

2019 RATES & SPECS

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PRINT RATES

Frequency Discounts	1x	3x	6x
Full Page	\$4,000	\$3,653	\$3,377
1/2 Island	3,281	2,875	2,604
1/2 Horizontal	2,503	2,253	2,025
1/2 Vertical	2,503	2,253	2,025
1/3 Page	1,893	1,700	1,425
1/4 Page	1,647	1,435	1,238

Color Charges	1x	3x	6x
Standard 2-color extra	\$595	\$565	\$475
For PMS spot colors, see below for matched color pricing.			
4-color process, extra	\$730	\$680	\$630

Mechanical Requirements

Saddle stitch, 3 columns to a page.
 Paper stock: Machine coated – 50 lb body with 100 lb cover.
 Colors available: matched, 4-color process (AAAA-MPA). Trim size 7 $\frac{7}{8}$ " x 10 $\frac{1}{2}$ ".

Digital Files and Specifications for Print

High-resolution, press-ready PDFs are the preferred medium for advertiser-supplied, printed ad materials. Ads can be submitted via FTP upload. For more details, call Lori Skala at 800.456.0707. Progressive proofs or color keys required on all 4-color advertising.

Special Advertising Rates

Contact the publisher or your advertising representative regarding the following special advertising opportunities:

- Web advertising on www.AerospaceManufacturingAndDesign.com
- Regional rates and mechanical requirements

5 Questions with an Expert..... \$6,000

Ad Sizes (Non-Bleed)

Specifications	Width	Depth
Full Page (non-bleed)	7"	10"
1/2 Page Island	4 $\frac{1}{2}$ "	7 $\frac{1}{2}$ "
1/2 Page Horizontal	7"	4 $\frac{7}{8}$ "
1/2 Page Vertical	3 $\frac{3}{8}$ "	10"
1/3 Page Square	4 $\frac{1}{2}$ "	4 $\frac{7}{8}$ "
1/3 Page Vertical	2 $\frac{3}{16}$ "	10"
1/4 Page	3 $\frac{3}{8}$ "	4 $\frac{7}{8}$ "

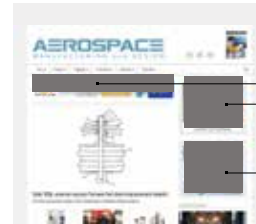
Bleed Ad Sizes (Available at no extra charge)

Specifications	Width	Depth
Single-Page Bleeds	8 $\frac{1}{8}$ "	10 $\frac{3}{4}$ "
Trim Area	7 $\frac{7}{8}$ "	10 $\frac{1}{2}$ "
Live Area	7"	10"

On all bleed advertisements allow $\frac{3}{8}$ " from any trim edge for live or type matter. Add $\frac{1}{8}$ " to gutter for each page on spread ads. Supply ruled proof showing crop line.

INTERACTIVE RATES

WEBSITE ADS (HOME PAGE)



Leaderboard Ad
 728x90 pixels
 \$375/per month

Buttons
 300x250 pixels
 \$375/per month

(INTERNAL PAGE)



Category In-Line Ad
 300x250
 \$375
 Exclusive

E-NEWSLETTER ADS



Prime Button
 300x250 pixels
 \$750/per issue

Issue Sponsor
 300x600 pixels
 \$1,000/per issue

Primary Sponsor
 468x60 pixels
 \$750/per issue

Highlight Ad
 140x60 pixels
 \$400/per issue

Custom E-blast: \$1,800