

2012 Print Advertising Base Rates

* All base rates are gross

FOUR COLOR	1x	4x	6x
Back Cover	\$9,800.00		
Inside Front Cover	\$7,950.00		
Inside Back Cover	\$7,000.00		
Two Page Spread	\$10,050.00	\$8,950.00	\$7,800.00
Full Page	\$6,750.00	\$6,150.00	\$5,400.00
2/3 Page	\$5,400.00	\$4,850.00	\$4,100.00
1/2 Page	\$4,100.00	\$3,650.00	\$3,200.00
1/3 Page	\$3,100.00	\$2,900.00	\$2,700.00
1/6 Page	\$2,100.00	\$1,750.00	\$1,550.00

AAAE Membership Discount

15% of gross to all active AAAE corporate members. Association member discount not available if advertising agency commission applies.

Commission Discount

15% of gross to accredited advertising agencies.

Special Sections

A special editorial supplement to *Airport Magazine* is a powerful, effective way to get your story in front of leading airport executives and corporate professionals. Whether you are an airport that wants to increase its marketing initiatives or a company that wants to demonstrate its market-leading insight and expertise, an *Airport Magazine* Special Section will deliver your message to thousands of airport decision-makers. The 1,000-piece bonus run allows you to distribute the section to whomever you choose.

PAGE COUNT	CUSTOM	PRE-DESIGNED
8 Pages	\$15,000	\$10,000
16 Pages	\$24,000	\$16,000

Artwork provided by client

Artwork Print Ready

Laying Claim to 'First': Celebrating a Century of Aviation History

The Special Section layout includes a main title, introductory text, a large image of an airport tower, and a timeline at the bottom highlighting key aviation milestones from 1908 to 1916.



Custom

All design and editorial done by *Airport Magazine*, artwork supplied by client.

Pre-Designed Art

All artwork and editorial supplied by client must be press-ready. Please see our digital specifications for details on file submission. Each Special Section will be an editorial supplement in an issue of *Airport Magazine*, and you will also receive 1,000 stand-alone copies of the Special Section. Additional stand-alones may be purchased separately.

Published rates do not include charges for additional work needed to prepare advertisements for printing. Preparation work performed by the publisher will be billed as an additional charge.