

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

2025

ARMYAVIATION MAGAZINE



Advertising Sales

203.268.2450

Sales@ARMYAVIATIONmagazine.com

ARMYAVIATIONmagazine.com

2025 Print Display Gross Rates

FOUR-COLOR	1x	3x	5x	9x
1 Page	10024	9657	9288	8942
2/3 Page	8097	7823	7546	7285
1/2 Page	6941	6720	6501	6292
1/3 Page	5906	5621	5452	5297
1/4 Page	5014	4886	4757	4636

COVERS	1x	3x	5x	9x
Cover I	13876	13327	12776	12254
Cover II	12334	11859	11381	10927
Cover III	11564	11123	10686	10266
Cover IV	13106	12592	12077	11591

*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 inside masthead is included to Cover I advertisers for descriptive cover caption copy.

Prepress Requirements

Print Ad Specifications

300 dpi -CMYK – 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 PDF.

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 May/June, August/September, October/November and December issues are perfect bound, cover on 12pt coated stock.

Rate Card 63, Effective January 1, 2025

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

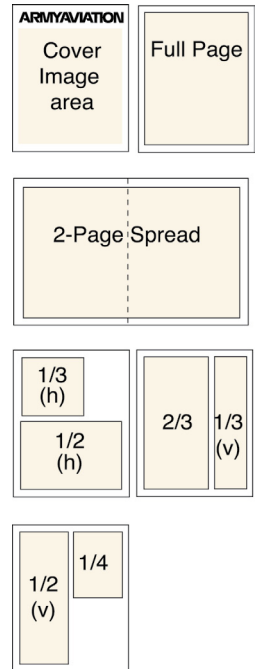
Issue & Closing Dates

Published 9 Issues per year.

Issue	Order Deadline	Materials Due
January 31	December 13	December 20
February 28	January 12	January 19
March 31	February 14	February 21
Pre-Summit Issue		
April 30	March 14	March 21
Summit Issue		
May/June	April 7	April 14
3 Opportunities for the Price of 1 Ad! (Reprint of Ad in Summit Show Guide, Logo on Calendar, Bonus Dist. at Summit)		
July 31	June 13	June 20
Blue Book Directory		
August/September	August 15	August 22
October/November	October 10	October 17
2 Opportunities for the Price of 1 Ad! (Reprint of Ad in Cribbins Show Guide, Bonus Dist. at Cribbins & Luther Jones.)		
Industry Partners Directory		
December 31	November 14	November 21
(Free listing with paid print ad.)		

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"



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 May/June (Summit) issue and the October/November (Cribbins/Luther Jones) issue.

About ARMY AVIATION Magazine



EST. **1953**



9 MAGAZINES/ YEAR



21,200 CIRCULATION



REACHES 70% ACTIVE DUTY



DIGITAL VERSION AVAILABLE



2 ESSENTIAL DIRECTORIES

ARMY AVIATION Magazine is the voice of the total Army Aviation Community, Uniformed, DAC, Industry, Civilian and Retired. It provides the major elements of Networking, Recognition, Voice and Support to achieve AAAA's mission "Supporting the U.S. Army Aviation Soldier & Family." It reaches members of the Congressional Army Aviation Caucus, House & 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 (includes Acquisition & Sustainment), all General Officers SES, Civilian Aides to the Secretary of the Army (CASA) and key Foreign Military Sales leaders.

Digital Added Value

Advertisers with a 2025 print contract qualify for digital added value. Web banners have clickable links and searchable text and rotate through a limited number of placements.

Web Banners

Super Leaderboard	Top Placement	Square	Rectangle
Leaderboard	Footer Placement		

Banner Styles	Placement	Size (pixels)	Value
Super Leaderboard	Top	970 x 90 & 767 x 144	\$2000
Leaderboard	Footer	970 x 90 & 767 x 144	\$900
Rectangle Right	Sidebar	250 x 400	\$700
Square Right	Sidebar	250 x 250	\$600

Online Specifications

.jpg or .png format accepted | Provide url and ALT text
3rd party tags accepted -1 per rotation | Artwork due 15th of the month prior to sales@ARMYAVIATIONmagazine.com

2025 ARMY AVIATION Editorial Calendar

Branch Chief Messaging, Advertiser Spotlight and 50th Anniversary of Women in Army Aviation Feature in Every Issue.

JANUARY

Unmanned Aircraft Systems Sensors & Weapons

PM UAS, Drones, operations, training & maintenance; UAS autonomy and artificial intelligence, Launched Effects/Air Launched Effects (LE/ALE), Future Tactical Unmanned Aircraft Systems, Gray Eagle Mobile Machine Interface (GEMMI), Special Operations UAS (TAPO/SIMO) and Army Capability Manager - Unmanned Aircraft Systems (ACM UAS).

FEBRUARY

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.

AMCOM

AMCOM Commanding General, Command Group and Logistics Center updates maintenance, supply, resources, operations. PEO Aviation on acquisition.

Aviation Center Logistics Command Update 128th Avn. Bde.

Warrant/Enlisted Aviation Maintenance Training.

MARCH

National Guard and Army Reserve

Army National Guard Aviation and US Army Reserve Aviation Leadership/Command updates on missions, equipment, readiness and Safety.

Medical Evacuation (MEDEVAC) Concepts and Capabilities Update

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

Safety

Combat Readiness Center – all facets of safety.

APRIL

(Pre-Summit Issue)

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 (AAM), Air-to-Ground Missile Systems (AGMS), 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.

MAY/JUNE

(Bonus Distribution: Annual Summit, 10,000+ attendees, Nashville, TN)

Army Aviation Mission Solutions Summit Issue

National/Functional Awardees/Hall of Fame Inductees

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

2025 Army Aviation Leadership “State of the Enterprise”

Branch Leadership Annual Reports Army Aviation Enterprise Wide, PEO Aviation and AMCOM Commander

JULY

Simulation & Training

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

Aviation Survivability

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

Annual Summit Pictorial Recap

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!

AAAA Scholarship Foundation Winners

OCTOBER/NOVEMBER

(Bonus Distribution: Cribbins Conference/Luther Jones Depot Forum)

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 and Corpus Christi Army Depot.

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

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

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).

Rotary Wing Update

PM-Apache, PM Cargo, PM Future Long Range Assault Aircraft (FLRAA), PM Multinational Aviation Special Projects Office and PM Utility.

Fixed Wing Update

PM Fixed Wing, PM Sensors/Aerial Intelligence and the Operational Support Airlift Agency/ARNG FW on Aircraft utilization, training, support for the fleet including special electronic mission aircraft (SEMA): C-12/C12S, C-20, C-26, C-37, C-147, T-6, UC-35, and UV-18.

Air Traffic Services Updates

Army Aeronautical Service Agency, Army Air Traffic Service Command and PdM-Assured Airspace Access Systems on 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).

Army Capability Managers

ACM Lift, ACM Recon/Attack, ACM UAS.

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.

DECEMBER

Army Futures Command (AFC)

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

Annual Industry Partners Directory

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

Industry Support and Challenges

Articles by Large, Mid-size and Small Business

Research & Development/Science & Technology

Updates on Air Launched Effects, Artificial Intelligence in Army Aviation from Army Futures Command, Defense Advanced Research Projects Agency (DARPA), PEO Rotary Wing, Technology Applications Project Office (TAPO), Combat Capabilities Development Command (CCDC), Aviation and Missile Center, C5ISR Centers and Additive Manufacturing.

Project Convergence

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

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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. Free listing with paid print ad.

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



Advertiser Spotlight Program

(Every Issue)

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. Free listing with paid print ad.



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 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 magazine@quad-a.org.

Commission and Terms: A 15% commission on gross space will be permitted to recognized advertising agencies. A 2% discount will be given if paid in full within 10 days of 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: 21,200 – Includes Army Aviation Branch-related personnel (as of June 2024)

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