

# 2027

# ARMYAVIATION

## MAGAZINE



## Advertising Sales

203.268.2450

Sales@ARMYAVIATIONmagazine.com

ARMYAVIATIONmagazine.com

Rate Card 65, Effective January 1, 2027

## 2027 Print Display Gross Rates

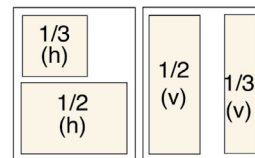
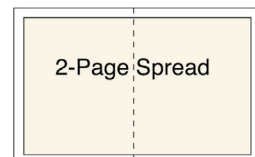
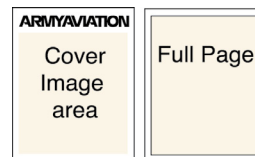
| Ad Unit  | 1x    | 3x   | 5x   | 9x   |
|----------|-------|------|------|------|
| 1 Page   | 10024 | 9657 | 9288 | 8942 |
| 1/2 Page | 6941  | 6720 | 6501 | 6292 |
| 1/3 Page | 5906  | 5621 | 5452 | 5297 |

| 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<br>(Trim Size) | 8 <sup>3</sup> / <sub>8</sub> "<br>8 <sup>1</sup> / <sub>8</sub> " | 11 <sup>1</sup> / <sub>8</sub> "<br>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 |
|--------------------------------------------------------------------------------------------------------------------------|-----------------|---------------|
| January<br>Bonus Distribution x2 - Luther Jones Army Aviation Depot Forum and the Army Best Drone Warfighter Competition | December 11     | December 18   |
| February                                                                                                                 | January 12      | January 20    |
| March<br>Pre-Annual Summit Issue                                                                                         | February 12     | February 19   |
| April/May<br>Bonus Distribution – AAAA Annual Summit – 3 Opportunities for the Price of 1 Ad                             | March 22        | March 22      |
| June                                                                                                                     | May 15          | May 20        |
| July                                                                                                                     | June 15         | June 20       |
| August/September<br>Bonus Distribution – AAAA Cribbins Futures Forum – Blue Book Directory                               | August 15       | August 20     |
| October/November<br>Bonus Distribution – AAAA Cribbins Futures Forum – 2 Opportunities for the Price of 1 Ad             | October 7       | October 14    |
| December<br>Industry Partners Directory and Article Opportunity                                                          | November 13     | November 20   |

\*Ads cancelled after Insertion Order Closing Date will be billed full price.

Added Value Opportunities

Digital

Advertisers with a 2027 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

Accepted Format .jpg or .png | Provide url and ALT text  
3rd party tags accepted -1 per rotation | MP4 file for video  
Artwork Deadline due 15th of the month prior – Send to  
Sales@ARMYAVIATIONmagazine.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 2027.



About ARMY AVIATION Magazine



EST. 1953



9 MAGAZINES/  
YEAR



21,703  
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 Transformation Efforts 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 & relevant SES
- + Key Foreign Military Sales leaders

# 2026 ARMY AVIATION Editorial Calendar

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

\*Advertiser Spotlight in Every Issue.\*

## JANUARY

(Bonus Distribution x2: Luther G. Jones Army Aviation Depot Forum and the Army Best Drone Warfighter Competition)

- Corpus Christi Army Depot Update
- Unmanned Aircraft Systems Sensors & Weapons

## FEBRUARY

- Aviation Maintenance on the Contested Battlefield
- Autonomy and Artificial Intelligence in Army Aviation

## MARCH

(Pre-Annual Summit Issue)

- Army National Guard Aviation
- MEDEVAC Concepts and Capabilities in Large Scale Combat Operations (LSCO)
- Safety
- Fixed Wing Update
- Airspace Management in Manned/Unmanned Mix

## APRIL/MAY

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

- Army Aviation Warfighting Summit Issue
- 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*
- 2027 Army Aviation Leadership “Concept Driven Transformation”

## JUNE

- Special Operations Aviation – Leading the Way In Continuous Transformation
- Arming the Force in Continuous Transformation

## JULY

- Training and Simulation – Enabling Concept Driven Transformation
- Aviation Survivability including Drone, Counter-Drone and Launched Effects
- Project Convergence 27

## AUGUST/SEPTEMBER

(Bonus Distribution: Cribbins Futures Forum)

- **SPECIAL REPORT – MV-75 Cheyenne II**  
*MV-75 Cheyenne II updates from Department of the Army Leadership, program manager, Transformation Integration Directorate MV-75 Operational Development Team, and industry*
- **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/NOVEMBER

(Bonus Distribution: Cribbins Futures 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
- Aviation Sustainment in LSCO
- Aviation Support Role Concept Driven Transformation
- Aviation Soldier Support in the Contested Battlefield
- Rotary Wing Project Manager Updates
- Transformation Integration Directorate Transformation & Lessons Learned Managers (TLLMs)

## DECEMBER

- **Annual Industry Partners Directory**  
*“Who’s Who” in Army Aviation Industry and Suppliers. Affordable, high visibility, industry year-round desk reference!*
- **Opportunity for a ‘Free Listing’ in the Industry Partners Directory**  
*If you purchase an ad, you qualify for a free listing. See deadlines.*
- Industry Support for Continuous Transformation
- Articles by Large, Mid-size and Small Businesses
- Transformation and Training Command (T2COM)  
*Research & Development/Science & Technology*



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: 8/20**



## Terms & Regulations

**Artwork Delivery:** If new artwork is not submitted, or if clear instruction isn't provided as to which ad is to be used by the material due date, Army Aviation Magazine reserves the right to pick up the customers' previous ad. Ads cancelled after insertion order closing date will be billed at full price.

**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:** 21,703 – Includes Army Aviation Branch-related personnel (as of June 2026)

## 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.

**Insertion Order Deadline: 11/13**  
**Materials Due: 11/20**



## ARMY AVIATION Staff 203.268.2450

|                                                   |                                                                                                   |
|---------------------------------------------------|---------------------------------------------------------------------------------------------------|
| <b>PUBLISHER</b>                                  | William R. Harris, Jr., Ext. 123                                                                  |
| <b>MANAGING EDITOR</b>                            | CW4 Joseph L. Pisano, Ret.<br><a href="mailto:editor@quad-a.org">editor@quad-a.org</a> , Ext. 442 |
| <b>EDITOR</b>                                     | Ken Holder<br><a href="mailto:ken@quad-a.org">ken@quad-a.org</a> , 850.774.8034                   |
| <b>DIRECTOR OF DESIGN &amp; PRODUCTION</b>        | Anne H. Ewing<br><a href="mailto:magazine@quad-a.org">magazine@quad-a.org</a> , Ext. 139          |
| <b>DIRECTOR OF MARKETING &amp; COMMUNICATIONS</b> | Jennifer Chittem<br><a href="mailto:jenn@quad-a.org">jenn@quad-a.org</a> , Ext. 124               |
| <b>ADVERTISING DIRECTOR</b>                       | Erika Burgess<br><a href="mailto:erika@quad-a.org">erika@quad-a.org</a> , Ext. 125                |
| <b>ADVERTISING SALES MANAGER</b>                  | Carmen Tuohy<br><a href="mailto:carmen@quad-a.org">carmen@quad-a.org</a> , Ext. 128               |

**[Sales@ARMYAVIATIONmagazine.com](mailto:Sales@ARMYAVIATIONmagazine.com)**  
**[ARMYAVIATIONmagazine.com](http://ARMYAVIATIONmagazine.com)**

*Official Publication of the AAAA*