

# 2026

# ARMYAVIATION

## MAGAZINE



## Advertising Sales

203.268.2450

Sales@ARMYAVIATIONmagazine.com

ARMYAVIATIONmagazine.com

Rate Card 64, Effective January 1, 2026

## 2026 Print Display Gross Rates

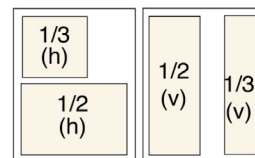
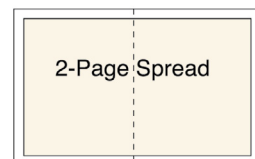
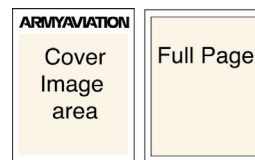
Ad Unit	1x	3x	5x	9x
1 Page	10024	9657	9288	8942
1/2 Page	6941	6720	6501	6292
1/3 Page	5906	5621	5452	5297

COVERS*	1x	3x	5x	9x
Cover 1	13876	13327	12776	12254
Cover 2	12334	11859	11381	10927
Cover 3	11564	11123	10686	10266
Cover 4	13106	12592	12077	11591

\*Cover 1 and 4 are non-cancellable.

## Print Advertising Sizes

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



\*Cover 1 Specifications **1. Subhead** – Advertiser can submit a maximum of 45 characters of copy – must be 14-point type or smaller and must be approved by the Publisher.  
**2. Cover Image Area** – A 2" x 2" box under inside masthead is included for descriptive cover caption copy.

## Prepress Requirements

### Print Ad Specifications

300 dpi -CMYK – Adobe Acrobat Press Quality PDF  
 See [armyaviationmagazine.com/prepress-info/](http://armyaviationmagazine.com/prepress-info/) for complete instructions.

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 April/May and October/November issues.



## Issue & Closing Dates

Published 9 Issues per year.

Issue	Order Deadline*	Materials Due
<b>January</b> Bonus Distribution	December 13	December 20
<b>February</b>	January 12	January 20
<b>March</b> Pre-Annual Summit Issue	February 14	February 20
<b>April/May</b> Annual Summit Issue, Bonus Distribution, 3 Opportunities for the price of 1 ad, Reprint of Ad in Summit Show Guide, Logo on Annual Calendar	March 14	March 20
<b>June</b>	May 15	May 20
<b>July</b>	June 15	June 20
<b>August/September</b> Blue Book Directory, Bonus Distribution, Includes all Aviation Commands and Activities-Year-Round Desk Reference	August 15	August 20
<b>October/November</b> Annual Cribbins Issue, Bonus Distribution, 2 Opportunities for the price of 1 ad, Reprint in Ad in Cribbins Show Guide	October 8	October 15
<b>December</b> Industry Partners Directory, Who's Who of Army Aviation Industry, Free listing with paid ad, Industry Article Opportunity	November 13	November 20

*\*Ads cancelled after Insertion Order Closing Date will be billed full price. The Cover and Back Cover are non-cancellable. Magazine distributed end of month for each issue and second month for double issues.*

## Added Value Opportunities

### Digital

Advertisers with a 2026 print contract qualify for digital added value. Web banners have clickable links and searchable text and rotate through a limited number of placements. Video, (without audio) is also available (1 per month).

### Web Banners

Super Leaderboard	Top Placement	Square	Rectangle
Leaderboard	Footer Placement		

Ad Unit	Homepage Placement	Spec (pixels)	Value
Super Leaderboard	Top	970 x 90 & 767 x 144	\$2000
Leaderboard	Footer	970 x 90 & 767 x 144	\$900
Rectangle	Sidebar	250 x 400	\$700
Square	Sidebar	250 x 250	\$600

## Online Specifications

.jpg or .png format accepted | Provide url and ALT text  
3<sup>rd</sup> party tags accepted -1 per rotation | MP4 file for video  
Artwork due 15th of the month prior to Sales@ARMYAVIATION-magazine.com

## 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 insertion order for print advertising in 2026.



## About ARMY AVIATION Magazine



EST. 1953



9 MAGAZINES/YEAR



21,385 CIRCULATION



9 COMPANIES SPOTLIGHTED



REACHES 70% ACTIVE DUTY



DIGITAL VERSION AVAILABLE



2 ESSENTIAL DIRECTORIES



PHOTO CONTEST

**ARMY AVIATION Magazine is the Voice of the total Army Aviation Community, Uniformed, DAC, Industry, Civilian and Retired.**

It supports AAAA's four pillars of Networking, Recognition, Voice, and Support and reinforces AAAA's mission "Supporting the U.S. Army Aviation Soldier & Family."

**It Provides a Robust Platform for the Army's Continuous Transformation by Reaching:**

- + 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)
- + Key Foreign Military Sales leaders

# 2026 ARMY AVIATION Editorial Calendar

Note: Each issue will include UAS/LE/Cyber and AI and will also contain a lead article from an Army Aviation General Officer Steering Committee Member.

## JANUARY

(Bonus Distribution – Army Best Drone Warfighter Competition: Agile, Adaptive, Lethal)

### Unmanned Aircraft Systems Sensors & Weapons

- \* ACM-UAS
- \* PM-UAS
- \* Special Operations UAS (TAPO/SIMO)
- \* Drone lessons learned from current/recent conflicts
- \* AI/Launched Effects

## FEBRUARY

### Aviation Maintenance on the Contested Battlefield

- \* AMCOM CG
- \* Aviation & Missile Command, Command Group
- \* AMCOM Logistics Center
- \* Aviation Center Logistics Command
- \* 128th Avn. Bde., Warrant/Enlisted Avn. Maint. Tng.

### Autonomy and Artificial Intelligence in Army Aviation

## MARCH

(Pre-Annual Summit Issue)

### Army Best Drone Warfighter Competition: Agile, Adaptive, Lethal Wrap-up

- \* Army National Guard Aviation & Safety Division
- \* U.S. Army Reserve Aviation Command
- \* "From the Field" Operational Unit Articles

### MEDEVAC Concepts & Capabilities in Large Scale Combat Operations (LSCO) Safety

- \* Combat Readiness Center

### Fixed Wing

- \* PM-Fixed Wing
- \* PM-Sensors-Aerial Intelligence
- \* Operational Support Airlift Activity/ARNG FW

### Airspace Management in Manned/Unmanned Mix

- \* Army Aeronautical Services Agency
- \* Army Air Traffic Services Command
- \* PdM-Assured Airspace Access Systems

## APRIL/MAY

(Bonus Distribution – Annual Summit)

### 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.

### Army Aviation Mission Solutions Summit

- \* National/Functional Awardees/Hall of Fame Inductees

### Concept Driven Transformation

- \* Branch Chief, Branch CWO, Branch CSM
- \* AMCOM Commander
- \* Program Executive Officer-Aviation

### AAAA Chapter Directory

### 2025 Photo Contest Winners

## JUNE

### Special Operations Aviation – Leading the Way in Continuous Transformation

- \* U.S. Army Special Operations Aviation Command
- \* 160th Special Operations Aviation Regiment (Abn.)

### Arming the Force in Continuous Transformation

- \* PEO Missiles & Space
- \* PM-Tactical Aviation & Ground Munitions (TAGM)

### Annual Summit Pictorial Recap

## JULY

### Training & Simulation – Enabling Concept Driven Transformation

- \* Flight School Next
- \* U.S. Army Aviation Center of Excellence (AVCOE)
- \* Dir. of Evaluation & Standardization, \* Dir. of Simulation, \* Dir. of Training & Doctrine, \* Combat Training Centers
- \* Mission Command Training Program
- \* Next Gen Command and Control (C2)
- \* Aerial Gunnery
- \* PEO Simulation, Training, and Instrumentation (STRI)

### Aviation Survivability in the Manned/Unmanned Mix

- \* PEO Intelligence, Electronic Warfare & Sensors
- \* PM-Aircraft Survivability Equipment
- \* Aviation Reprogramming Analysis Team
- \* Electronic Warfare Air/Ground Survivability Division
- \* Aviation Survivability Branch, AVCOE
- \* Aviation Survivability Development and Tactics Team

### Project Convergence 26

## AUGUST/SEPTEMBER

(Bonus Distribution – Cribbins Forum)

### Special Report – Future Long Range Assault Aircraft Blue Book Directory of All Aviation Commands & Activities AAAA Scholarship Foundation/TLC Foundation Winners

## OCTOBER/NOVEMBER

(Bonus Distribution – Cribbins 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

### Accelerated Acquisition in Continuous Transformation Rotary Wing Project Managers

- \* PM-Apache
- \* PM-Cargo
- \* PM Future Long-Range Assault Aircraft (FLRAA)
- \* PM-Utility

### Army Capability Managers

- \* ACM-Lift
- \* ACM-Recon/Attack
- \* ACM-UAS

### Aviation Sustainment in LSCO

- \* AMCOM
- \* Corpus Christi Army Depot

### Aviation Support Role in Concept Driven Transformation

- \* PM-Avn. Mission Systems & Architecture
- \* Mission Planning Platforms

### Aviation Soldier Support in the Contested Battlefield

- \* PEO Soldier

### Experimental Demonstration Gateway Event (EDGE)

## DECEMBER

### Buy an Ad, Get a Free Listing!

### Industry Support for Continuous Transformation

- \* Articles by Large, Mid-size & Small Businesses

### Industry Partners Directory

### T2COM-Future Vertical Lift Cross-Functional Team Research & Development / Science & Technology

- \* Additive Manufacturing
- \* Artificial Intelligence
- \* Autonomy/Robotics
- \* Combat Capabilities Development Cmd. (CCDC)
  - Aviation & Missile Center / - C5ISR Center
- \* Launched Effects
- \* Lethal Effects in LSCO
- \* PEO Rotary Wing
- \* Technical Applications Project Office (TAPO)



Visit [ARMYAVIATIONmagazine.com](https://armyaviationmagazine.com) for more information on editorial.



# ESSENTIAL DIRECTORIES

## Blue Book Directory

August/September Issue – Year-Round Desk Reference

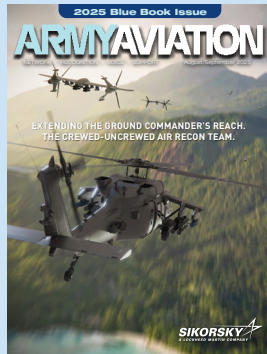
*Bonus Distribution at Annual Cribbins Forum*

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: 8/15**

**Material Deadline: 8/22**



## 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](mailto: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 1 and Cover 4 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:** 21,385 – Includes Army Aviation Branch-related personnel (as of June 2025)

## Industry Partners Directory & Article Opportunity

December Issue – *The Who's Who of Army Aviation Industry*

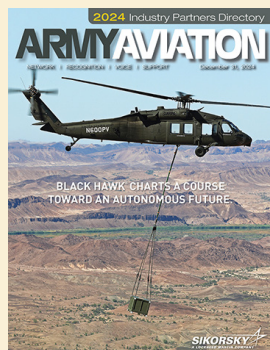
The issue highlights top Industry Defense Contractors, suppliers, and key contacts who support Army Aviation. Your ad will be seen by Commanders, PMs, senior decision-makers, and more! Free company listing with a paid ad.

Bonus Editorial Opportunity: One small, medium, and large advertising industry partner will be randomly chosen to submit an article highlighting their support to the Army Aviation mission.

Submit interest to: [editor@quad-a.org](mailto:editor@quad-a.org) by 9/16. Companies selected by 10/1 and articles due 11/1.

**Insertion Order Deadline: 11/14**

**Materials Due: 11/21**



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**203.268.2450**

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