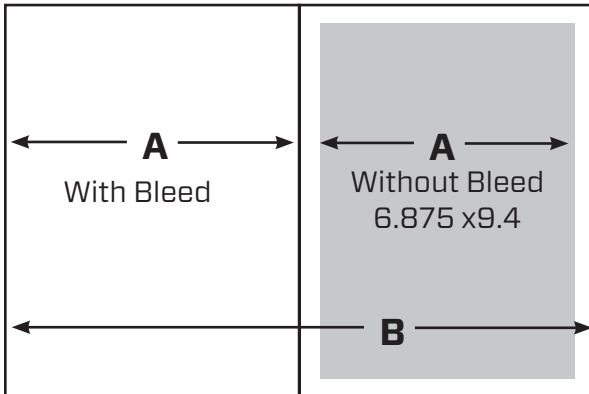




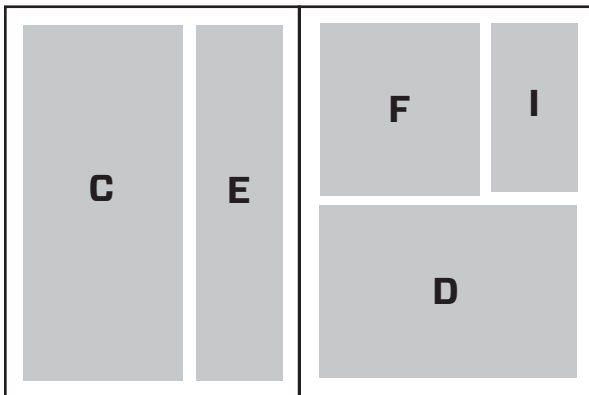
Sport Aerobatics Ads



Covers A 8.125" x 10.75"

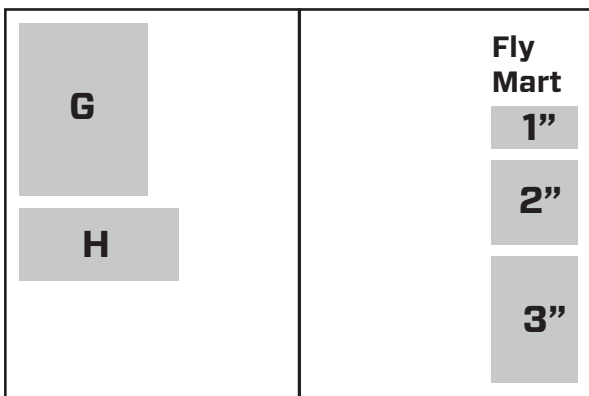
Full Page A
Without Bleed 7.875 x 10.50"
With Bleed 8.125" x 10.75"

2-page Spread B 15.75" x 10.50"



Interior Page Ads

C 2/3 page Vertical 4.521" x 9.500"
D 1/2 page horizontal 6.875" x 4.656"
E 1/3 page vertical 2.167" x 9.500"
F 1/3 page square 4.521" x 4.656"
G 1/4 page vertical 3.344" x 4.656"
H 1/6 page horizontal 4.521" x 2.230"
I 1/6 page vertical 2.167" x 4.656"



Rates

Covers	1X	3X	6X	12X
C-4	\$1,988	1,890	1,797	1,710
C-2,3	\$1,772	1,684	1,597	1,1514

Interior pages - Color

Full pg A	\$1,535	1,460	1,385	1,316
C	\$1,154	1,096	1,040	990
D	\$932	886	842	800
E/F	\$695	660	630	600
G	\$540	515	490	465
H/I	\$386	367	350	332

Interior pages - B&W

Full pg A	\$930	880	836	793
C	\$695	660	626	595
D	\$556	530	500	475
E/F	\$422	400	380	365
G	\$325	310	295	280
H/I	\$227	217	206	196

FlyMart - B&W

Size	Rate	Material Specs
1"	\$20.00	2.125" x 1"
2"	\$40.00	2.125" x 2"
3"	\$60.00	2.125" x 3"

Keep live area 1/2 inch from trim

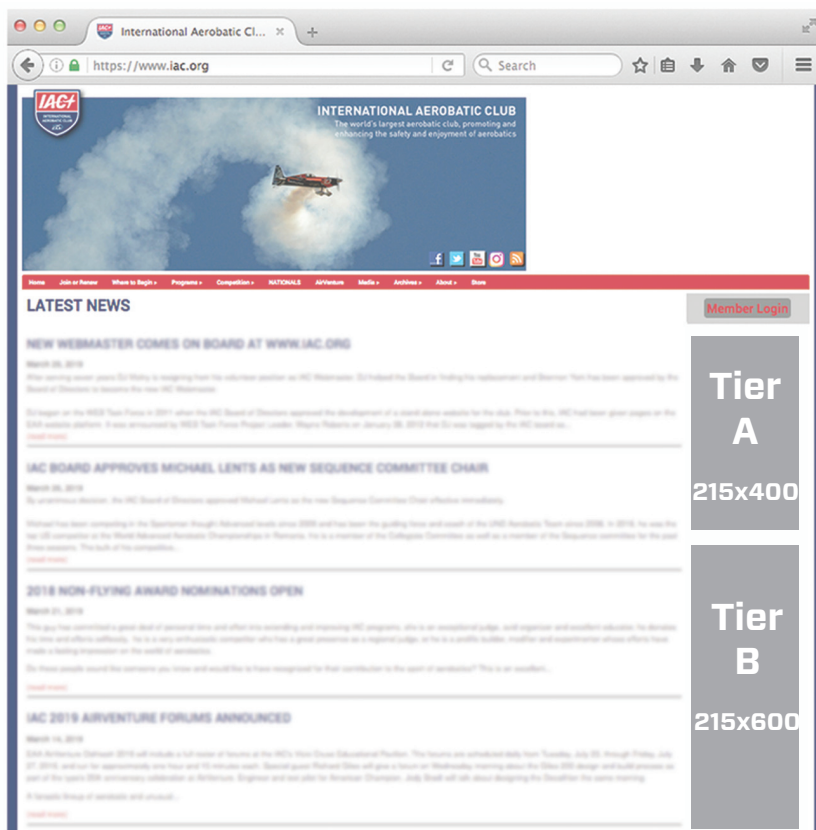
Screen: 150 recommended: 120 acceptd. No mats.

Printing: Web offset

Binding: Saddle Stitched

IAC Publications

Electronic Mechanical Requirements and Advertising Rates



Tier A
215x400

Tier B
215x600



Specifications Static Ads

- Maximum file size: 50k
- File formats accepted: JPEG
- Resolution: 72 DPI
- Colorspace: RGB
- Linking: Complete URL must be included for hyperlinking
- EAA has final approval of all ads Ad submission

In The Loop E-newsletter Ads

Horizontal Banner ad
600 x 215 pixels

1X	3X	6X	12X
\$50	\$100	\$150	\$25

Tier A 215x400 pixels	Tier A - Rates		
Top position Vertical	1X	6X	12X
Right sidebar banner	\$200	\$175	\$150
Tier B 215x600 pixels	Tier B - Rates		
Second position Vertical	1X	6X	12X
Right sidebar banner	\$150	\$125	\$100

Send all banner ads to Sue Anderson, Business Relationship Manager/Advertising at sanderson@eaa.org.