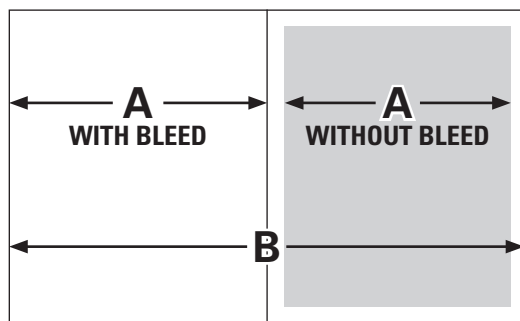


IAC Publications

Mechanical Requirements and Advertising Rates for Magazine

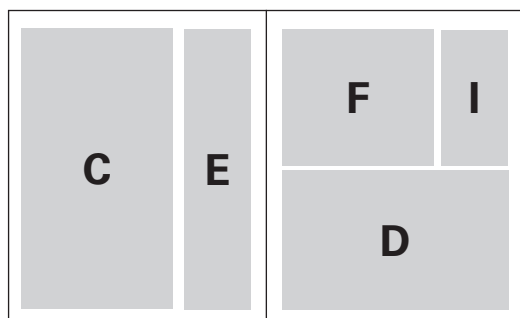


COVERS

A: Bleed size..... 8.125" x 10.75"
 Trim size 7.875" x 10.50"
 Live area (keep all text within this area)
 1/2" from trim..... 7.375" x 10"

2-PAGE SPREAD

B: 2-page spread 15.75" x 10.50"



INTERIOR PAGE ADS

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



FLYMART

1" 2.125" x 1.00"
 2" 2.125" x 2.00"
 3" 2.125" x 3.00"

RATES

COVERS

	1x	3x	6x
C 4	\$1,988	\$1,890	\$1,797
C 2,3	\$1,772	\$1,684	\$1,597

INTERIOR PAGES COLOR

	1x	3x	6x
A Full Page	\$1,535	\$1,460	\$1,385
C 2/3 Page	\$1,154	\$1,096	\$1,040
D 1/2 Page	\$932	\$886	\$842
E/F 1/3 Page	\$695	\$660	\$630
G 1/4 Page	\$540	\$515	\$490
H/I 1/6 Page	\$386	\$367	\$350

INTERIOR PAGES B&W

	1x	3x	6x
A Full Page	\$930	\$880	\$836
C 2/3 Page	\$695	\$660	\$626
D 1/2 Page	\$556	\$530	\$500
E/F 1/3 Page	\$422	\$400	\$380
G 1/4 Page	\$325	\$310	\$295
H/I 1/6 Page	\$227	\$217	\$206

FLYMART

SIZE	RATE
1"	\$20.00
2"	\$40.00
3"	\$60.00

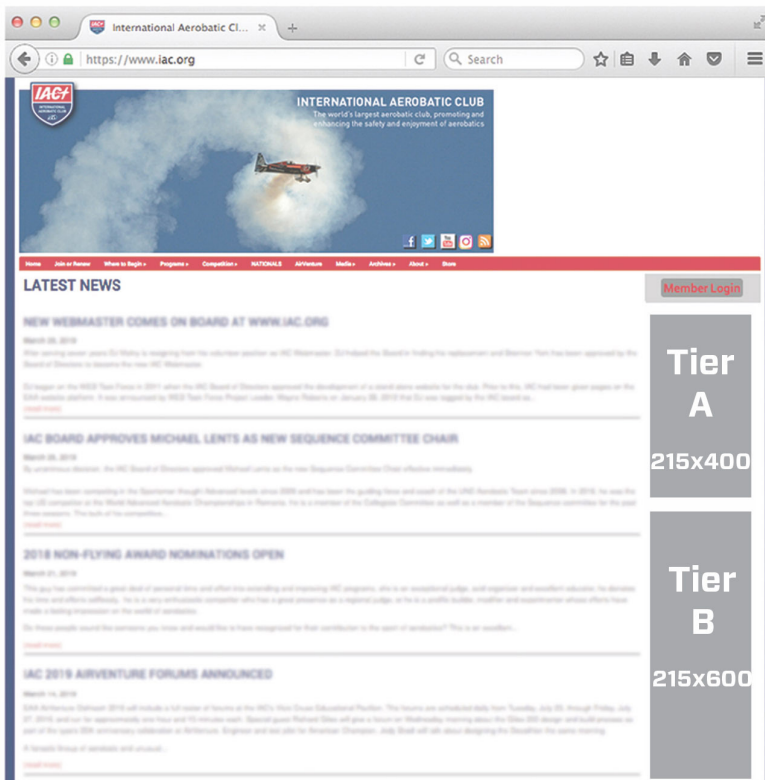
Ad Requirements

Submitting your ad: Submit you ad as a press-quality PDF. PDF file must be high resolution, fonts embedded, all colors must be CMYK, no spot color and no RGB files. Use PDF/X-4:2008 export to avoid compression errors. No registration black for text. Artwork should be 300 dpi and not scaled. Ink limits should be 320 or below. If concerned about a unique font outline it. Only full page ads with bleeds should have crop marks. File name must contain advertiser name.

Printing: Web offset
Binding: Saddle stitched

IAC Publications

Mechanical Requirements and Advertising Rates



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 ad submissions

TIER A 215 X 400 PIX

Top Position Vertical

Right Sidebar Banner

TIER A RATES

1x	6x	12x
\$200	\$175	\$150

TIER B 215 X 600 PIX

Second Position Vertical

Right Sidebar

TIER B RATES

1x	6x	12x
\$150	\$125	\$100

In The Loop E-newsletter Ads

Horizontal Banner Ad

600 x 215 pixels

1x	6x	12x	12x
\$50	\$100	\$250	\$500

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