



ADVERTISING RATES

AirWaves – Aviation Global News

<u>Frequency</u>	<u>Full Page</u>	<u>1/2 Page</u>	<u>1/3 Page</u>	<u>1/4 Page</u>	<u>Banner</u>
1X	\$1500	\$950	\$750	\$550	\$350
3X	\$1450	\$900	\$725	\$525	\$325
4X	\$1400	\$850	\$700	\$500	\$300
6X	\$1300	\$800	\$675	\$475	\$275
9X	\$1200	\$750	\$650	\$450	\$250
12X	\$1100	\$700	\$625	\$425	\$225

Advertising Dimensions @ 100 dpi

Full Page	8" x 10.5"	800 x 1050 pixels
1/2 Page	8" x 5.3"	800 x 530 pixels
1/3 Page	8" x 3.5"	800 x 350 pixels
1/4 Page	8" x 2.6"	800 x 260 pixels
Banner	8" x 1.3"	800 x 130 pixels

Advertising Materials

Resolution: 72 dpi (or higher)

Format: JPG, GIF or TIFF

Media: CD, Zip, Flash drive, email or FTP

- Advertising is linked to the client's web site or specific landing pages.
- Advertising is placed every week providing maximum exposure.
- Advertiser selects months to place ads and **AirWaves** will insert ad in every issue during the selected month(s).
- There is no position premium and no position guarantee.
- Agency Commission: 15% to recognized advertising agencies.

Note: Web edition allows Flash/Animation (generally in GIF format).