

RATES & SPECS

2017 PRINT RATES

Frequency Discounts	1x	3x	6x
Full Page	\$3,699	\$3,444	\$3,246
1/2 Island	2,658	2,454	2,272
1/2 Horizontal	2,314	2,123	1,946
1/3 Page	1,750	1,568	1,370
1/4 Page	1,523	1,352	1,190

Color Charges	1x	3x	6x
Standard two-color extra	\$595	\$565	\$475

For PMS spot colors, see below for matched color pricing.

4-color process, extra	\$730	\$680	\$630
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Mechanical Requirements

Saddle stitch, 3 columns to a page.
 Paper stock: Machine coated - 50 lb body with 100 lb cover. Colors available: matched, 4-color process (AAAA-MPA). Trim size 7-7/8" x 10-1/2".

Digital Files and Specifications for Print

High-resolution, press-ready PDFs are the preferred medium for advertiser-supplied, printed ad materials. Ads can be submitted via FTP upload. For more details, call Lori Skala at 800.456.0707. Progressive proofs or color keys required on all 4-color advertising.

Special Advertising Rates

Contact the publisher or your advertising representative regarding the following special advertising opportunities:

- Web advertising on www.AerospaceManufacturingAndDesign.com
- Regional rates and mechanical requirements

Ad Sizes (Non-Bleed)

Specifications	Width	Depth
Full Page (non-bleed)	7"	10"
1/2 Page Island	4-1/2"	7-1/2"
1/2 Page Horizontal	7"	4-7/8"
1/3 Page Square	4-1/2"	4-7/8"
1/3 Page Vertical	2-3/16"	10"
1/4 Page	3-3/8"	4-7/8"

Bleed Ad Sizes (Available at no extra charge)

Specifications	Width	Depth
Single-Page Bleeds	8-1/8"	10-3/4"
Trim Area	7-7/8"	10-1/2"
Live Area	7"	10"



[On all bleed advertisements allow 3/8" from any trim edge for live or type matter. Add 1/8" to gutter for each page on spread ads. Supply ruled proof showing crop line.]

2017 INTERACTIVE RATES



WEB ADVERTISING

Leaderboard
 728x90 pixels
 \$4,200 - Advertiser
 \$5,400 - Non-advertiser
 12 units available

Buttons
 300x250 pixels
 \$4,200 - Advertiser
 \$5,400 - Non-advertiser
 6 units available



eNEWSLETTERS

Issue Sponsor
 \$900 - Advertiser
 \$1,000 - Non-advertiser

Primary Sponsor
 \$650 - Advertiser
 \$900 - Non-advertiser

Highlights
 \$400 - Advertiser
 \$550 - Non-advertiser

Custom E-blast
 \$1,650 - Advertiser
 \$2,250 - Non-advertiser



DIGITAL EDITION

Display Ad
 8% Premium on print

Front Page Sponsorship
 \$795

Video/Audio Enhancement
 \$300 per ad

