

YOUR PARTNER IN AVIATION

**Celebrating Our
34TH YEAR**



Serving the Aviation Community Throughout the United States

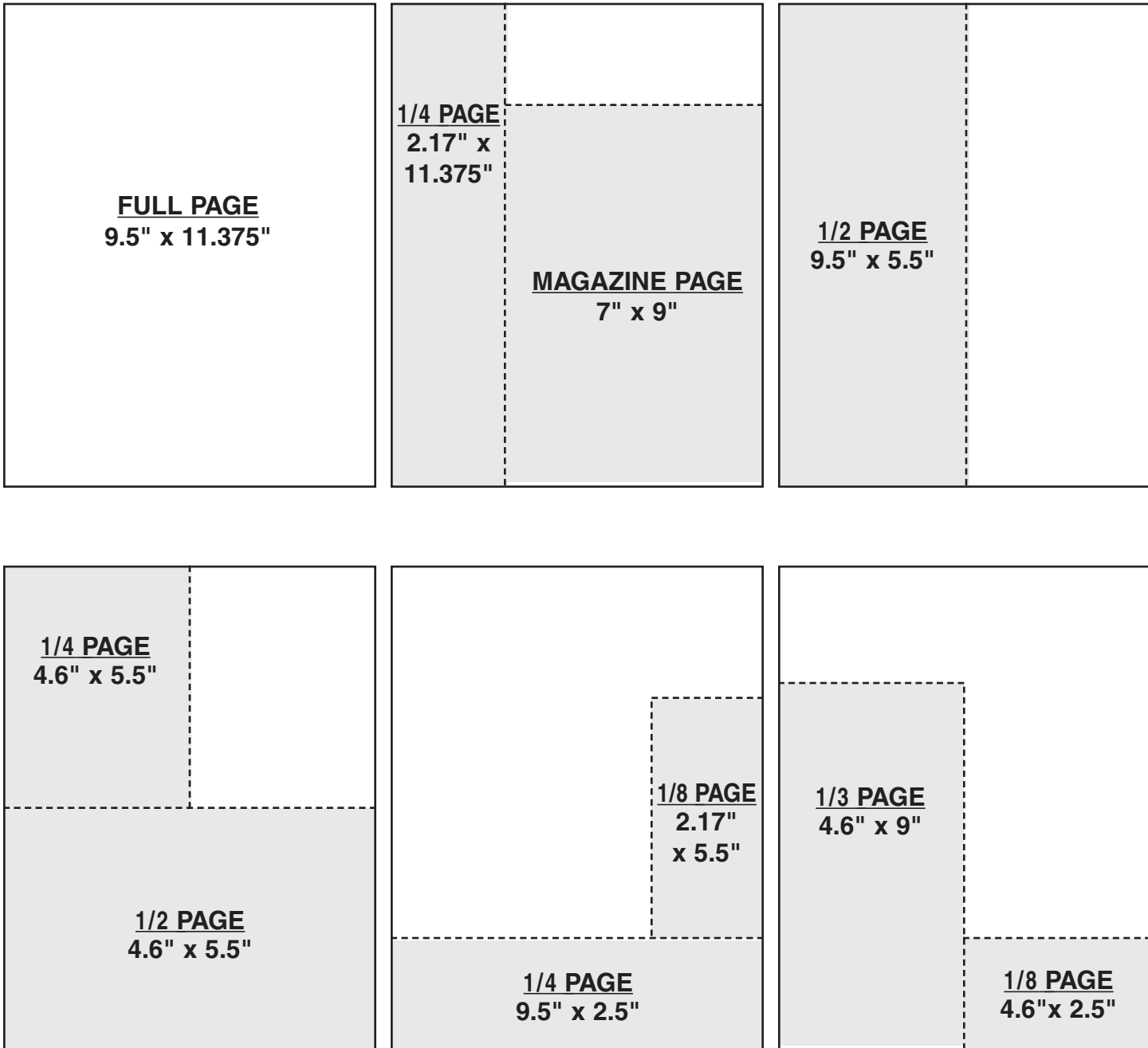
EDITORIAL CALENDAR 2017

Month	Special Section	Bonus Distribution
January Deadline Date: Dec. 16	Light Sport Aircraft	U.S. Sport Aviation Expo Jan. 25-28 Sebring, Fla.
February Deadline Date: Jan. 20	Helicopters The State of General Aviation	HAI Convention March 6-9 Dallas, Tex. Northwest Aviation Conference Feb. 25-26 Puyallup, Wash.
March Deadline Date: Feb. 17	Aviation Insurance and Finance Avionics & High Tech Sun 'n Fun Preview	Women In Aviation March 2-4 Lake Buena Vista, Fla. Sun 'n Fun April 4-9 Lakeland, Fla.
April Deadline Date: March 24	Airshows & Performers	AOPA Regional Fly-Ins Preview Other Events TBA
May Deadline Date: April 21	Sun 'n Fun Report Engine Shops Flight Schools	Warbirds Over The Beach May TBA Virginia Beach, Va.
June Deadline Date: May 19	Light Sport Aircraft	AOPA Regional Fly-In May TBA Golden West EAA Fly-In TBA
July Deadline Date: June 23	Oshkosh Preview	EAA AirVenture July 24-30 Oshkosh, Wisc.
August Deadline Date: July 21	Reno Preview Oshkosh Report Oshkosh First Photos	AOPA Regional Fly-In Aug. TBA
September Deadline Date: Aug. 18	Avionics Flight School Engine Overhaul	Wings Over the Wine Country Sept. 23-34 Santa Rosa, Calif. International GSE Expo Oct. TBA Reno Air Races Sept. 13-17 Reno, Nev. California Airshow TBA Salinas, Calif.
October Deadline Date: Sept. 22	Reno Report NBAA Report Light Sport Airshow Performers ICAS Convention	NBAA Convention Oct. 10-12 Las Vegas, Nev.
November Deadline Date: Oct. 20	Holiday Airport Management Special	AOPA Regional Fly-Ins Report Other Events TBA
December Deadline Date: Nov. 17	Holiday Airport Management Special	ICAS Convention Dec. 3-6 Las Vegas, Nev.



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AD DIMENSIONS



Each page is on a four-column format and column width is 2.17".

Cover ads and full page bleed ads: Full-page with bleed is 11" wide x 12.875" tall. Trim Size is 10.5" wide x 12.375" tall. Copy cannot extend outside of live area, which ends 3/8" inside trim all the way around, and bleed must extend 1/4" outside of trim all the way around.

Deadline: All ads must be in by the end of the third week of every month. For more information about your deadline, please call your ad rep. Actual printed size may vary. For advertising, contact 918/873-0280.



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DISPLAY ADVERTISING RATES

Size	Price Per Month	Contract Discount Rates	
		3x Rate:	6x Rate:
Full Page	\$1325	\$1250	\$1190
3/4 Page	\$995	\$945	\$865
1/2 Page	\$665	\$630	\$595
1/3 Page	\$540	\$510	\$485
1/4 Page	\$385	\$365	\$345
1/8 Page	\$230	\$220	\$210

AD MATERIAL

Ads may be submitted in the following formats:

- Quark Express documents
- Illustrator documents
- Photoshop documents
- Microsoft Word documents for copy only.
- PDF files, must be high resolution (300dpi) and document layers flattened before creating the pdf.
- EPS files – We cannot make changes to eps files. It must come in complete and correct.

Photos and Graphics may be accepted in the following formats:

- Tiff files • jpeg files • PDF files
- Minimum of 300 DPI
- Images sized to match ad purchased.

MAKE-UP AND PRODUCTION

There is a one-time \$25.00 design charge.

There is no charge for monthly changes.

MECHANICAL REQUIREMENTS

In Flight is a tabloid format magazine with four columns, 45.5 column inches per page.

BILLING

Pre-payment and a signed advertising agreement is required for first time advertisers. Billing is issued on the first of the month along with a tear sheet of your ad. Terms are due upon receipt of invoice. A finance charge of 1.5 percent may be added to delinquent accounts over 30 days. VISA and Mastercard are accepted.

ERRORS

In Flight assumes no financial responsibility for errors. If at fault, *In Flight* will furnish a letter stating correct copy and will credit only the portion of the ad that was incorrect on the next insertion. No refunds or discounts. Prices subject to change without notice. Above rates are for normal ROP ads. Above rates do not apply to special sections and positions. Please contact your ad rep for special section rates. All above rates are net.

When submitting artwork to *In Flight* for advertising purposes, I understand that *In Flight* will not guarantee final reproduction quality and that color and printing consistency may vary.

In Flight is printed web offset on standard newsprint. We accept no financial responsibility.

Client-submitted artwork is any ad you prepare or any elements for us to prepare your ad, such as photos, logos, fonts, text, etc.

In Flight will provide a proof via PDF or fax prior to publication. Please note that actual printed product may vary in color, consistency, and size.

In Flight, along with our printers, do the best to achieve top

quality for your ad. However, we have no control over client-submitted artwork and actual printing.

For best results, please consult with our production department prior to submitting artwork. Please check all proofs and if changes are necessary, please make them in the allotted time frame. *In Flight* will check all artwork prior to printing and is not financially responsible for errors or actual print quality. For advertising, contact 918/873-0280.



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ABOUT OUR READERS

Your key to reaching over 123,000* monthly readers in today's most affluent community – Aviation.

Reaching today's aviation market requires using media that relates to its various services. As one of the most trusted of all aviation magazines, *In Flight USA* prides itself on its high quality editorial content. Each issue provides valuable information and resources to the aviation community.

WHO READS IN FLIGHT USA?

Doctors, horticulturists, microbiologists, dentists, forest rangers, car salesmen, real estate brokers, engineers, general contractors, private, airline & corporate pilots, and CEOs are only a fraction of the listed occupations who read *In Flight USA*.

How much of *In Flight USA* do our readers read?

Cover to Cover	46.81
About 90%	14.89
About 75%	17.02
About 50%	15.96
Less than Half	4.26

Breakdown of our Readers:

Student Pilot (<i>not Licensed but plan to be</i>)	5.32
Commercial Pilot	26.6
Private Pilot	48.94
Aviation Buff	10.64
ATP	15.96
None of the Above	1.06

Why they fly?

Airline Pilot	4.26
Corporate Pilot	3.19
For Business & Pleasure	41.48
For Pleasure Only	51.06
None of the Above	3.19

Own, Lease or Rent Aircraft?

Company-Owned/Leased	6.38
Privately-Owned/Leased	55.32
Rent	31.91
None	1.06

Type of aircraft they fly?

SE Fixed-Gear	63.83
ME under 600 hp	8.51
Turboprop	3.19
Other	2.1
SE Retractable	34.04
ME 600 hp & Above	5.32
Helicopter	4.25
Jet	5.31

Hours Flown in last year?

Under 25	10.64
201-800	11.7
25-50	23.4
801-1600	5.32
51-200	46.81
Above 1600	1.06

Plan to Upgrade?

Both License & Rating	14.89
License Only	5.32
Rating Only	10.64
Neither	58.51

Plan to Buy?

Both Aircraft & Avionics	24.47
Avionics Only	26.6
Aircraft Only	1.06
Pilot Supplies	73.4
Aviation Art	9.57
None of the Above	7.45

CIRCULATION

For the past 34 years, *In Flight USA's* circulation has included personal subscriptions, as well as the terminals of high-traffic general aviation and major airports and their related businesses, flight schools, pilot shops and FBOs. This method has proved very effective in reaching a large variety of aviation enthusiasts, from those who fly the planes to those who teach flying to beginners to those who maintain them, or those who equip them.

In Flight USA's average page count is between 60 to 80 pages per month.**

* Based on an estimate of three readers per copy
 **Average – varies from event to event

P.O. Box 5402 • San Mateo, CA 94402 • (650) 358-9908

Fax (650) 358-9254 • www.inflightusa.com

For advertising, call 918/873-0280.



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ONLINE ADVERTISING



**About Online Advertising:
Why Advertise With Us
Online?**

For 34 years, **In Flight USA** has been bringing advertisers results through print advertising in our nationally read monthly publication. Now, **In Flight USA** can help you “force multiply” your print ad by capitalizing on the enormous success of our virtual publication at www.inflightusa.com, with more than 12,000 sustained hits per month. Nearly 80 percent of all **In Flight USA** print readers utilize tablet or smart phone technology and now have the advantage of enjoying our wide variety of articles, hard hitting editorials, and product news while on the run. Don’t let this terrific selling tool slip away! You can now place your sales message, be it display advertising or PR, in the pocket of prospective customers you are trying to reach. Let **In Flight USA** bring you into 21st century sales communication with a digital presence that is second to none

Ad Dimensions and Size Options

Two sizes of ads are offered to give you maximum flexibility at an affordable cost. A large featured banner is 200 pixels wide (with the print page presence of a quarter page print ad). A cost effective standard ad is 120 pixels wide (with the page presence of an eighth page print ad). All advertisements appear on the homepage of www.inflightusa.com. Our digital readers do not have to page through the virtual magazine to see your message.

Online Advertising Rates

A 200 pixel featured banner is only \$175 per month. A 120 pixel standard ad is \$100 per month. Join In Flight USA’s family of digital readers with a powerful sales message at the lowest cost in our industry! Special discounts are available to those wishing to combine print advertising with digital promotion. Let the sales and editorial team at **In Flight USA** “force multiply” your sales and marketing efforts. Call now for details. For advertising, call 918/873-0280.

(650) 358-9908

www.inflightusa.com