2027

ARMY AVIATION MAGAZINE



Advertising Sales

203.268.2450

Sales@ARMYAVIATIONmagazine.com

ARMYAVIATIONmagazine.com

Rate Card 65, Effective January 1, 2027

2027 Print Display Gross Rates

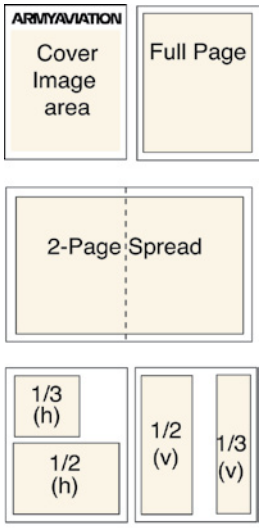
Ad Unit	1x	3x	5x	9x
1 Page	10024	9657	9288	8942
1/2 Page	6941	6720	6501	6292
1/3 Page	5906	5621	5452	5297

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 *(Trim Size)*	8 3/8” 8 1/8”	11 1/8” 10 7/8”
Gutter Bleed Spread	15”	10”
Bleed Spread	16 1/2”	11 1/8”
Cover I Window	7 1/2”	7 3/8”
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”



*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/ for complete instructions.

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 April/May and October/ November issues.

Issue & Closing Dates

Published 9 Issues per year.

Issue	Order Deadline*	Materials Due
January	December 11	December 18
Bonus Distribution x2 - Luther Jones Army Aviation Depot Forum and the Army Best Drone Warfighter Competition		
February	January 12	January 20
March	February 12	February 19
Pre-Annual Summit Issue		
April/May	March 22	March 22
Bonus Distribution – AAAA Annual Summit – 3 Opportunities for the Price of 1 Ad		
June	May 15	May 20
July	June 15	June 20
August/September	August 15	August 20
Bonus Distribution – AAAA Cribbins Futures Forum – Blue Book Directory		
October/November	October 7	October 14
Bonus Distribution – AAAA Cribbins Futures Forum – 2 Opportunities for the Price of 1 Ad		
December	November 13	November 20
Industry Partners Directory and Article Opportunity		

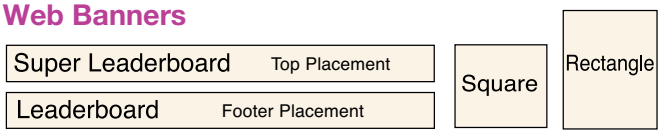
Ads cancelled after Insertion Order Closing Date will be billed full price.

Added Value Opportunites

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



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

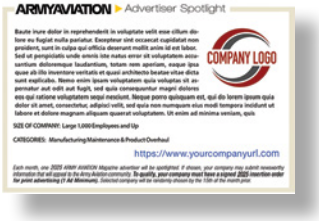
Online Specifications

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



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

2027 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
- Counter-UAS (c-UAS) and Counter-small UAS (C-sUAS)

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 for more information on editorial.

ESSENTIAL DIRECTORIES

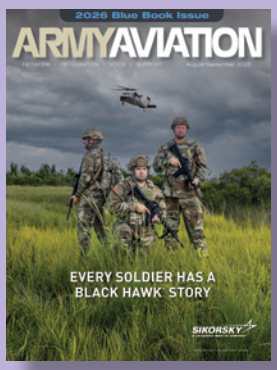
Blue Book Directory

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

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

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.

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)

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