

**2023**



**Advertising Sales**

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

**ARMYAVIATIONmagazine.com**

Rate Card 61 Effective January 1, 2023

**2023 Print Display Gross Rates**

FOUR-COLOR	1x	3x	5x	10x
1 Page	9547	9197	8846	8516
2/3 Page	7711	7450	7187	6938
1/2 Page	6610	6400	6191	5992
1/3 Page	5625	5353	5192	5045
1/4 Page	4775	4653	4530	4415

COVERS	1x	3x	5x	10x
Cover I	13215	12692	12168	11670
Cover II	11747	11294	10839	10407
Cover III	11013	10593	10177	9777
Cover IV	12482	11992	11502	11039

\*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 schedule by one, over the prior year, you will receive a FREE ad.**

*Bonus ads may run in any issue with the exception of the April/May (Summit) Issue.*

**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](mailto: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.

## Issue & Closing Dates

Published 10 Issues per year.

Issue	Order Deadline	Materials Due
<b>January 31</b>	December 13	December 20
<b>February 28</b>	January 13	January 20
<b>March 31</b>	February 14	February 21
<b>Summit Issue</b>		
<b>April/May</b>	March 14	March 21
<b>3 Opportunities for the Price of 1 Ad!</b> <i>(Reprint of Ad in Summit Show Guide, Logo on Calendar, Bonus Dist. at Summit)</i>		
<b>June 30</b>	May 12	May 19
<b>July 31</b>	June 13	June 20
<b>Blue Book Directory</b>		
<b>August/September</b>	August 15	August 22
<b>October 31</b>	September 13	September 20
<b>2 Opportunities for the Price of 1 Ad!</b> <i>(Reprint of Ad in Cribbins Show Guide, Bonus Dist. at Cribbins)</i>		
<b>November 30</b>	October 13	October 20
<b>Industry Partners Directory</b>		
<b>December 31</b>	November 14	November 21

## About ARMY AVIATION Magazine

For over 70 years since 1953, ARMY AVIATION Magazine has been the voice of the total Army Aviation Community, Uniformed, DAC, Industry, Civilian and Retired.

Published 10x per year it reaches over 70% of all active duty commissioned officers in the Aviation Branch, all members of the Congressional Army Aviation Caucus, all members of the House and Senate Appropriations Department of Defense sub-committees, House and Senate Armed Services Committees, all U.S. Army General Officers regardless of Branch, Army Aviation Branch leadership to include Acquisition and Sustainment, and key Foreign Military Sales leaders as well as more than 18,000 AAAA members each month.

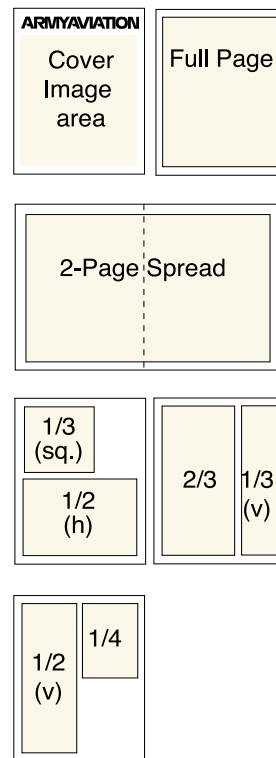
The articles are written by subject matter experts from the Army and keep the community informed on matters of urgency to our Soldiers in uniform.

In addition, the current digital "Flip Book" edition of the magazine lives on ARMYAVIATIONmagazine.com. The site covers Army Aviation-related topics that are not found in the print magazine and new content is refreshed daily. Past issues dating back to 1953 can be found in the archive

As the official publication of the Army Aviation Association of America, (AAAA), ARMY AVIATION Magazine helps provide the major elements of Networking, Recognition, Voice, and Support to the AAAA to achieve their mission. "AAAA: Supporting the U.S. Army Aviation Soldier and Family."

## Print Advertising Sizes

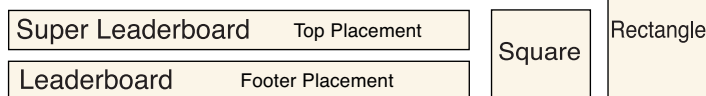
Space Units	Width	Height
Trim Size	8 1/8"	10 7/8"
1 Page	7"	10"
1 Page Bleed	8 3/8"	11 1/8"
Gutter Bleed Spread	15"	10"
Bleed Spread	16 1/2"	11 1/8"
Cover I Window	7 1/2"	7 3/8"
2/3 Page	4 9/16"	9 5/8"
1/2 Page (vertical)	3 3/8"	9 5/8"
1/2 Page (horizontal)	7"	4 5/8"
1/3 Page (vertical)	2 1/8"	9 5/8"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



## 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.

### Web Banners



Banner Styles	Placement	Size (pixels)	Value
Super Leaderboard	Top	970 x 90	\$900
Leaderboard	Footer	970 x 90	\$700
Rectangle Right	Sidebar	250 x 400	\$500
Square Right	Sidebar	250 x 250	\$400

## 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).
- Click through rates are not provided, however, 3rd party tags are accepted based on availability – 1 allowed per rotation.
- Artwork due 15th prior to material deadline.

# 2023 Editorial Calendar

\*Branch Chief Messaging, Advertiser Spotlight and 70th Anniversary of Army Aviation Magazine Articles 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, Test, Measurement, & Diagnostic Equipment (TMDE) – Tool and Test Kit Management. Aviation Maintenance training.

## FEBRUARY

### Program Executive Office (PEO) Aviation (Acquisition)

Rotary Wing Project Managers, Army Capability Managers Updates. AH-64 Apache, CH-47 Chinook, LUH-72 Lakota and UH-60 Black Hawk, Future Attack Reconnaissance Aircraft (FARA), Future Long-Range Assault Aircraft (FLRAA); Foreign Military Sales (FMS) and Multi-National Aviation Special Projects Office (MASPO).

### Army Futures Command (AFC)

Modernizing all facets of the Army, including Future Vertical Lift (FVL) through its integrated software factory and army applications lab.

## MARCH

### Senior National Guard and U.S. Army Reserve Leadership

Leadership updates on missions, equipment and readiness.

### Medical Evacuation (MEDEVAC) Proponency Update

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

## APRIL/MAY

### Army Aviation Mission Solutions Summit Issue

(Bonus Distribution: Annual Summit, over 8,000 attendees)

Branch Leadership Annual Reports Army Aviation Enterprise Wide.

### 3 Opportunities for the Price of 1 Ad!

Your ad in the magazine, reprinted in the Summit Exhibit Show Guide handed to all attendees, and your logo on the annual calendar.

### 2023 “State of the Enterprise”

## JUNE

### Special Operations Aviation

U.S. Army Special Operations Aviation Command and 160th Special Operations Aviation Regiment (Airborne), the Night Stalkers, aircraft, mission equipment, training and personnel updates.

### Arming the Force

Weapons – Air-to-Air missiles, Air-to-Ground Missile Systems (AGMS), Hellfire, Guns, Pods and Turrets, Launchers, Tactical Aviation & Ground Munitions (TAGM), Aviation Rockets and Small Guided Munitions (ARSGM), Directed Energy systems, FARA and FLRAA weapon systems.

### Annual Summit Pictorial Recap

## JULY

### Aviation Survivability (Bonus Distribution: ASE Symposium)

Aircraft Survivability Equipment, countermeasures, sensors, Electro-optical (EO) and Infrared (IR), radars; missile warning systems, radar warning receivers & tactics, Aviation Life Support Equipment (ALSE).

### Simulation & Training

Training Aids, Devices, Simulators, Flight Training, Survival, Evasion, Resistance and Escape (SERE), Evaluation and Standardization, Aerial Gunnery, Combat Training Centers.

### Experimental Demonstration Gateway Event (EDGE)

AFC's FVL Cross-Functional Team (CFT) annual experiment focused on modernization of all facets of Army Aviation operations and sustainment.

## AUGUST/SEPTEMBER BLUE BOOK DIRECTORY

The year-round desk reference of all key US Army Aviation personnel with photos and contact info. Over 50 pages of the “Who's Who” in our Branch. Your ad could be facing the decision makers you want to reach!

### OCTOBER (Bonus Distribution: Cribbins Conference)

#### State of the Enterprise Aviation Leadership Briefs 6 Months after the Summit

2,000+ at the second largest annual gathering of the community

#### 2 Opportunities for the Price of 1 Ad!

Your ad in the magazine and reprinted in the Cribbins Exhibit Show Guide handed to all attendees.

### Aviation Sustainment & Acquisition

AMCOM Commanding General updates maintenance, supply, resources, operations. PEO Aviation on acquisition.

### Aviation Support

Project Manager Aviation Mission Systems & Architecture, Modular Open Systems Architecture (MOSA) updates. Tugs, stands, aviation ground power unit (AGPU), cranes, tool sets, carts, ground handling equipment.

### Aviation Soldier Support

Aircrew clothing, body armor, integrated helmet systems, survival kits, microclimate cooling systems, oxygen delivery systems, Electronic Data Manager (EDM), laser eye protection.

### NOVEMBER (Bonus Distribution: Luther Jones Depot Forum)

#### Corpus Christi Army Depot Update

#### Unmanned Aircraft Systems

Drones, operations, training & maintenance; UAS autonomy and artificial intelligence, Air Launched Effects (ALE), Gray Eagle Mobile Machine Interface (GEMMI)

#### Fixed Wing Update

Aircraft utilization, training, support for the fleet including special electronic mission aircraft (SEMA): C-12/C12S, C-20/C37 (Gulfstream), C-25, C-147, T-6, UC-35 (Citation) and UV-18.

#### Air Traffic Services

ATC 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. Automatic Dependent Surveillance-Broadcast (ADS-B).

#### Project Convergence

Army Futures Command's annual Joint Force Experiment - artificial intelligence/machine learning enabled battlefield management system.

## DECEMBER

### Annual Industry Partners Directory

“Who's Who” in Army Aviation Industry and Suppliers. Affordable, high visibility, industry year-round desk reference!

### Acquisition Process

Assistant Secretary of the Army (Acquisition, Logistics and Technology) & Army Contracting Command.

### Research & Development/Science & Technology

Defense Advanced Research Projects Agency (DARPA), Technology Applications Project Office (TAPO), Combat Capabilities Development Command (DEVCOM) Centers and Additive Manufacturing.

# ESSENTIAL 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
- All General Officers regardless of branch in the US Army
- Bonus Distribution to various commands and activities



**Insertion Order Deadline - Aug. 15**  
**Material Deadline - Aug. 22**

## Industry Partners Directory

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

The Industry Partners Directory lists the top Industry Defense Contractors, suppliers and POCs that guarantee that our Soldiers in uniform have the best equipment in the world. Your ad ensures that it will be seen by leaders throughout the Enterprise including Army Aviation Commanders as well as Directors, PMs and others who lead the Aviation Branch today.



**Insertion Order Deadline - Nov. 14**  
**Material Deadline - Nov. 21**

## ADVERTISER SPOTLIGHT PROGRAM

(Every Issue)

Each month, one company will be spotlighted in ARMY AVIATION Magazine in the Advertiser Spotlight section. If chosen, your company may submit newsworthy information that will appeal to the Army Aviation community.



To qualify, your company must have a signed 2023 insertion order for print advertising in ARMY AVIATION Magazine (One Paid Ad Minimum).

## Terms & Regulations

For the complete list of Terms and Regulations go to [ARMYAVIATIONmagazine.com](http://ARMYAVIATIONmagazine.com)

**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 paid ads within the 12 month calendar year. 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), Anne Ewing, Director of Design & Production E-MAIL: [magazine@quad-a.org](mailto:magazine@quad-a.org).

**Commission and Terms:** A 15% agency commission on gross space, color, and position will be permitted to recognized advertising agencies. A 2% discount will given on advertising space invoices that are paid in full within 10 days of the invoice date.

**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. 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:** 19,026 - Includes Army Aviation Branch-related personnel (as of August 2022)

## ARMY AVIATION Staff

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