

Editorial Calendar

2020

Special Focus Topics

ARMYAVIATION

MAGAZINE



2020 MEDIA KIT

ADVERTISING SALES

Bob Lachowski, Advertising Director

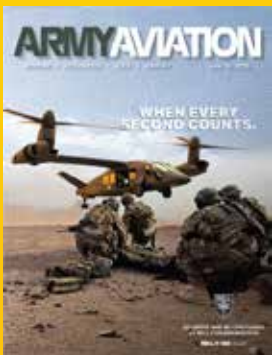
Erika Burgess, Advertising Manager

203-268-2450 - AAAAIndustry@quad-a.org

ARMYAVIATIONmagazine.com

Rate Card 58, Effective January 1, 2020

Ask About Our
"Add One,
Get One Free"
Offer



ARMYAVIATION MAGAZINE

Please note Branch Chief messaging in EVERY issue

JANUARY

Aviation Maintenance

U.S. Army Aviation and Missile Command (AMCOM) Huntsville, AL, Aviation Repair Parts, Tools, Fasteners, Lubricants, Life Cycle Support, Corrosion and Airframe Repair, inspection, troubleshooting, adjusting and calibrating Aircraft Systems. Warrant Officer & Enlisted initial/advanced Aviation Maintenance training at 128th Avn. Bde., U.S. Army Aviation Center of Excellence (USAACE)

FEBRUARY

Program Executive Office (PEO) Aviation, Redstone Arsenal, AL

Rotary Wing Project Managers, Training & Doctrine Command Capability Manager (TCM) 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.

Army Futures Command

Future Attack Reconnaissance Aircraft (FARA), Future Long-Range Assault Aircraft (FLRAA) and Modular Open Systems Architecture (MOSA) updates.

MARCH

Senior National Guard and U.S. Army Reserve

Leadership updates on missions, equipment and readiness.

Medical Evacuation (MEDEVAC) Proponency Update

Covers operational concepts & capabilities requirements; medic certification programs, aviation hoists, harnesses, ancillary medical supplies and equipment. Combat Readiness Center (CRC) – updates on all facets of **safety**

APRIL/MAY (Bonus Distribution Issue/Annual Summit)

2020 Army Aviation Mission Solutions Summit Issue

The only opportunity for the entire Army Aviation Community to gather in one place to focus solely on Army Aviation. Army Aviation Leadership provides State of the Union updates. Ask about 3 Opportunities for the price of one ad!

JUNE

Special Operations Aviation

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

Arming the Force

Weapons – Air-to-Air Missiles, Air-to-ground missiles, Guns, Pods and Turrets, Launchers, Rocket Systems, Joint Attack Munitions Systems (JAMS), & Joint Air to Ground Missile (JAGM). Photo Essay of events from the 2020 Summit.

JULY

Simulation & Training

Training Aids, Devices, Simulators, Flight Training, Survival, Evasion, Resistance and Escape. Evaluation and Standardization, Aerial Gunnery, Combat Training Centers, Depot Repair and Maintenance. Corpus Christi Army Depot update

AUGUST/SEPTEMBER (Bonus Distribution)

Blue Book Directory

The longest lasting issue of the year consists of an annual listing of key US Army Aviation personnel with photos. Year-round desk reference used by every Army Aviation organization and industry. Your Company Ad could be facing the Army Aviation decision makers you want to reach!

OCTOBER (Bonus Distribution)

Aviation Survivability

Aircraft Survivability Equipment, countermeasures, sensors, EO and IR systems, radars; missile warning systems, radar warning receivers & tactics

Aviation Support

Ground support and mission equipment, tugs, stands, AGPU, cranes, tool sets, carts, ground handling equipment

Aviation Soldier Support

Developments in aircrew clothing, body armor, integrated helmet systems, survival kits, microclimate cooling systems, oxygen delivery systems, EDM, laser eye protection

Aviation Sustainment

AMCOM Commanding General update of maintenance, supply and resources activities/operations, PEO Aviation acquisition update.

NOVEMBER

Unmanned Aircraft Systems

Drones, Operations, Training & Maintenance.

Fixed Wing Update

Equipment, Utilization, Training and 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, radios, Imagery, video and 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 all size industry partners.

Acquisition Process

Updates by the Assistant Secretary of the Army (Acquisition, Logistics and Technology) and Army Contracting Command. Research and Development/Science & Technology – Defense Advanced Research Projects Agency, Combat Capabilities Development Command Centers and Additive Manufacturing.

Advertising Sales – AAAAIndustry@quad-a.org

Robert C. Lachowski, Advertising Director - Erika Burgess, Advertising Manager

Army Aviation Publications, Inc. – ARMYAVIATIONmagazine.com

203-268-2450, Fax: (203) 268-5870

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

2020 Print Display Rates (All Issues)

FOUR-COLOR	1x	3x	5x	10x
1 Page	9092	8759	8425	8110
2/3 Page	7344	7095	6845	6608
1/2 Page	6295	6095	5896	5707
1/3 Page	5357	5098	4945	4805
1/4 Page	4548	4431	4314	4205
1/6 Page	3848	3765	3683	3603
1/8 Page	3151	3101	3049	3002

COVERS	1x	3x	5x	10x
Cover* I	12586	12088	11589	11114
Cover II	11188	10756	10323	9911
Cover III	10489	10089	9692	9311
Cover IV	11888	11421	10954	10513

* 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.

Black & white and PMS colors available. Please call for rates and specifications.

Advertising Sales: 203-268-2450
 AAAAIndustry@quad-a.org

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.

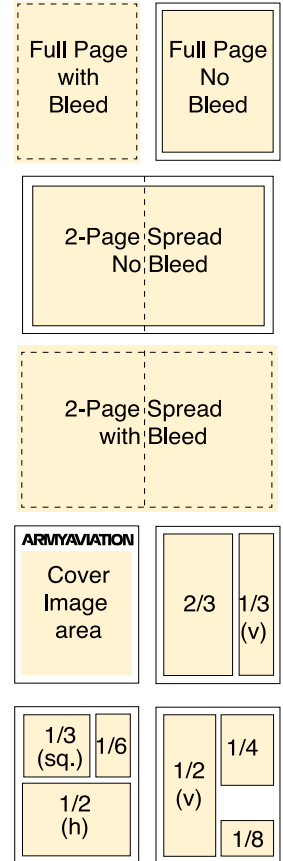
Email PDF as a separate attachment (not embedded). For large files 10M or larger, or production questions call Anne Ewing 203-268-2450 x139, Email ads to: magazine@quad-a.org

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.

Print Advertising Sizes

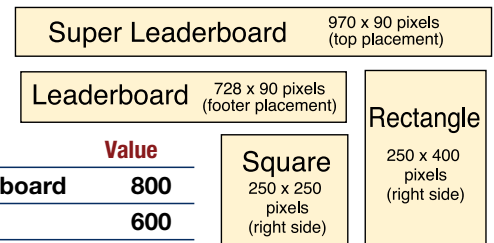
Space Units	Width	Height
Trim Size	8 1/8"	10 7/8"
1 Page	7"	10"
1 Page Bleed	8 3/8"	11 1/8"
Gutter Bleed Spread	15"	10"
Bleed Spread	16 1/2"	11 1/8"
Cover I Window	7 1/2"	7 3/8"
2/3 Page	4 9/16"	9 5/8"
1/2 Page (vertical)	3 3/8"	9 5/8"
1/2 Page (horizontal)	7"	4 5/8"
1/3 Page (vertical)	2 1/8"	9 5/8"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



Added Value – Digital Opportunities

Advertisers with a print contract in place qualify for digital added value on ARMYAVIATIONmagazine.com. There are four prime placements available on the homepage. Web banners 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. Artwork is due on the 15th prior to insertion date. Monthly homepage impressions are provided after the flight. For individual banner metrics, we accept 3rd party tags for tracking purposes.

Web Banners



Banner Style	Value
Super Leaderboard	800
Leaderboard	600
Rectangle	400
Square	300

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 accepted

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

Issue & Closing Dates

Published monthly with two combined issues: Summit Issue (April/May) and the Blue Book (August/September). Orders must be received by deadline below.

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

Terms & Regulations

For Terms and Regulations go to ARMYAVIATIONmagazine.com, click on **Advertise**, then click on **Terms & Regulations**.

Guaranteed Positions – Guaranteed positions, including centerfold must be requested and acknowledged in writing by the publisher.

Frequency Discounts – Frequency discounts are earned on the basis of the number of pages of advertising placed within the 12-month calendar year.

Discounts are allowed as contracted; otherwise, discounts are given as earned. Advertisers will be short rated if they do not earn their contracted frequency rate during the year and will be rebated if they earn a higher frequency rate.

Shipping/Mailing – Send all materials on or before the closing date to: Army Aviation Publications, Inc., (AAPI), ATTN: Anne Ewing, Director of Design & Production, 593 Main Street, Monroe, CT 06468, 203-268-2450 ex. 139; FAX: 203-268-5870; E-MAIL: magazine@quad-a.org.

Commission and Terms – A 15% agency commission on gross space, color, and position will be permitted to recognized advertising agencies if account is current and invoice is paid within 30 days from invoice date. Production charges are non-commissionable.

A 2% discount will given on advertising space invoices that are paid in full within 10 days of the invoice date. A 2% monthly interest charge will be assessed on all accounts over 30 days. All expenses incurred in collecting delinquent accounts shall be included in resultant judgements. Advertising agencies are fully responsible for payments of all advertisements ordered by them.

Advertisers/agencies are responsible for deducting commissions at time of remittance. Payment in U.S. currency.

Cancellations/Order Revisions – Cancellation of space contracts/order revisions may be granted by the publisher in writing, with notice from the advertiser or its agency 30 days prior to insertion order deadline. Cancellation of contracts for Cover II and Cover III may be granted upon written notice from advertiser or agency 120 days prior to insertion order deadline; contracts for Cover I and Cover IV are non-cancellable. Ads cancelled after insertion order closing date will be billed full price. Publisher reserves the right to cancel any contract at any time for non-payment. Publisher shall have the right to reject any advertising at any time.

Circulation – 18,006 - Includes Army Aviation Branch-related personnel (as of July 2019)

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



Insertion Order Deadline - Aug. 3
Material Deadline – Aug. 17

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. 2
Material Deadline – Nov. 16

About ARMY AVIATION Magazine

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

Published 10x a year since 1957, ARMY AVIATION reports on news and developments and is the official publication of the Army Aviation Association of America (AAAA). It is delivered to all AAAA members, providing an essential public forum for current and future leaders in the community. Featured articles by top ranking Army leaders, the Army Aviation Branch Chief and the pilots, maintainers, trainers and developers.

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.

The current digital “Flip Book” edition of the magazine is available on ARMYAVIATIONmagazine.com. Past issues dating back to 1957 can be reviewed online as well.