

Effective October 2008  
Reaching Over 1 Million Airplane Enthusiasts Per Year

**Print Advertising**



**Double Truck**

2 Pages – 6.5" x 9.5" each

	Open	6 Mo.	12 mo.
<b>Glossy</b>	\$3232.00	\$2910.00	\$2586.00
<b>Color NP</b>	\$1938.00	\$1744.00	\$1551.00
<b>BW NP</b>	\$1656.00	\$1491.00	\$1325.00



**Full Page**

1 Pages – 6.5" x 9.5" each

	Open	6 Mo.	12 mo.
<b>Back Cvr</b>	\$2537.00	\$2283.00	\$2029.00
<b>IFC, A #1,</b>	\$2113.00	\$1902.00	\$1690.00
<b>PBTOC,</b>			
<b>IBC</b>			
<b>Glossy</b>	\$1860.00	\$1674.00	\$1488.00
<b>Color NP</b>	\$1206.00	\$1085.00	\$964.00
<b>BW NP</b>	\$1036.00	\$933.00	\$829.00



**1/2 Page**

Vertical: 3.229" x 9.5"  
Horizontal: 6.5" x 4.729"

	Open	6 Mo.	12 mo.
<b>Glossy</b>	\$1137.00	\$1024.00	\$910.00
<b>Color NP</b>	\$800.00	\$720.00	\$640.00
<b>BW NP</b>	\$686.00	\$618.00	\$549.00



**1/3 Page**

6.5" x 3.139"

	Open	6 Mo.	12 mo.
<b>Glossy</b>	\$887.00	\$798.00	\$709.00
<b>Color NP</b>	\$637.00	\$573.00	\$510.00
<b>BW NP</b>	\$549.00	\$494.00	\$439.00



**1/4 Page**

Vertical: 3.229" x 4.729"  
Horizontal: 6.5" x 2.344"

	Open	6 Mo.	12 mo.
<b>Glossy</b>	\$758.00	\$682.00	\$606.00
<b>Color NP</b>	\$529.00	\$476.00	\$423.00
<b>BW NP</b>	\$472.00	\$425.00	\$378.00



**1/6 Page**

3.229" x 3.139"

	Open	6 Mo.	12 mo.
<b>Glossy</b>	\$455.00	\$410.00	\$364.00
<b>Color NP</b>	\$200.00	\$180.00	\$160.00
<b>BW NP</b>	\$180.00	\$162.00	\$144.00

Please contact your Aero Trader Representative to get your 6 and 12 month discount rates.

**Issue Schedule**

Month	Glossy	Newsprint	On Sale	Month	Glossy	Newsprint	On Sale
<b>Mar 09</b>	12.19.08	12.26.08	01.17.09	<b>Oct 09</b>	07.17.09	07.24.09	08.15.09
<b>Apr 09</b>	01.16.09	01.23.09	02.14.09	<b>Nov 09</b>	08.21.09	08.28.09	09.19.09
<b>May 09</b>	02.13.09	02.20.09	03.14.09	<b>Dec 09</b>	09.18.09	09.25.09	10.17.09
<b>Jun 09</b>	03.20.09	03.27.09	04.18.09	<b>Jan 10</b>	10.16.09	10.23.09	11.14.09
<b>Jul 09</b>	04.17.09	04.24.09	05.16.09	<b>Feb 10</b>	11.13.09	11.19.09	12.12.09
<b>Aug 09</b>	05.22.09	05.29.09	06.20.09	<b>Mar 10</b>	12.18.09	12.22.09	01.16.10
<b>Sep 09</b>	06.19.09	06.26.09	07.18.09				

All advertising materials are due on the close date.