

# EngineAir

## MAGAZINE

THE AIRCRAFT ENGINE RESOURCE

RATE CARD NO. V EFFECTIVE JANUARY 1, 2012

"ENGINE AIR" MAGAZINE IS A PUBLICATION DEDICATED TO NEWS AND INFORMATION RELATED TO NEW AND EXISTING AIRCRAFT ENGINES. THE PUBLICATION IS READ BY DECISION MAKERS AT THE AIRLINE, BUSINESS AVIATION, HELICOPTER, AND AFTERMARKET SUPPLIER LEVELS.

ALL ADVERTISING RATES ARE PER AD/PER ISSUE.

### COVERS | FOUR COLOR ONLY

Available on Non-Cancelable Contract Only.  
DIGITAL FILE MUST BE SUPPLIED BY ADVERTISER

INSIDE FRONT COVER (Cover II) .....	\$12,500
INSIDE BACK COVER (Cover III) .....	\$11,250
BACK COVER (Cover IV) .....	\$13,750

### GENERAL ADVERTISING

ENGINE AIR is printed two times per year. All ENGINE AIR ads are printed in four color.

Single Page .....	\$ 8,125
Half Page .....	\$ 5,250
Third Page .....	\$ 3,375
Sixth Page .....	\$ 2,275
Business Card .....	\$ 400

### CLASSIFIED LISTINGS

All listings in the classified section are accepted on a first come, first served basis only. To insure that your company is listed in ENGINE AIR a company may advance purchase listings. All paid listings are annual contracts, encompassing four consecutive issues. Paid listings (regular and **BOLD**) include five (5) standard headings. Special headings cost is the price per heading. All rates are the price per issue.

REGULAR LISTINGS .....	\$120
<b>BOLD FACE</b> LISTINGS .....	\$175
SPECIAL REQUEST HEADINGS .....	\$200

\* Contracts are accepted on a non-cancelable basis.

Advanced payment is required for all space ads and listings.

### ISSUANCE AND DEADLINE

ISSUE	LISTING DEADLINE	DISPLAY ADV. DEADLINE	PUBLICATION DATE
SPRING/SUMMER	MAY 1	MAY 15	JULY 1
FALL/WINTER	NOV 1	NOV 15	JAN 1

CANCELLATIONS --- Not accepted after space closing.  
Written cancellations only

### MATERIAL REQUIREMENTS

ALL ADVERTISEMENTS: Must be supplied in electronic format

Document Format: - High Res. PDF

- TIFF
- QuarkXpress document

Images:

- Saved with LZW compression off,
- Resolution of 300 dpi,
- Scaling should be 100% when placed,
- Must have a clipping path if using a box with "none" background.

Color:

- Full color **MUST** be CMYK format.
- Grayscale to be saved in grayscale
- Special spot colors requests must be indicated and specified in writing.

Fonts: - All Postscript fonts must be supplied

Send via:

E-MAIL - Files up to 5 mbs to production@abdonline.com

FTP - ftp.abdonline.com; please contact us for login info

MAIL - PC/MAC formatted CD/DVD; send to:  
ENGINE AIR MAGAZINE  
c/o Air Service Directory, Inc.  
Production Department  
3125 Cedar Road, Yorktown Heights, N.Y. 10598

AD SIZES - All fractional ads must be enclosed by a border.

SIZE (in Inches)	WIDTH	HEIGHT
Full Page. . . . .	SEE BELOW INSTRUCTIONS FOR INSERTS	
1/2 flat .....	7.222	4.875
1/3 page (horizontal) .....	7.222	3.25
1/3 page (square) .....	4.673	4.875
1/3 page (column) .....	2.25	9.846
1/6 page (horizontal) .....	4.673	2.25
1/6 page (vertical) .....	2.25	4.875
Business Card. . . . .	2.25	1.00

COVERS

Must be supplied in digital format (Refer to digital specifications above). Crop size to be 8 1/4" x 10 7/8" with an additional 1/4" bleed on all sides. Live area should not to exceed 7" x 10", bleed the background image in height and width to allow space.

INSERTS

Page size 8 3/8" x 10 7/8" plus 1/4" bleed all around. Image area not to exceed 7" x 10".

SHIPPING INSTRUCTIONS: (914) 242-8700

Insertion orders, contracts and production materials:

ENGINE AIR MAGAZINE  
c/o Air Service Directory, Inc.  
Attn: Production Department

3125 Cedar Road, Yorktown Heights, N.Y. 10598

914-242-8700 • Fax: 914-242-5422 • production@abdonline.com

### CONTRACT AND COPY REGULATIONS

- Earned rates are based on the number of issues used in the contract year. There are no bulk rates nor do several ads in one issue earn a lower rate. Spreads are considered one insertion. Reduction of space to 1/6 space is the least that will act as rate holder.
- Publisher reserves right to reject any advertising at any time.
- Cancellations and/or changes in insertion orders will not be accepted by publisher after space closing dates.
- Cancellations must be in writing and are only considered accepted when confirmed by publisher.
- No conditions, printed or otherwise, appearing on the contract, order or copy instructions that conflict with the publisher's policies will be binding on the publisher.
- Cancellation of space contract by advertiser or its agency forfeits the right to position protection and/or the contract rate. The rate on past and subsequent insertions will be adjusted to conform with the space used at current rates.
- New copy, on contract order, not received by closing date...previous copy or ABD/Wright Advertising created ad will run.
- Unless called for, all artwork, etc., will be destroyed six months after insertion.
- Contracted advertisers not providing finished ads by space closing date, agree to be liable for any production charges incurred by ABD or a third party to create said ad.
- Publisher not liable for inaccurate listings.
- For ad proofs provided by publisher, written approval not required from advertiser for ad to run.

### AGENCY COMMISSION | TERMS

AGENCY COMMISSION: 15% of gross billing allowed to recognized advertising agencies on space, color and position, providing invoice is PAID WITHIN 30 DAYS FROM DATE OF BILLING. Production charges are non-commissionable. Agencies will be billed for production charges if publication is to pub-set.

### PAYMENTS AND CREDIT POLICIES

Any past due balance over 30 days is subject to a finance charge of 1 1/2 % per month (18% A.P.R.). Advertiser is liable for any and all collection costs/legal fees incurred if the account is "referred" for collection.



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