



A Publication of Air Service Directory, Inc.

Aviation AfterMarket Defense magazine is published twice per year

Issue #1 (Spring/Summer) Issue #2 (Fall/Winter)

COVERS (Four Color Only) digital file must be supplied by advertiser!
Covers are available on Non-Cancelable Contract Only.

INSIDE FRONT COVER (Cover II)	\$14,730
INSIDE BACK COVER (Cover III)	\$12,875
BACK COVER (Cover IV)	\$16,325

RIDE ALONG INSERTS

	<u>2x</u>	<u>1x</u>
Four Color (Rate per issue per page)	\$5,870	\$7,000

Service Charges are non-commissionable. 4 PAGE INSERT LESS 10%

GENERAL ADVERTISING (Rate per issue)

All advertisements are in four color

	<u>2x</u>	<u>1x</u>
Page	\$8,925	\$10,785
2/3 Page	\$6,950	\$8,500
Island.....	\$5,670	\$6,630
Half Page (Flat)	\$5,170	\$6,380
1/3 Page (Horizontal)	\$3,850	\$4,650
1/3 Page (Square).....	\$3,325	\$4,200
1/3 Page (Column).....	\$3,190	\$3,970
2" Strip	\$3,030	\$3,730
1" Strip	\$2,250	\$2,730
1/6 Page	\$1,950	\$2,270

SPECIAL POSITIONS and BINDING ORDERS for rotation: 10% of space rate of ad involved.

CLASSIFIED LISTINGS

PAID LISTINGS - \$200 per heading/per issue. Display space advertisers are entitled to one free listing under one heading for each \$200 of ad space.

FREE LISTINGS - Included on a space available basis only and are run at the discretion of the publishers.

ISSUANCE AND DEADLINE

ISSUE	DEADLINE FOR LISTINGS	DEADLINE FOR DISPLAY ADV.
SPRING/ SUMMER.....	FEB. 15 th	FEB 4 th
FALL/ WINTER	AUG. 15 th	AUG. 5 th

CANCELLATIONS – All cancellations of previously contracted ad space must be in writing and are not accepted after published closing dates.

MATERIAL REQUIREMENTS

ALL ADVERTISEMENTS: Must be supplied in electronic format

Document: - High Res. PDF
- TIFF

Images: - Saved with LZW compression off
- Resolution of 300 dpi,
- Scaling should be 100% when placed,
- Clipping paths if using a box with "none" background.

Color: - Full color MUST be CMYK format.
- Grayscale to be saved in grayscale
- Special spot colors requests must be indicated and specified in writing.

Fonts: - All Postscript fonts must be supplied

Send via:

E-MAIL - Files up to 10 mbs to production@abdonline.com
FTP - ftp.abdonline.com; *please contact us for login info*
MAIL - PC/MAC formatted CD/DVD
send to:
AVIATION AFTERMARKET DEFENSE
c/o Wright Media, Inc.
72 North State Road, Suite 111, Briarcliff Manor, NY 10510 USA

AD SIZES - All fractional ads must be enclosed by a border.

<u>Size (in Inches)</u>	<u>WIDTH</u>	<u>HEIGHT</u>
Full Page (without bleeds)	8.00	10.50
Full Page (with bleeds)	See Specs for INSERTS below	
1/2 flat	8.00	5.00
1/3 page (horizontal)	8.00	3.25
1/3 page (square)	5.25	5.25
1/3 page (column)	2.50	10.25
1/6 page (horizontal)	5.25	2.50
1/6 page (vertical)	2.50	5.25
2" strip (horizontal)	8.00	2.00

COVERS & INSERTS

Must be supplied in digital format as a high-resolution PDF (Resolution of 300 dpi, CMYK) with registration and crop marks in place. Magazine trim size is 8 1/2 " x 11". Live area should not to exceed 8" x 10 ". Please extend bleeds on all sides an additional 1/4 ". Finished supplied document size should exceed 9 1/2 " x 12 3/4".

CONTRACT AND COPY REGULATIONS

a. Earned rates are based on the number of issues used in the contract year. There are no bulk rates nor do several ads in one issue earn a lower rate. Spreads are considered one insertion. Reduction of space to 1/6 space is the least that will act as rate holder.

b. Publisher reserves right to reject any advertising at any time.

c. Cancellations and/or changes in insertion orders will not be accepted by publisher after space closing dates.

d. Cancellations must be in writing and are only considered accepted when confirmed by publisher.

e. No conditions, printed or otherwise, appearing on the contract, order or copy instructions that conflict with the publisher's policies will be binding on the publisher.

f. Cancellation of space contract by advertiser or its agency forfeits the right to position protection and/or the contract rate. The rate on past and subsequent insertions will be adjusted to conform to the space used at current rates.

g. New copy, on contract order, not received by closing date previous copy will run. Unless called for, all artwork, etc., will be destroyed six months after insertion.

l. Contracted advertisers not providing finished ads by space closing date, agree to be liable for any production charges incurred by Air Service Directory or a third party to create said ad.

j. Publisher not liable for inaccurate listings.

k. For ad proofs provided by publisher, written approval not required from advertiser for ad to run.

AGENCY COMMISSION --- TERMS

AGENCY COMMISSION: 15% of gross billing allowed to recognized advertising agencies on space, color and position, providing invoice is paid within 30 days from date of billing. Production charges are non-commissionable.

PAYMENT AND CREDIT POLICIES

All non-renewal advertisers are billed and are required to pay, in advance of each issue for a period of one year, or until a satisfactory credit rating is established. Any past due balance over 30 days is subject to a finance charge of 1 1/2 % per month (18% A.P.R.). Any account over 90 days forfeits any discounts and 1x rate applies. After 120 days, the cost of the outstanding advertising will double. Advertiser is liable for any and all collection costs/legal fees incurred.

Please forward insertion orders, contracts and production materials:
AVIATION AFTERMARKET DEFENSE
c/o Wright Media, Inc.
72 North State Road, Suite 111, Briarcliff Manor, NY 10510 USA
914-244-8899 • Fax: 914-242-5422 • production@abdonline.com