

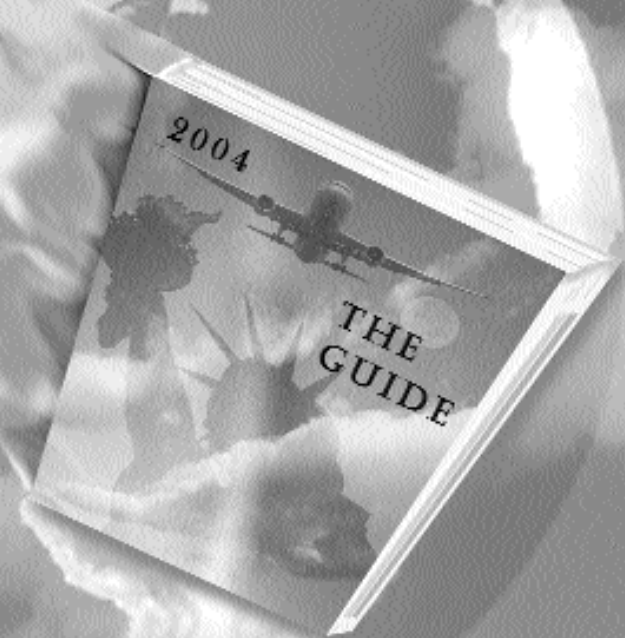
Effective January 1, 2012



THE GUIDE

RATE CARD No. VIII

WHO
WHAT
WHERE



THE GUIDE

3125 Cedar Road
Yorktown Heights, N.Y. 10598
Tel: (914) 242-8700 • Fax: (914) 242-5422
<http://www.abdonline.com>

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THE GUIDE

RATE CARD NO. VIII Effective January 1, 2012

1 COVERS (Four Color Only)

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

INSIDE FRONT COVER (Cover II)	\$10,500
INSIDE BACK COVER (Cover III)	\$9,800
BACK COVER (Cover IV).....	\$11,200

2 GENERAL ADVERTISING

THE GUIDE is an annual publication distributed free of charge to all attendees of the ACPC (Air Carriers Purchasing Conference) meeting. For 2011, the conference will be held in Atlanta, GA. Please note that **THE GUIDE** is an independent publication, not affiliated with any group or association.

Advertising is accepted on a first come, first served basis. Advertisers will be invoiced for all ad space in advance and payment is due in full upon receipt of invoice. Advertiser is solely responsible for providing ad material by our closing date, which conforms to our material specifications listed on this rate sheet in item #6. Advertiser is solely responsible for the content of their advertisement. Please contact our offices about discounts which are available for multiple ads in one edition of **THE GUIDE** or advertising placed in other publications of Air Service Directory, Inc. Rates listed below are payable in US dollars.

All ads appearing in **THE GUIDE** are printed in four color.

RATES:

Double Page Spread	\$ 10,050
Single Page	\$ 6,150
Half Page	\$ 3,875
Third Page	\$ 2,620
Sixth Page	\$ 1,390

3 CLASSIFIED LISTINGS

All listings in the classified section are accepted on a first come, first served basis only. Listed companies will appear one time, under one classified heading. To insure that your company is listed in **THE GUIDE** a company may advance purchase a listing.

REGULAR LISTINGS.....	\$140
DUPLICATE LISTINGS	\$140
SPECIAL REQUEST HEADINGS.....	\$140

*A.B.D. refers to Aviation Buyers Directory

- 4 * Contracts are accepted on a non-cancelable basis.
Advanced payment is required for all space ads and listings.

5 ISSUANCE AND DEADLINE

ISSUE	LISTINGS DEADLINE	DISPLAY ADV. DEADLINE
2012 EDITION	MAY 1**	MAY 28

CANCELLATIONS --- Not accepted after space closing.
Written Cancellations Only

** *FIRST COME, FIRST SERVED BASIS***

6 MATERIAL REQUIREMENTS

ALL DIGITAL ADVERTISEMENTS:

QuarkXpress document, an EPS (Illustrator) or TIFF, using Postscript fonts. Color MUST be CMYK format.

- Images:
- Saved with LZW Compression off,
 - Resolution of 300 dpi,
 - Scaling to be only within 70%-130% of its original size when placed,
 - Must have a clipping path if using a box with "none" background.

- Supply by:
- E-mail to production@abdonline.com
 - PC/MAC formatted - CD, floppy, 100mb Zip
 - High Res. PDF

All fractional advertisements must be enclosed by a border.

SIZE (in Inches)	WIDTH	HEIGHT
Full Page	7.375	10
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

SHIPPING INSTRUCTIONS: (914) 242-8700

Insertion orders, contracts and production materials:
Production Department
Air Service Directory
"THE GUIDE"
3125 Cedar Road
Yorktown Heights, NY 10598
(914) 242-8700 • Fax: (914) 242- 5422
e-mail: production@abdonline.com

7 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.

8 INSERTS

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

"THE GUIDE"

IS PUBLISHED ANNUALLY BY:
Air Service Directory, Inc.
3125 Cedar Road
Yorktown Heights, NY 10598
914-242-8700 (Phone)
914-242-5422 (Fax)

9 CONTRACT AND COPY REGULATIONS

- Earned rates are based on the number of issues used in the contract year. .Spreads are considered one insertion. Reduction of space to 1/6 space is the least that will act as rateholder.
- 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.

10 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.

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PAYMENT AND CREDIT POLICIES

All advertisers are billed and are required to pay, in advance of the issue

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.