

Editorial Calendar

2019

Special Focus Topics

ARMYAVIATION

MAGAZINE



2019 MEDIA KIT

Ask About Our “Add One, Get One Free” Offer*

Free Digital Edition for Print Advertisers

(Web banners available! Must have print contract in place)

EDITOR — Editor@quad-a.org
CW4 Joseph Pisano, Retired

ADVERTISING SALES — AAAAIndustry@quad-a.org
Bob Lachowski, Advertising Director
Erika Burgess, Advertising Manager
(203) 268-2450 • FAX: (203) 268-5870

ARMYAVIATIONmagazine.com

Rate Card 57, Effective January 1, 2019

ARMY AVIATION MAGAZINE

2019 Editorial Calendar

JANUARY

Aviation Maintenance Updates, U.S. Army Aviation and Missile Command (AMCOM), Huntsville, AL

- Aviation repair parts, tools, “tire pressure gauges to arc welders,” corrosion repair, airframe repair, inspection, troubleshooting, adjusting and calibrating aircraft systems

FEBRUARY

Rotary Wing Project Manager and Training and Doctrine Command Capability Manager Updates

- AH-64 Apache, CH-47 Chinook, LUH-72 Lakota, and UH-60 Black Hawk latest developments to include fixes, improvements in capabilities, maintenance, sustainability and training

MARCH

Guard/Reserve Aviation

- Senior National Guard and U.S. Army Reserve leadership updates on missions, equipment and readiness

Medical Evacuation (MEDEVAC) Proponency Update

- Covers medical evacuation, operational concepts & capability requirements; medic certification programs, aviation hoists, harnesses, ancillary medical supplies/equipment

Safety

- Update from the commanding general Combat Readiness Center (CRC) on all facets of safety, to include aviation operations and safety programs and equipment

APRIL/MAY (Bonus Dist. (10,000) – Annual Summit, Nashville, TN)

Army Aviation Mission Solutions Summit Issue

- The ONLY opportunity for the ENTIRE Army Aviation Community to gather in one place at one time to focus solely on Army Aviation. Includes the Army Aviation leadership annual reports, event agenda, and exhibit hall floorplan. Be a part of the show even if you can't get there!
- 3 Opportunities for the Price of 1 Ad!

JUNE

Special Operations Aviation

- Commanding general of U.S. Army Special Operations Aviation Command and the commander of the 160th Special Operations Aviation Regiment (Airborne), the Night Stalkers, updates on aircraft and mission equipment

Army Aviation Mission Solutions Summit Recap

- Photo essay of events at the prior month Annual Summit

JULY

40th Anniversary of the First Delivery of the Black Hawk to an Operational Unit

Simulation & Training

- Training Aids, Devices, Simulators, flight training. Survival, Evasion, Resistance and Escape (SERE)

Arming the Force

- Weapons – Air-to-Air Missiles, Air-to-ground Missiles, Guns, Pods and Turrets, Launchers, Rocket Systems, Joint Attack Munitions Systems (JAMS), JAGM

AUGUST/SEPTEMBER (Bonus Dist. (500) Luther Jones, Corpus Christi, TX)

Blue Book Directory

- The longest lasting issue of the year ... the annual listing of key U.S. Army Aviation personnel and their photos used as a year-round desk reference by every Army Aviation organization and industry.

Corpus Christi Army Depot (CCAD)

- CCAD manufactures and remanufactures and repairs major structural equipment, electronics and avionics in order to return rotary wing aircraft and components to the Department of Defense.

OCTOBER (Bonus Dist. (1,200*) Cribbins/ASE Symposia, Huntsville, AL)

Aviation Survivability

- Aircraft survivability equipment (ASE), countermeasures, sensors – electro-optical (EO) and infrared (IR) systems, radars; missile warning systems, radar warning receivers, and tactics

Aviation Support

- Aviation ground support equipment, tugs, cranes, tool sets, maintenance carts, mission equipment, networks, mission planning, Blue Force Tracking, Aviation Mission Planning System (AMPS)

Aviation Soldier Support

- Project Manager Air Warrior developments in aircrew clothing, body armor, integrated helmet systems, survival kits, microclimate cooling systems, oxygen delivery systems, electronic data manager (EDM), laser eye protection

Aviation Sustainment

- AMCOM Commanding general update of maintenance, supply and resources activities/operations

NOVEMBER

Unmanned Aircraft Systems (UAS) - drones

- From the Black Hornet Personal Reconnaissance System to the Predator – operations, training, and maintenance

Fixed Wing Update

- Equipment, utilization, training related to the C-12/RC-12 (Hawker Beech King Air), C-23 (Sherpa), C-26 (Metro-liner), EO-5 (De Havilland DHC-7) and C-37 (Gulfstream V/550 jet); including special mission aircraft

Air Traffic Services

- Air traffic controller equipment, airborne and ground traffic, flight plan data, management of logs, records, files and tape recordings of voice communications, radar, aircraft recognition and training

DECEMBER

Industry Partners Directory

- Who's Who in Army Aviation Industry and Suppliers. Affordable High Visibility in an Industry year-'round desk reference!

Includes updates by:

- Small, medium, and major industry partners updating products and services specific to their companies
- Assistant Secretary of the Army for Acquisition, Logistics and Technology (ASAALT) and U.S. Army Contracting Command
- Defense Advanced Research Projects Agency (DARPA); the Aviation and Missile, and Communications-Electronics Research, Development and Engineering Centers (AMRDEC / CERDEC)

Future Vertical Lift (FVL)

- Director of the U.S. Army FVL Cross-Functional Team (CFT), Army's future Aviation capability for 2030 and beyond, including the Joint Multi-Role Technology Demonstrator (JMR TD)

Degraded Visual Environment (DVE)

- Updates on products that provide pilotage capability to operate in DVE

Ask About Our “Add One, Get One Free” Offer*

2019 Print Display Rates (All Issues)

BLACK & WHITE	1x	3x	5x	10x
1 Page	6853	6527	6201	5891
2/3 Page	5139	4895	4649	4417
1/2 Page	4111	3916	3720	3534
1/3 Page	3085	2937	2790	2651
1/4 Page	2398	2283	2170	2063
1/6 Page	1712	1631	1550	1473
1/8 Page	1028	979	930	883

FOUR-COLOR	1x	3x	5x	10x
1 Page	8914	8587	8260	7951
2/3 Page	7200	6956	6710	6478
1/2 Page	6172	5975	5781	5595
1/3 Page	5252	4998	4848	4710
1/4 Page	4459	4344	4230	4122
1/6 Page	3772	3691	3611	3532
1/8 Page	3089	3040	2989	2943

COVERS	1x	3x	5x	10x
Cover I*	12339	11851	11361	10896
Cover II	10969	10545	10121	9717
Cover III	10284	9891	9502	9129
Cover IV	11655	11197	10740	10307

* Cover I requires unique specifications. These include logo size and placement. Advertiser can submit a maximum of 45 characters of copy for a subhead. This additional copy must be 14 point type or smaller and must be approved by the publisher. A 2" x 2" box under masthead is included to Cover I advertisers for descriptive copy.

*Add One, Get One Free

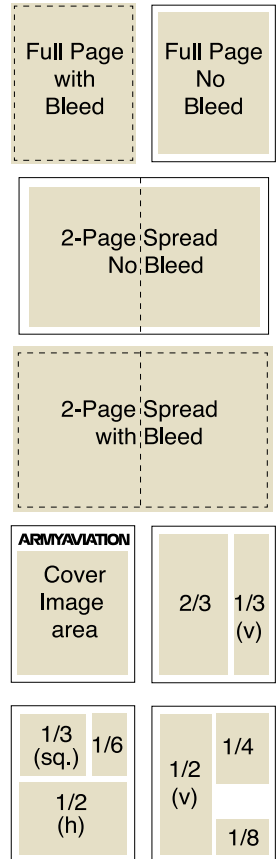
If you increase your ad buy for 2019 by one over 2018, you will get an additional same size ad placement for free (in 2019).

Example 1: You bought two ads in 2018, and now buy three ads for 2019, you will get a fourth ad for free.

Example 2: You are a new advertiser in 2019, and buy one ad, you will get a second ad for free.

Print Advertising Sizes

Space Units	Width	Height
Trim Size	8 1/8"	10 7/8"
1 Page	7"	10"
1 Page Bleed	8 3/8"	11 1/8"
Gutter Bleed Spread	15"	10"
Bleed Spread	16 1/2"	11 1/8"
Cover I Window	7 1/2"	7 3/8"
2/3 Page	4 9/16"	9 5/8"
1/2 Page (vertical)	3 3/8"	9 5/8"
1/2 Page (horizontal)	7"	4 5/8"
1/3 Page (vertical)	2 1/8"	9 5/8"
1/3 Page (horizontal)	4 9/16"	4 5/8"
1/4 Page	3 3/8"	4 5/8"
1/6 Page	2 1/8"	4 3/4"
1/8 Page	3 3/8"	2 3/16"



Prepress Requirements

Print Ad Specifications

Adobe Acrobat Press Quality PDF.

If your ad bleeds, please add 9 points (.125" or 1/8") bleed beyond trim on all four sides and indicate trim with crop marks. All live copy should be kept at least 3/8-inch from publication trim. Perfect alignment of type or design across gutter of facing pages cannot be guaranteed. Indicate trim on the proof.

Email PDF as a separate attachment (not embedded). For large files 10M or larger, or production questions call Anne Ewing (203) 268-2450 x139, Email ads to: magazine@quad-a.org

Printed offset, web press, cover on 100# coated stock, body on 50# coated stock. Saddle-stitch binding. The April/May, August/September, and December are perfect bound, cover on 12pt coated stock.

Publisher will charge for all costs incurred in preparing material submitted which does not meet specifications.

ARMY AVIATION Magazine

593 Main Street, Monroe, CT 06468-2806

(203) 268-2450 • FAX: (203) 268-5870

Anne H. Ewing, Director of Design/Production

magazine@quad-a.org

ARMYAVIATIONmagazine.com

Ask About Our “Add One, Get One Free” Offer*

Issue & Closing Dates

Published monthly except for two combined issues: Summit Issue (April/May) and the Blue Book (August/September). Orders must be received by closing date.

Issue	Order Closing	Materials Due
January 31	December 3	December 17
February 28	January 2	January 16
March 31	February 1	February 15
Summit Issue April/May	March 1	March 15
June 30	May 1	May 15
July 31	June 3	June 17
Blue Book Directory August/September	August 1	August 15
October 31	September 2	September 16
November 30	October 1	October 15
Industry Partners Directory December 31	November 1	November 15

Online Advertising

ARMY AVIATION is available in two digital formats. Digital “flip book” edition – print ads are shown online and are clickable to advertiser’s URL. ARMYAVIATIONmagazine.com – website allows advertisers to extend their online reach. Four prime ad placements are available. Ads have clickable links and searchable text and rotate through a limited number of placements. Ads scale automatically to fit tablet screens and are compatible with iOS and Android. (Must have print advertising contract)

Web Banners

Banner Style	Monthly Rate	Dimensions
Super Leaderboard	775	970 x 90 pixels (top placement)
Leaderboard	600	728 x 90 pixels (footer placement)
Rectangle	400	250 x 400 pixels (right side)
Square	300	250 x 250 pixels (right side)

Artwork due 15th prior to insertion date.

Online Specifications

- Supply ad creative in static frame .jpg or .png format.
- A destination URL to serve for advertising click-throughs
- ALT text for the ad creative (will appear on cursor hover).
- Third party creative tags are accepted

Please refer to our website ARMYAVIATIONmagazine.com, click on **Advertise**, then click on **Rate Card** for the latest rate & spec information.

About ARMY AVIATION Magazine

ARMY AVIATION is a professional military publication that dominates the Army Aviation Enterprise. Read by over 70% of all active duty commissioned officers in the Aviation Branch.

Published 10x a year, ARMY AVIATION reports on news and developments and is the official publication of the Army Aviation Association of America (AAAA). It goes to all AAAA members, providing an essential public forum for current and future leaders in the community.

ARMY AVIATION reaches key decision makers:

- All U.S. Army General Officers
- All members of the House and Senate Armed Services and Defense Appropriations Committees, House Army Aviation Caucus, and staffs.
- Key Foreign Military Sales (FMS) decision makers.

ARMY AVIATION features articles written by top ranking Army leaders, the Army Aviation Branch Chief and the pilots, maintainers, trainers and developers who shape Army Aviation.

2 IMPORTANT DIRECTORIES!

Blue Book Directory

(August/September Issue) *Year-Round Desk Reference*

The Blue Book Directory includes the contact information and photos of the key Army Aviation leaders and decision makers. It lists more than 2,000 organizations, commands, activities and individuals in the Army Aviation Community. Your ad will reach:

- 100% of the Aviation Branch Force Structure
- 100% Army National Guard State Adjutant Generals and State Army Aviation Officers
- General Officers regardless of branch in the US Army
- Bonus Distribution at Luther Jones Depot Forum



Insertion Order Deadline - Aug. 1
Material Deadline - August 15

Industry Partners Directory

(December Issue) *Who's Who of Army Aviation Industry*

The Industry Partners Directory lists the top industry suppliers, and POCs that guarantee that our men and women in uniform have the best equipment in the world! Your ad ensures that it will be seen by Army Aviation Commanders as well as Directors, PMs and others who lead the Aviation Branch today.



Insertion Order Deadline - Nov. 1
Material Deadline - Nov. 15