



PROGRAM GUIDES

Each *Program Guide* is published once per year and is an official conference publication.

Geared for visiting attendees, *The Program Guide* is distributed free of charge in the welcome bags of all show attendees and exhibitors. Editorially, *The Program Guide* lists out all the exhibitors with their corresponding booth locations, carries interesting articles about the relevant conference aircraft platforms, provides a map of the convention hall and schedule of events

The Program Guide is a valuable opportunity to communicate your message to just the right people, at just the right time for just the right price. In 2019, we will be producing the Program Guides for the following shows:

• **Ogden F16 Proven Aircraft WWR (Sept 2019)** • **HOC Hercules Operator's Conference (Oct 2019)** • **C-130 TCG ITPR (Oct 2019)**

| | <u>1 show</u> | <u>2 shows</u> | <u>3 shows</u> |
|---|----------------|----------------|----------------|
| Back Cover | \$3,800 | \$3,525 | \$3,275 |
| Inside Front Cover | \$3,600 | \$3,350 | \$3,115 |
| Inside Back Cover | \$3,400 | \$3,150 | \$2,925 |
| Full Page | \$3,200 | \$2,975 | \$2,775 |
| Half Page | \$1,900 | \$1,775 | \$1,665 |
| One Quarter Page | \$1,175 | \$1,135 | \$1,075 |
| Expanded Listing (Print <u>or</u> Mobile version) | \$ 135 | \$ 135 | \$ 135 |
| Expanded Listing (Print <u>and</u> Mobile versions) | \$ 230 | \$ 230 | \$ 230 |
| Provided insert (Single sheet) | \$2,400 | \$2,230 | \$2,080 |

Please contact publisher for pricing on multiple page provided inserts

Rates are per ad/per show. Limited space is available, sold on a first come, first serve basis.

Details

MATERIAL REQUIREMENTS

Electronic Document:

- High Res. PDF
- Resolution of 300 dpi,
- Full color MUST be CMYK format.

Send Electronically

E-MAIL - Files up to 10 mbs to
r.greenwald@wrightmediainc.com
FTP - *please contact us for login info.*

AD SIZES

(Booklet finished size 8 ½"x11")
Fractional to be enclosed by a border.

| Size (in Inches) | W x H |
|-------------------|----------|
| Full Page | 8 x 10.5 |
| 1/2 page | 8 x 5 |
| 1/4 page (square) | 4 x 5 |

PAYMENT & 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 ½ % 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.