Features	Ad Close	Materials Due
January	Year 2014 Newsmakers Cockpit Avionics Part One: <i>Focus - Is business aviation ready for NextGen?</i>	Dec. 1, 2014	Dec. 8, 2014
February	Aviation Apps Special Report New Rotorcraft Heli-Expo Preview NBAA Schedulers & Dispatchers* (Bonus distribution at Schedulers & Dispatchers Conference)	January 2	January 9
March	Remanufactured Aircraft ABACE Preview Schedulers & Dispatchers Report	February 2	February 9
April	FBO Survey – The Americas Heli-Expo Report Women in Aviation Conference Report Sun 'n' Fun* Aircraft Electronics Association*	March 2	March 9
May	International Operations FBO Survey – Europe, Mideast, Asia, Africa ABACE Report EBACE Preview Aircraft Electronics Association Convention Report (Bonus distribution at NBAA Maintenance Managers Conference) (Bonus distribution at RAA Convention)	April 1	April 8
June	EBACE Report Paris Air Show Preview New Business Aircraft Engines Aircraft Insurance Business Aviation Safety Seminar Report	May 1	May 8
July	Completions & Refurb Report Paris Air Show Report MROs and the Maintenance Picture LABACE Preview EAA AirVenture Oshkosh*	June 1	June 8
August	Cabin Electronics Special Report Product Support – Aircraft Flight Attendants/Flight Technicians Conference Report	July 1	July 8
September	LABACE Report Product Support – Avionics Cockpit Avionics Part Two: <i>Focus - The one-pilot cockpit or no-pilot cockpit; will it happen soon?</i> EAA AirVenture Oshkosh Report JetExpo*	August 3	August 10
October	Dubai Airshow Preview The Charter Market New Business Turboprops Product Support – Engines	September 1	September 8
November	NBAA Convention Preview Business Aviation in Africa New Business Jets ERA Report	October 1	October 8
December	NBAA Convention Report Dubai Airshow Report Pre-Owned Aircraft Report Aircraft Finance	November 2	November 9

\*Online coverage



## 2015 AVIATION INTERNATIONAL NEWS PRINT RATES

Frequency combined with AIN Convention News dailies, AIN Airshow News dailies and Business Jet Traveler

### BLACK & WHITE (per issue)

# of issues	1	6	12	18	24
Full Tabloid Page	\$11775	\$10700	\$9350	\$8575	\$7975
Junior Tabloid Page	10075	8850	7850	7175	6600
Half Tabloid Page	7325	6375	5525	5050	4450
Third Page	6050	5325	4700	4300	3825
Quarter Page	3875	3475	2975	2775	2300
Eighth Page	2125	1850	1625	1475	1250

Cover Strip & Cover Snipe: Pricing available upon request.

### 4-COLOR PROCESS (per issue)

# of issues	1	6	12	18	24
Full Tabloid Page	\$17275	\$16300	\$14425	\$13400	\$12400
Junior Tabloid Page	15600	14375	12750	11775	10725
Half Tabloid Page	12900	11725	10375	9525	8675
Third Page	10475	9525	8475	7875	7125
Quarter Page	7925	7275	6500	6050	5575
Eighth Page	6100	5700	5075	4650	4250

Cover Strip & Cover Snipe: Pricing available upon request.

2-Color Ads: Contact your sales rep for pricing.

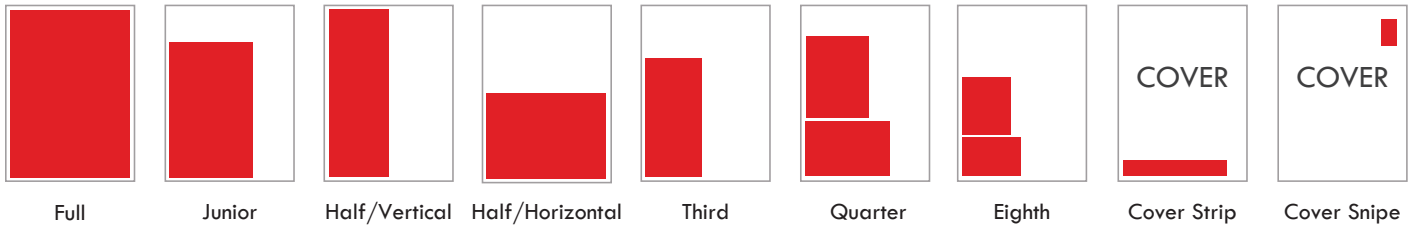
Furnished Inserts: Contact your sales rep for pricing.

**Opportunity 2015: Bonus ad space to frequent advertisers.**



## 2015 AVIATION INTERNATIONAL NEWS 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
Cover Strip (Aviation International News)	7 3/4"	1 1/4"	197	32
Cover Strip (Convention & Airshow News Dailies)	10"	1 1/4"	254	32
Cover Snipe	1 1/4"	1 3/4"	32	44



## DIGITAL ADVERTISING SPECIFICATIONS

### PLATFORM: MACINTOSH

#### Software Specifications:

Adobe Photoshop CS5, Adobe Illustrator CS5 to 8.0,  
Adobe InDesign CS5 to CS3, High-resolution print-ready PDF  
**All formats must include all fonts and image files.**

#### Acceptable Media:

CD-ROM (CD-recordable).

#### Image Specifications:

- All image files should be set to 300 dpi (recommended), minimum 266.
- 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 .jpg encoding.
- All high-res files with clipping paths must be EPS format.

#### 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:

Kodak Approval, 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:** Contact your sales rep for pricing.

**Insertion order date:** Five weeks prior to publication date for **Aviation International News** and four weeks prior to publication date for **AIN Convention News** and **Airshow News** dailies

**Materials due date:** Four weeks prior to publication date for **Aviation International News** and three weeks prior to publication date for **AIN Convention News** and **Airshow News** dailies

#### Shipping Instructions

Send all correspondence, including insertion orders and mechanicals, to:

#### Publisher

##### AIN Publications

81 Kenosia Avenue  
Danbury, CT 06810-7359 USA  
Telephone +1 203 798 2400  
Fax +1 203 798 2104

[www.AINonline.com](http://www.AINonline.com)

Send digital files to: [thurley@ainonline.com](mailto:thurley@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.

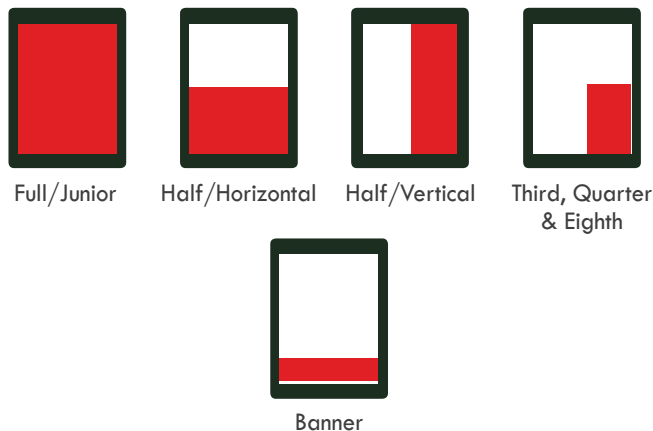


## 2015 AVIATION INTERNATIONAL NEWS TABLET EDITION ADVERTISING OPPORTUNITIES

Position	Sponsorship Option/Cost	Available Sponsorships
<b>Full Page Tablet Ad</b> (current advertisers will receive an extra full page tablet ad)	<b>Current Advertiser in Sponsored Issue</b>  \$5000 Gross	<b>2 Per Issue</b>
<b>Three Linked Bottom Banners</b> (spread throughout the issue)		
<b>Two E-Promo Blasts</b> ("Sponsored by" wording with your logo sent to full <b>Aviation International News</b> subscriber list)		

## 2015 MECHANICAL SPECIFICATIONS

Aviation International News Tablet Edition		
Ad Size PRINT	Ad Size TABLET (pixels)	
	Width	Depth
Full Tabloid Page	1536	2048
Junior Tabloid Page	1536	2048
Half Tabloid Page – Horizontal	1536	1008
Half Tabloid Page – Vertical	720	2048
One Third Page	740	1008
Quarter Page	740	1008
Eighth Page	740	1008
Bottom Banner	1536	340



### Video and Interactive Ads:

Please contact your sales representative about including video in your tablet edition advertisement. Interactive ads will be accepted and pricing will be determined based on the number of “pages” of content included with the ad.

## 2015 DIGITAL ADVERTISING SPECIFICATIONS

### Accepted File Formats:

All creative must be submitted in hi-res PDF to trim. Original layout and artwork must be hi-res (300 dpi or higher).

**Resolution:**  
72 dpi

**Color:**  
RGB

**URLs:**  
URLs distinctly written on the static advertising message will automatically be linked. Other areas of the message can be linked but only with specific instructions and tap areas defined and sent to [thurley@ainonline.com](mailto:thurley@ainonline.com).

### Send Files to:

[thurley@ainonline.com](mailto:thurley@ainonline.com)

### Metadata (not required):

Certain information will be available in the navigation view of the tablet edition and also via the in-app search. Please include the following information:

- Title of the Ad: 60 characters maximum (including spaces).
- Company Name: 40 characters maximum
- Description of the Ad: 120 characters maximum
- Tags: Searchable words or phrases for the in-app search functions. 5 tags maximum; 75 characters maximum.

Tags separated by commas.



# 2015 AINONLINE ADVERTISING RATES & DIGITAL SPECIFICATIONS

## 2015 AINONLINE

Position	Size (w x d)**	CPM	50k Impressions	Sizes needed for mobile display
Medium Rectangle	300x250	\$60	3000	300x250, 600x500
Large Rectangle	300x600	90	4500	300x250, 600x500, 300x600, 600x1200
Leaderboard	728x90	50	2500	728x90, 1456x180, 320x50, 640x100
Billboard*	970x250	100	5000	970x250 - Desktop Only
Medium Rectangle (Lower)	300x250	40	2000	300x250, 600x500
Interstitial/Splash	700x420	100	5000	700x420 - Desktop only

\* Rich media only. Must be collapsible  
 \*\* Size listed in this column is required for desktop. Other sizes listed are needed for mobile version of site and serving to retina display.

## 2015 AINONLINE - TARGETED

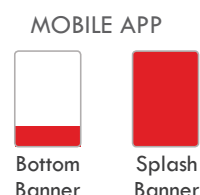
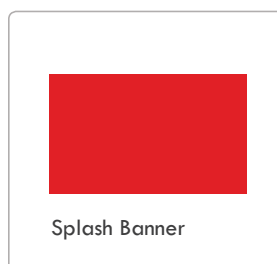
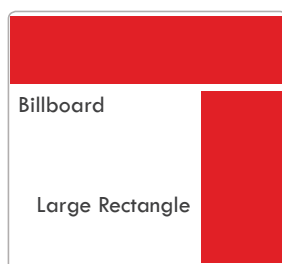
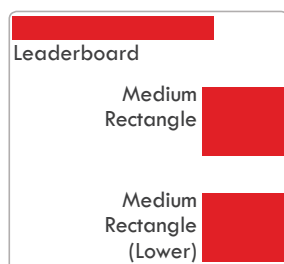
Position	Size*	CPM	20k Impressions	Sizes needed for mobile display
Medium Rectangle	300x250	\$80	1600	300x250, 600x500
Large Rectangle	300x600	105	2100	300x250, 600x500, 600x1200
Leaderboard	728x90	70	1400	728x90, 1456x180, 320x50, 640x100

\* Size listed in this column is required for desktop. Other sizes listed are needed for mobile version of site and serving to retina displays.

## 2015 AINONLINE - MOBILE APPLICATION

Position	Size	Monthly Cost	Available Rotations	Sizes needed for mobile display
Bottom Banner	320x50, 728x90	\$2500	1	728x90, 1456x180, 320x50, 640x100
Splash Banner	300x250	5000	1	300x250, 600x500

### AINONLINE CLASSIC DISPLAY



## 2015 DIGITAL ADVERTISING SPECIFICATIONS

### Accepted File Formats:

.jpg, .gif and animated .gif, flash.  
 Third-party served banners accepted.  
 iPhone application requires .png file.

### Resolution:

72 dpi

### File Size:

Less than 75kb

### Animation:

Maximum 15-second-long looped animation is permitted, with 5-second pause between each occurrence.

### Target URL:

Must be submitted with banner.  
 Tag Text (below image): No more than 50 characters.

### Send Files to:

thurley@ainonline.com



## AINAlerts - the world's most recognized business aviation e-newsletter.

This update direct to inboxes keeps subscribers abreast of breaking news and trends from business aviation around the world. As the demand for quick and timely news has grown, AINAlerts will now be delivered four days a week starting in 2015. AINmxReports (previously sent on Wednesday) and AINsafety (previously sent on Monday) will be folded into the AINAlerts brand. AINAlerts will be sold on a monthly basis with advertisers able to buy a banner position based on the day(s) of the week:



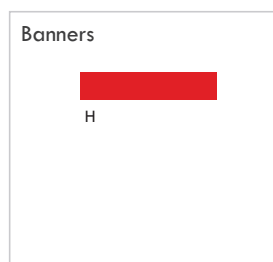
- **Mondays every week:** Focus on Safety and Training
- **Tuesdays every week:** Event Calendar
- **Wednesdays every week:** Focus on Maintenance
- **Thursdays every week:** People in Aviation

### 2015 AINALERTS BANNER ADVERTISING RATES\* (Monthly Cost)

Insertions per week	1-6 Months	7-12 Months
<b>One send per week</b> (4 per month)	\$6175	\$5675
<b>Two sends per week</b> (8 per month)	12350	11325
<b>Three sends per week</b> (12 per month)	16981	15581
<b>Four sends per week</b> (16 per month)	18525	17000

### 2015 MECHANICAL SPECIFICATIONS

Size of Banner	Width	Depth
Horizontal Banner	554	130



\* AINAlerts is sold only on a monthly basis  
Inventory is limited to six horizontal banners per day  
Banners rotate randomly each week with priority position given to early booking

### 2015 DIGITAL ADVERTISING SPECIFICATIONS

**Accepted File Formats:**

.jpg, .gif, and animated .gif  
Third-party served banners are accepted.  
Please note some email clients do not support animated .gif files. Please ensure the first frame of the banner includes the full message.

**Resolution:**

72 dpi

**File Size:**

Less than 75kb

**Animation:**

Maximum 10-second-long looped animation is permitted, with 5-second pause between each occurrence.

**Target URL:**

Must be submitted with banner.  
Tag Text (below image):  
No more than 50 characters.

**Send Files to:**

thurley@ainonline.com

## CUSTOM CONTENT

AIN's staff will work with you on a topic selection appropriate to your market and provide thoroughly researched and compelling content. We can create inserts about your company for distribution in any AIN print publication and digital content-marketing pieces, including custom video.

*Ask your sales representative for further information and pricing.*

## LEAD-GEN

AIN offers sponsorship opportunities for a variety of AIN's Special Reports, with additional content not seen in Aviation International News monthly magazine that is downloaded by our registered users. Sponsorships will bring you great brand recognition next to the specialized content of the report along with:

- "Sponsored by..." message and logo in a dedicated e-mail blast.
- "Sponsored by..." message & logo on the Special Report landing page.

- Ability to customize two questions on the form readers will fill out before accessing the special report.

- 100 leads GUARANTEED – complete with the following information: name, title, company, email, phone, address & answers to the two custom questions.

### AIN's Special Reports - Editorial Calendar

<b>January:</b>	Cockpit Avionics Part One: <i>Is business aviation ready for NextGen?</i>
<b>February:</b>	Aviation Apps in the Marketplace
<b>May:</b>	International Operations
<b>June:</b>	Aircraft Insurance
<b>July:</b>	Completions & Refurb
<b>August:</b>	Cabin Electronics
<b>September:</b>	Cockpit Avionics Part Two: <i>The one-pilot cockpit or no-pilot cockpit; will it happen soon?</i>
<b>October:</b>	The Charter Market
<b>November:</b>	Business Aviation in Africa
<b>December:</b>	Aircraft Finance

