

# AIRVENTURE TODAY

The Official Newspaper of EAA AirVenture Oshkosh  
PUBLISHED JULY 22 – 29, 2012

EAA Advertising • 3000 Poberezny Road • Oshkosh, WI 54901 • 920.426.6127 • Fax 920.426.4828  
For rate cards and other publication information, go to [www.eaaadvertising.org](http://www.eaaadvertising.org)

## ADVERTISING INSERTION ORDER

Date: \_\_\_\_\_

Purchase Order: \_\_\_\_\_

Advertiser: \_\_\_\_\_

Agency (if applicable): \_\_\_\_\_

Address: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Phone: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

Fax: \_\_\_\_\_

Person Placing Order: \_\_\_\_\_

Person Placing Order: \_\_\_\_\_

Title: \_\_\_\_\_

Title: \_\_\_\_\_

Signature: \_\_\_\_\_

Signature: \_\_\_\_\_

Email: \_\_\_\_\_

\_\_\_\_\_

Website: \_\_\_\_\_

Email: \_\_\_\_\_

Select dates for advertising or check here  for all 8 days:

Sun. 7/22	Mon. 7/23	Tues. 7/24	Wed. 7/25
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Thurs. 7/26	Fri. 7/27	Sat. 7/28	Sun. 7/29
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Ad Size: \_\_\_\_\_  BW  Color  
 NEW  PICK UP

Rate confirmed at: Gross: \$ \_\_\_\_\_  
Net: \$ \_\_\_\_\_

Billing Will Be Sent To: <input type="radio"/> Advertiser <input type="radio"/> Agency
<input type="radio"/> Check enclosed
<input type="radio"/> Visa <input type="radio"/> MC <input type="radio"/> AE <input type="radio"/> DC Exp. Date _____
Credit Card# _____
Signature: _____

GENERAL INFORMATION: The closing date is July 2, 2012.  
MATERIALS ARE DUE JULY 16, 2012, AND MUST BE PROVIDED IN ELECTRONIC FORMAT (SEE RATE CARD FOR SPECIFICATIONS).

Return Signed Insertion Order to: EAA Advertising, P.O. Box 3086, Oshkosh, WI 54903-3086. FAX: 920.426.4828

SHIP AD MATERIALS TO:  
EAA – AirVenture Today  
Attn: Sue Anderson  
3000 Poberezny Road  
Oshkosh, WI 54901  
920.426.6127

Accepted for the Publisher by: \_\_\_\_\_ Date \_\_\_\_\_

# SPECIFICATIONS & MECHANICAL REQUIREMENTS

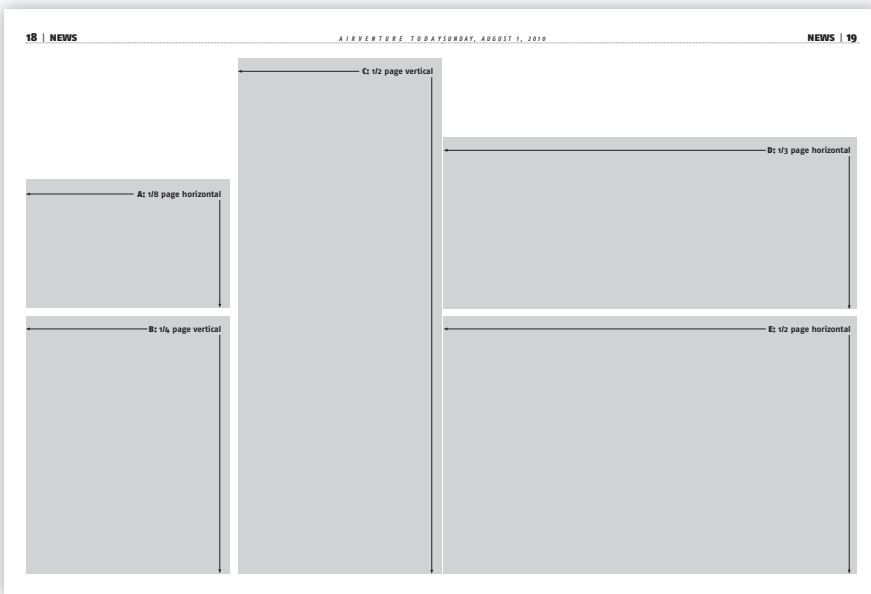
Published July 22 - 29, 2012

- Daily insertions for Friday/Saturday/Sunday incur a 20% premium.
- 1x rate is per day; 8x rate covers all eight days.
- All rates are gross.
- **Space reservation due date: JULY 2, 2012.**  
(Signed insertion order is required to hold space.)
- **Materials due date: JULY 16, 2012.**
- **Special positions:** 10% premium, subject to availability
- **Art materials:** All ads should be provided in Macintosh digital format (preferably a PDF file, but will accept .eps or .tif format. We will also accept Adobe Indesign,

QuarkXPress, Illustrator, or Photoshop,). Include all graphic files (support documents) and fonts (screen and printer). Must supply an accurately sized Proof to ensure proper reproduction.

- **Media:** Zip or CD
- **Resolution for graphic files:** 100 line screen (200 dpi)
- **Fonts:** Adobe only, NO TRUE-TYPE FONTS
- **Proof: CLIENT MUST FURNISH AN APPROVED PROOF THAT DISPLAYS ACCURATE COLOR AND SIZE.**

Note: EAA AirVenture Today is a newspaper. Please consider newsprint's inherent limitations and paper quality when designing your ad.



Publication size (trim size) .....	11.00"	x	13.75"
Full page .....	10.00"	x	13.00"
A: 1/8 page (horizontal) .....	4.75"	x	3.00"
B: 1/4 page (vertical) .....	4.75"	x	6.00"
C: 1/2 page (vertical) .....	4.75"	x	12.00"
D: 1/3 page (horizontal) .....	9.625"	x	4.00"
E: 1/2 page (horizontal) .....	9.625"	x	6.00"

## EAA AIRVENTURE TODAY 2012 AD RATES

All rates are per day. 8x rate is given when all 8 days are purchased.

SIZE	BLACK & WHITE		COLOR	
	1x	8x	1x	8x
Full page	\$2,175.00	\$13,056.00	\$3,106.00	\$18,640.00
Cover 2/3	–	–	3,358.00	22,360.00
Cover 4	–	–	8,750.00	26,120.00
1/2 page	1,525.00	9,160.00	2,175.00	13,056.00
1/3 page	1,160.00	6,960.00	1,650.00	9,920.00
1/4 page	980.00	5,880.00	1,400.00	8,408.00
1/8 page	695.00	4,200.00	995.00	6,000.00