

The **Power** of **Year-round** Partnerships

Join with EAA and **grow** your business



2016 EAA Media Kit





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We Are EAA

EAA is a community of passionate aviation enthusiasts that promotes and supports flying. Our mission is to grow participation in aviation by sharing The Spirit of Aviation.

EAA is a community of nearly 200,000 members. The year-round association of aviation enthusiasts was built 60 years ago on the foundation of people interested in homebuilt aircraft and quickly diversified to meet the needs of all members, no matter what they fly—from homebuilts to jets, single-engine aircraft to helicopters, ultralights to warbirds, and everything in between.

Nowhere is this broad spectrum of interests more evident than at the World's Greatest Aviation Celebration®, EAA AirVenture Oshkosh. They come from around the world to buy aircraft, kits, or parts for their maintenance, restoration, or building projects. They come to see the latest innovations. It is the world's largest aviation gathering.

Through the years, EAA members, with grassroots efforts, built a network of more than 900 chapters worldwide, where they share camaraderie, knowledge, and their love of flying. Only EAA can boast this network of chapters, where members form an even stronger affinity with EAA, its brand, and its mission to grow participation in aviation.



The **Power** of **Partnership**

It goes without saying that our members are aspirational. Many have the satisfaction of owning and operating aircraft and/or building or restoring an aircraft. Most are seeking that next step to becoming a better pilot. Sixty-four percent of members have recently learned to fly or improved their skills, and 43 percent took flight instruction; 37 percent learned about or worked on aircraft restoration; and 38 percent learned about building an aircraft from scratch or a kit.

For EAA members and AirVenture attendees, aviation is more than just a hobby. It's a lifestyle. They fly, they maintain, they train, they educate, they teach, they mentor.

They buy. And, they buy from those they trust. Their strong affinity to EAA leads to trust of businesses and organizations that share the same affinity. In other words, when you engage with EAA, you gain instant credibility with our members.

What does this mean for you? With your objective to grow your business and increase profits in mind, EAA provides the audience who has the ability and desire to make an investment in your product or service.





With our depth of general aviation knowledge and the backing of the World's Greatest Aviation Celebration, the EAA Business Development team can customize a partnership plan that will maximize your investment and heighten recognition of your brand.

We have many ways for you to invest:

- > Sponsorship at events like EAA AirVenture Oshkosh or of aviation education programs that advance EAA's goal to build the pilot community
- > Exhibit space at EAA AirVenture Oshkosh, which attracts more than 500,000 people annually
- > Online and print advertising in publications like *EAA Sport Aviation*, considered by members to be the No. 1 benefit of membership
- > Philanthropic investments that support such strategic programs as Young Eagles, our world-class museum, and scholarships for students to advance their education or desire to gain aviation knowledge.



Not only do we have a wealth of options, but we also will heighten the value of your investment with special benefits and amenities developed specifically to meet your needs. As we help you build an investment plan, we consider your business, your needs, and your goals. An investment plan is defined as a multi-dimensional relationship encompassing exhibits, advertising, and/or sponsorships. Contact us today to learn how a customized partnership can make a positive impact to your bottom line.

THE POWER OF PARTNERSHIP

EAA **AirVenture Oshkosh**

The World's Greatest Aviation Celebration brings together more than 500,000 aviation enthusiasts for one week every year, only in Oshkosh. Daily air shows may take center stage above the convention grounds, but members say the world's largest aviation event means much more to them. Oshkosh is a destination where they go to see aircraft displays and visit with vendors and exhibitors in a place that no other show or venue provides.

No matter how many trade shows you exhibit at each year, you know that no place quite captures the magic of aviation like Oshkosh. It's the world's largest aviation marketplace, and the right place to showcase your innovations and speak to an audience that is naturally drawn to what you have to offer.

That interest doesn't stop when the show ends. AirVenture attendees are influencers and year-round advocates for what they have seen and learned in Oshkosh. If it's seen and can be purchased at AirVenture, members hold that product or service in high regard. At AirVenture, they are more likely to try and buy. And, they continue to buy throughout the year.

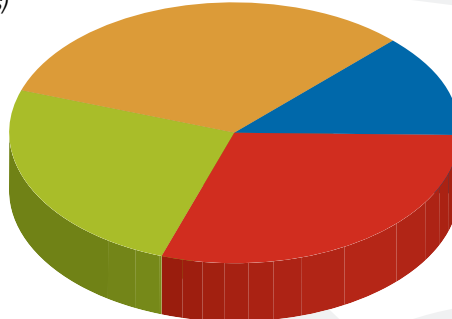




AirVenture Attendees

57 percent of AirVenture attendees have household incomes of more than \$100,000
(the U.S. average is 20% of all households)

■ < \$50,000.....	13%
■ \$50,000-99,000	30%
■ \$100,000-149,900.....	25%
■ > \$150,000.....	32%



- > 94% male, 6% female
- > 38% attend with their family
- > 88% attendees are 45 years or older
- > 74% pilots
- > Mean number of hours flown in a year: 190.
Median is 90 hours.
- > 46% own an aircraft; 20% own more than one;
17% rent
- > 14% use aviation in their profession
- > 15% plan to buy their next aircraft in the next two
years; 8% plan to buy an aircraft in two-plus years
- > 21% fly to AirVenture in a private aircraft
- > The average length of stay at AirVenture
is 3.8 days
- > Most attendees are from the United States;
9% are international visitors
- > 94% are planning to attend
EAA AirVenture Oshkosh next year





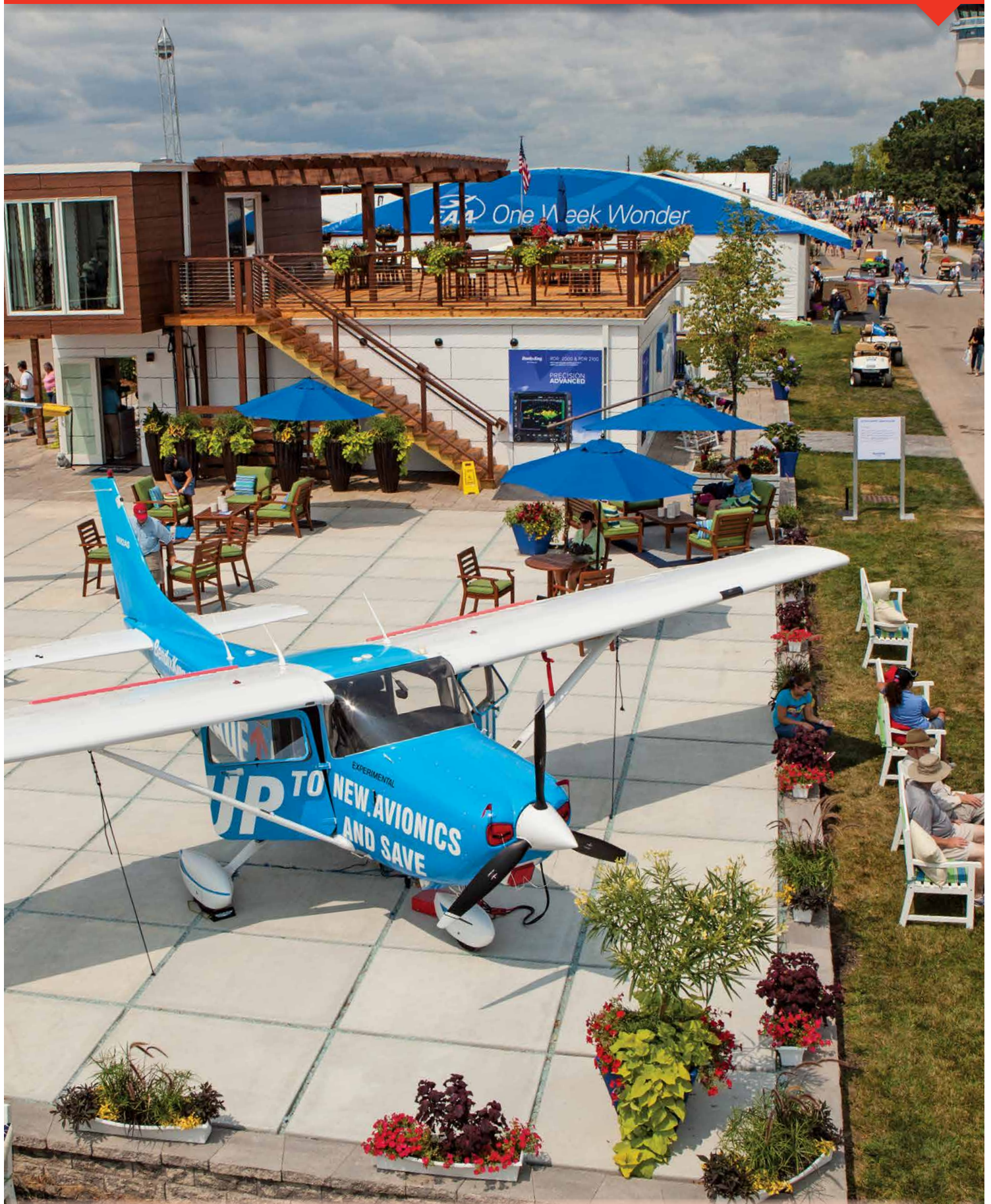
THE POWER OF PARTNERSHIP AirVenture **Exhibiting**

Each year, hundreds of companies attract qualified sales leads quickly, easily, and **affordably** when they exhibit at EAA AirVenture Oshkosh. Industry leaders consistently report outstanding results from their investment at AirVenture. They meet or exceed sales goals, exceed expectations for lead generation, and improve brand awareness year after year.

EAA offers a vast scope of exhibit options throughout the grounds, with four exhibit halls and numerous outdoor specialty exhibit areas. Aviation Gateway Park is an exciting interactive and engaging experience that has been reimagined as a gateway to aviation, helping attendees discover the possibilities in innovation and education, as well as careers in aviation.

When exhibiting at AirVenture, you will have the ability to interact with both the impulse buyer and the planned buyer. For a majority of aircraft owners who attend, AirVenture is a planned buying destination. Their shopping convenience is your opportunity.



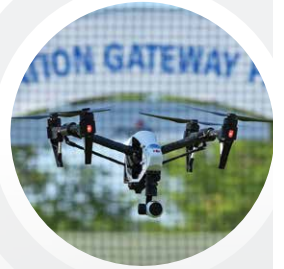




AirVenture provides unique opportunities to exhibitors that no other show can offer. We combine static aircraft displays and exhibit areas. You can customize your exhibit to create an expanded storefront. You can choose to exhibit inside or outside in a specialty area that fits your buying demographic.

This is all available to you with a convenient pricing model. A seven-day exhibit investment in AirVenture is the lowest in the industry; plus, the annual show is fresh and dynamic, keeping it relevant for exhibitors and buyers, as well as attendees.

No matter what your business objective, we have an exhibit opportunity at AirVenture to meet your needs.





Exhibiting at AirVenture is **smart business**

- > 76 percent of participating companies do business internationally
- > Companies return year after year. The average length of time companies have been doing business at AirVenture is 10 years.

AirVenture's **economic impact**

- > AirVenture has a \$110-plus million economic impact on the Oshkosh community
- > The show generates more than \$56.2 million in total income
- > More than 1,700 jobs are supported by the event
- > The show generates more than \$28.7 million in wages and salary
- > AirVenture generates \$84.6 million in direct spending in the Oshkosh area



Exhibit Pricing

Visit EAA.org/exhibitors for the latest information on what exhibit spaces are available.

Indoor Exhibits: Hangars A, B, C, and D and Aviation Gateway Park

- > Tier 1: \$28.32 per square foot
- > Tier 2: \$25.75 per square foot
- > Specialty: \$13.39 per square foot
- > Corners add \$1.55 per square foot

Outdoor Exhibits: Main Aircraft Area and Aviation Gateway Park

- > Tier 1: \$2.47 per square foot
- > Tier 2: \$2.27 per square foot
- > Tier 3: \$2.06 per square foot
- > Specialty: \$2.31 per square foot.
- > Corners add \$0.28 per square foot

Outdoor Exhibits: North Aircraft Display

- > Tier 1: \$2.02 per square foot
- > Corner: \$2.45 per square foot

Outdoor Exhibits: Ultralight/Rotorcraft Display

- > Tier 1: \$0.47 per square foot
- > Corner: \$0.51 per square foot

Outdoor Exhibits: Fly Market

- > 20x20: \$2.49 per square foot
- > 20x20 Corner: \$2.68 per square foot
- > 40x40: \$2.06 per square foot
- > 40x40 Corner: \$2.34 per square foot

For detailed schematics and pricing of EAA AirVenture Oshkosh exhibit space, please visit spirit.eaa.org/appscore/expocad/2016/default.html

Our complete 2016 Exhibitor's Guide is available at www.EAA.org/exhibitorguide



THE POWER OF PARTNERSHIP

AirVenture **Sponsorship**

AirVenture is the optimal place to enhance your brand visibility through sponsorship of the event, venues, product donations, or programs. The value in AirVenture sponsorship is enhanced by the opportunity for customization. Ours is not a cookie-cutter sponsorship opportunity. We have the ability to integrate your brand with our offerings, align the sponsorship with what you do best, and provide the opportunity to reach specific segments of our vast audience.

We offer a variety of sponsorship levels with the added value of benefits and amenities to meet your needs during show week.

- > Staff, guest, and VIP entertainment packages
- > Advertising and marketing options
- > Admission, parking, and grounds tour benefits
- > Special events, aircraft rides, hospitality, and more!

Make and maintain your aviation connections at EAA AirVenture Oshkosh.





THE POWER OF PARTNERSHIP

Sponsorship Benefits

	Supporter \$10,000	Patron \$25,000	Bronze \$50,000	Silver \$100,000	Gold \$150,000	Platinum* \$250,000
Tangible Benefits						
Online Visibility	☒	☒	☒	☒	☒	☒
Thank You Signage	☒	☒	☒	☒	☒	☒
PRC Access	☒	☒	☒	☒	☒	☒
Wristbands	☐	☒	☒	☒	☒	☒
Parking Passes	☐	☒	☒	☒	☒	☒
Lunch Options	☐	☐	☒	☒	☒	☒
Golf Cart(s)	☐	☐	☒	☒	☒	☒
Souvenir Program Ad	☐	☐	☐	☒	☒	☒
PA Announcements	☐	☐	☐	☐	☐	☒
Support Services						
Support/Concierge Services	☒	☒	☒	☒	☒	☒
EAA Assigned Staff Support	☒	☒	☒	☒	☒	☒
Pre-show Exhibit Inspection	☐	☐	☐	☒	☒	☒
EAA Assigned Photographer	☐	☐	☐	☐	☐	☒
Dedicated A-Team Member	☐	☐	☐	☐	☐	☒
Preferred Seating						
VIP Air Show Seating	☐	☐	☒	☒	☒	☒
Helicopter Flight Experience	☐	☐	☒	☒	☒	☒
Tri-Motor Flight Experience	☐	☐	☐	☒	☒	☒
B-17 Flight Experience	☐	☐	☐	☐	☐	☒

*Platinum sponsors receive enhanced online visibility and VIP experiences.



THE POWER OF PARTNERSHIP

EAA Publications

Whether you want your message to reach aviators year-round or during the week of AirVenture, EAA has a variety of print and digital options to meet your advertising needs.

SportAviation

EAA's flagship magazine is considered by members to be the No. 1 benefit of membership. With a variety of news, information, and advice for the pilot, builder, and restorer, *EAA Sport Aviation* is a publication that readers return to again and again. Members report spending a significant amount of time each month reading a majority of the magazine. On average, members read 70 percent of the magazine each month, 40 percent read all of the magazine and 21 percent read it cover to cover. The digital edition, read by members throughout the world, provides advertisers even greater exposure through this must-read publication.

EAA Sport Aviation—more than 150,000 passionate readers! **Nearly 84 percent of EAA members consider EAA Sport Aviation the No. 1 benefit of membership.**

Ad rates and mechanicals on P. 26.

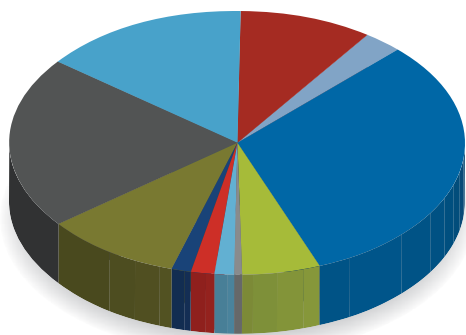




Our readers **fly, buy, and engage.**

- > 96 percent are male, with 62.6 percent between the ages of 55 and 74
- > 28.4 percent have incomes that exceed \$125,000 per year; 7.6 percent have incomes of more than \$250,000 per year
- > 78 percent own or co-own at least one aircraft; 22 percent own or co-own multiple airplanes
- > 60 percent work in a management or professional occupation
- > 21.6 percent are employed in aviation; 24 percent flew an aircraft for business in the past year
- > 84 percent are certified pilots; 11.7 percent of member households have more than one pilot
- > Percentage of pilot ratings: 34 percent multi-engine, 38 percent instrument, 14 percent seaplane (single- and multi-engine)
- > 12 percent are a part of the homebuilding community
- > Members fly an average 5.8 times per month and 79.2 hours per year
- > 95.6 percent own their home, and 26 percent own a second home
- > Our members are well-educated: 62 percent have an undergraduate degree—that's more than twice the national average—and 31 percent have a graduate degree.

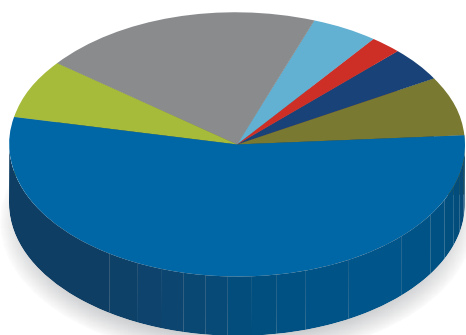




Aircraft **Ownership**

78 percent of members own or co-own an aircraft.
22 percent of members own/co-own multiple airplanes.

- Single-engine (own/lease/timeshare): 70.9 percent
- LSA (own/lease/timeshare): 12.5 percent
- Twin turbo-prop (own/lease/timeshare): 1 percent
- Jet (own/lease/timeshare/use others): 3.5 percent
- Ultralight: 3.6 percent
- Helicopter (own/lease/timeshare/use others): 2.7 percent
- Homebuilt (own/lease/timeshare): 21.8 percent
- Production (1956-present): 47 percent
- Experimental: 33 percent
- Vintage: 21 percent
- Warbird: 6 percent



Pilot **Licenses**

84 percent of members are certificated pilots.
11.7 percent of member households have more than one pilot.

- Student: 4 percent
- Sport: 7 percent
- Private: 52 percent
- CFI: 7 percent
- Commercial/ATP: 19 percent
- Ultralight: 4.6 percent
- Other: 2 percent

Sport Aviation

Advertising rates and prepress requirements

FULL COLOR	1x	3x	6x	12x
C 4	\$8,925	\$8,484	\$8,038	\$7,586
C 2,3	\$7,722	\$7,391	\$6,987	\$6,567
Full Page	\$7,260	\$6,898	\$6,536	\$6,173
2/3 Page (vertical)	\$5,442	\$5,180	\$4,902	\$4,633
1/2 Page (horizontal)	\$4,361	\$4,140	\$3,996	\$3,709
1/3 Page (square)	\$3,274	\$3,105	\$2,948	\$2,779
1/4 Page (vertical)	\$2,543	\$2,418	\$2,290	\$2,164
1/6 Page (vertical/horizontal)	\$1,813	\$1,728	\$1,640	\$1,545

BLACK & WHITE	1x	3x	6x	12x
Full Page	\$5,085	\$4,833	\$4,581	\$4,323
2/3 Page (vertical)	\$3,815	\$3,626	\$3,436	\$3,242
1/2 Page (horizontal)	\$3,057	\$2,905	\$2,748	\$2,595
1/3 Page (square)	\$2,290	\$2,180	\$2,065	\$1,950
1/4 Page (vertical)	\$1,781	\$1,692	\$1,608	\$1,518
1/6 Page (vertical/horizontal)	\$1,271	\$1,209	\$1,146	\$1,083

FLYMART	Size	Dimensions	BW	4C (1x-5x)	4C (6x-12x)
	1"	2.5" x 1"	\$180	\$500	\$400
	2"	2.5" x 2"	\$360	\$1,000	\$900
	3"	2.5" x 3"	\$540	\$1,500	\$1,400

Issue and Closing Dates

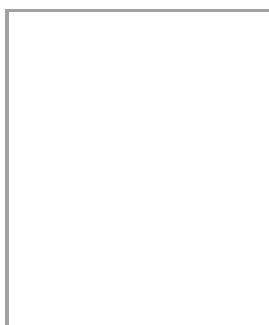
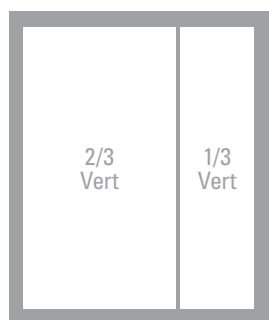
EAA Sport Aviation is published monthly and is issued at the beginning of the month.

- > Closing date for insertion orders: 10th day of SECOND PRECEDING month. Example: January issue—deadline is November 10. Closing date for materials: 20th day of SECOND PRECEDING month. Where new copy is not furnished, publisher reserves the right to repeat previous copy until new copy or instructions are received.
- > CANCELLATION: Cancellations not accepted after closing dates for insertion orders.

Terms: Net 30 days

General Rate Policy

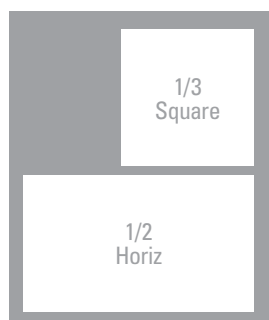
- > Regulations covering acceptance of advertising: Advertisers and advertising agencies assume liability for all content (including text, representation, and illustrations) of advertisements printed, and assume all responsibility for any claims arising therefrom made against the publisher. The publisher reserves the right to reject any advertising, or to request changes in copy, with or without giving a reason.
- > Short rates and rebates: Advertisers will be short-rated if within a 12-month period from the date of the first insertion they do not use the amount of space upon which their billings have been based. Upon request, advertisers will be rebated if within a 12-month period from the date of first insertion they have used sufficient additional space to warrant a lower rate than that at which they have been billed.

**FULL PAGE****Live Area:** 8.5" x 10.375"**Trim:** 9" x 10.875"**With Bleed:** 9.25" x 11.125"**TWO PAGE SPREAD****Trim:** 18" x 10.875"**With Bleed:** 18.25" x 11.125"**2/3 PAGE (VERT)****Live Area:** 5.278" x 9.778"

No Bleed

1/3 PAGE (VERT)**Live Area:** 2.556" x 9.778"

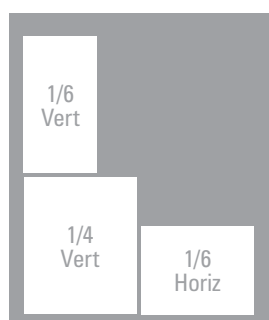
No Bleed

**1/3 PAGE (SQUARE)****Live Area:** 4.597" x 4.736"

No Bleed

1/2 PAGE (HORIZ)**Live Area:** 8" x 4.736"

No Bleed

**1/4 PAGE (VERT)****Live Area:** 3.917" x 4.736"

No Bleed

1/6 PAGE (VERT)**Live Area:** 2.556" x 4.736"

No Bleed

1/6 PAGE (HORIZ)**Live Area:** 3.917" x 3.056"

No Bleed

Software

Preferred software is Adobe InDesign for Apple. We can accept most programs in the following order of preference and with noted requirements:

- > Adobe InDesign or QuarkXPress
- > Illustrator—type converted to paths, saved as EPS
- > Photoshop—saved as TIFF or EPS

Platform/Formats

- > Macintosh is the preferred platform; 300 dpi PDF files.
- > PC files are accepted in PDF (must be PDF X-1a compliant), from Adobe InDesign or QuarkXPress.
- > We cannot accept Microsoft Word documents or Microsoft Publisher files.

Ads sent in file formats other than those specified
WILL NOT BE ACCEPTED.

Mechanical Requirements

Stitch and trim. Web offset, perfect bound.
Final trim is 9" wide x 10.875" high. All live matter should remain 1/2" (.5") from trim/final ad sizes.

Bleed Requirements

Full-page ads ONLY, no extra charge. Please add .125" to all sides beyond the final trim size of 9" wide x 10.875" high. When creating a PDF of your full-page ad, please DO NOT include any crop or bleed marks, page information, or color bars. Full-page PDFs should be created at a final size of 9.25" wide x 11.125" high.

Fonts

Use only Postscript fonts and supply both screen and printer fonts with your files. We cannot guarantee the consistency of True Type fonts. Do not use "pseudo-type" commands. Use the italic, bold, etc. versions of the font.

Scans

Scans should be compatible with Photoshop. Resolution should be 300 dpi for grayscale and CMYK images. Resolution should be 1200 dpi for bitmap art. No RGB files. No compression.

Acceptable Media

Zip disk, CD.

Additional Charges

- > An additional \$35 will be charged for missing fonts, RGB to CMYK conversions, missing support or graphics files, missing proofs, or any other production problems resulting from failure to adhere to the offset specifications listed.
- > An additional \$35 minimum will be charged for any advertiser-requested text alterations.

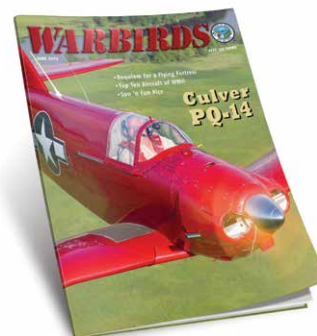
THE POWER OF PARTNERSHIP

EAA **Division Publications**

You can also speak to aviators with special interests through EAA's community magazines—*Warbirds*, *Vintage Airplane*, and *Sport Aerobatics*. Aviators who subscribe to these publications have formed a special bond with the aircraft and lifestyle featured in every issue.

Warbirds is dedicated to preserving military aircraft of all eras and is avidly read by one of the highest-income demographic segments in the general aviation marketplace. Warbirds covers all the activities and adventures of this active group of aviators.

Published eight times a year



Vintage Airplane features articles detailing the restoration and history of aircraft rebuilt by members, as well as historical pieces consisting of the recollections of those who were active during the heyday of these aircraft.

Published six times a year



Sport Aerobatics is aviation's only magazine devoted totally to recreational and competition aerobatics. The publication and its readers are dedicated to safety through knowledge and education, as well as flying fun at all altitudes.

Published monthly



Divisional publication ad rates and mechanicals on P. 30.



Division Publications

Advertising rates and prepress requirements

FULL COLOR	1x	3x	6x	12x
C 2,3	\$1,772	\$1,684	\$1,597	\$1,514
Full Page	\$1,535	\$1,460	\$1,385	\$1,316
2/3 Page (vertical)	\$1,154	\$1,096	\$1,040	\$990
1/2 Page (horizontal)	\$932	\$886	\$842	\$800
1/3 Page (square)	\$695	\$660	\$630	\$600
1/4 Page (vertical)	\$540	\$515	\$490	\$465
1/6 Page (vertical/horizontal)	\$386	\$367	\$350	\$332

BLACK & WHITE	1x	3x	6x	12x
Full Page	\$930	\$880	\$836	\$793
2/3 Page (vertical)	\$695	\$660	\$626	\$595
1/2 Page (horizontal)	\$556	\$530	\$500	\$475
1/3 Page (square)	\$422	\$400	\$380	\$365
1/4 Page (vertical)	\$325	\$310	\$295	\$280
1/6 Page (vertical/horizontal)	\$227	\$217	\$206	\$196

FLYMART	Size	Dimensions	BW
	1"	2.5" x 1"	\$20
	2"	2.5" x 2"	\$40
	3"	2.5" x 3"	\$60

Issue and Closing Dates

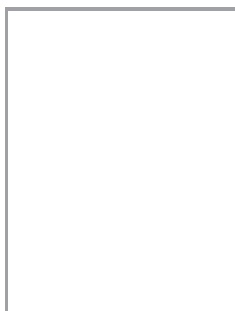
Sport Aerobatics is published monthly and is issued at the end of the preceding month. *Warbirds* is published eight times a year and is issued at the end of the month. *Vintage Airplane* magazine is published six times a year and is issued at the end of the preceeding month.

- > Closing date for insertion orders: 10th day of SECOND PRECEDING month. Example: January issue—deadline is November 10. Closing date for materials: 20th day of SECOND PRECEDING month. Where new copy is not furnished, publisher reserves the right to repeat previous copy until new copy or instructions are received.
- > CANCELLATION: Cancellations not accepted after closing dates for insertion orders.

Terms: Net 30 days

General Rate Policy

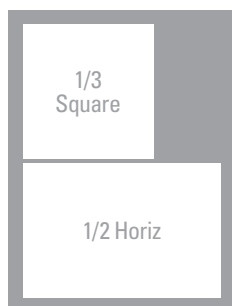
- > Regulations covering acceptance of advertising: Advertisers and advertising agencies assume liability for all content (including text, representation, and illustrations) of advertisements printed, and assume all responsibility for any claims arising therefrom made against the publisher. The publisher reserves the right to reject any advertising, or to request changes in copy, with or without giving a reason.
- > Short rates and rebates: Advertisers will be short-rated if within a 12-month period from the date of the first insertion they do not use the amount of space upon which their billings have been based. Upon request, advertisers will be rebated if within a 12-month period from the date of first insertion they have used sufficient additional space to warrant a lower rate than that at which they have been billed.

**FULL PAGE****Live Area:** 7.375" x 10"**Trim:** 7.875" x 10.5"**With Bleed:** 8.125" x 10.75"**TWO PAGE SPREAD****Trim:** 15.75" x 10.5"**With Bleed:** 16" x 10.75"**2/3 PAGE (VERT)****Live Area:** 4.521" x 9.5"

No Bleed

1/3 PAGE (VERT)**Live Area:** 2.167" x 9.5"

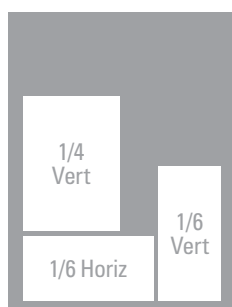
No Bleed

**1/3 PAGE (SQUARE)****Live Area:** 4.521" x 4.656"

No Bleed

1/2 PAGE (HORIZ)**Live Area:** 6.875" x 4.656"

No Bleed

**1/4 PAGE (VERT)****Live Area:** 3.344" x 4.656"

No Bleed

1/6 PAGE (VERT)**Live Area:** 2.167" x 4.656"

No Bleed

1/6 PAGE (HORIZ)**Live Area:** 4.521" x 2.23"

No Bleed

Software

Preferred software is Adobe InDesign for Apple. We can accept most programs in the following order of preference and with noted requirements:

- > Adobe InDesign or QuarkXPress
- > Illustrator—type converted to paths, saved as EPS
- > Photoshop—saved as TIFF or EPS

Platform/Formats

- > Apple is the preferred platform; 300 dpi PDF files.
- > PC files are accepted in PDF (must be PDF X-1a compliant), from Adobe InDesign or QuarkXPress.
- > We cannot accept Microsoft Word documents or Microsoft Publisher files.

Ads sent in file formats other than those specified WILL NOT BE ACCEPTED.

Mechanical Requirements

Stitch and trim. Web offset, saddle stitched.

Final trim is 7.875" wide x 10.5" high. All live matter should remain 1/2" (.5") from trim/final ad sizes.

Bleed Requirements

Full-page ads ONLY, no extra charge. Please add .125" to all sides beyond the final trim size of 7.875" wide x 10.5" high. When creating a PDF of your full-page ad, please DO NOT include any crop or bleed marks, page information, or color bars. Full-page PDFs should be created at a final size of 8.125" wide x 10.75" high.

Fonts

Use only Postscript fonts and supply both screen and printer fonts with your files. We cannot guarantee the consistency of True Type fonts. Do not use "pseudo-type" commands. Use the italic, bold, etc. versions of the font.

Scans

Scans should be compatible with Photoshop. Resolution should be 300 dpi for grayscale and CMYK images. Resolution should be 1200 dpi for bitmap art. No RGB files. No compression.

Acceptable Media

Zip disk, CD.

Additional Charges

- > An additional \$35 will be charged for missing fonts, RGB to CMYK conversions, missing support or graphics files, missing proofs, or any other production problems resulting from failure to adhere to the offset specifications listed.
- > An additional \$35 minimum will be charged for any advertiser-requested text alterations.

THE POWER OF PARTNERSHIP

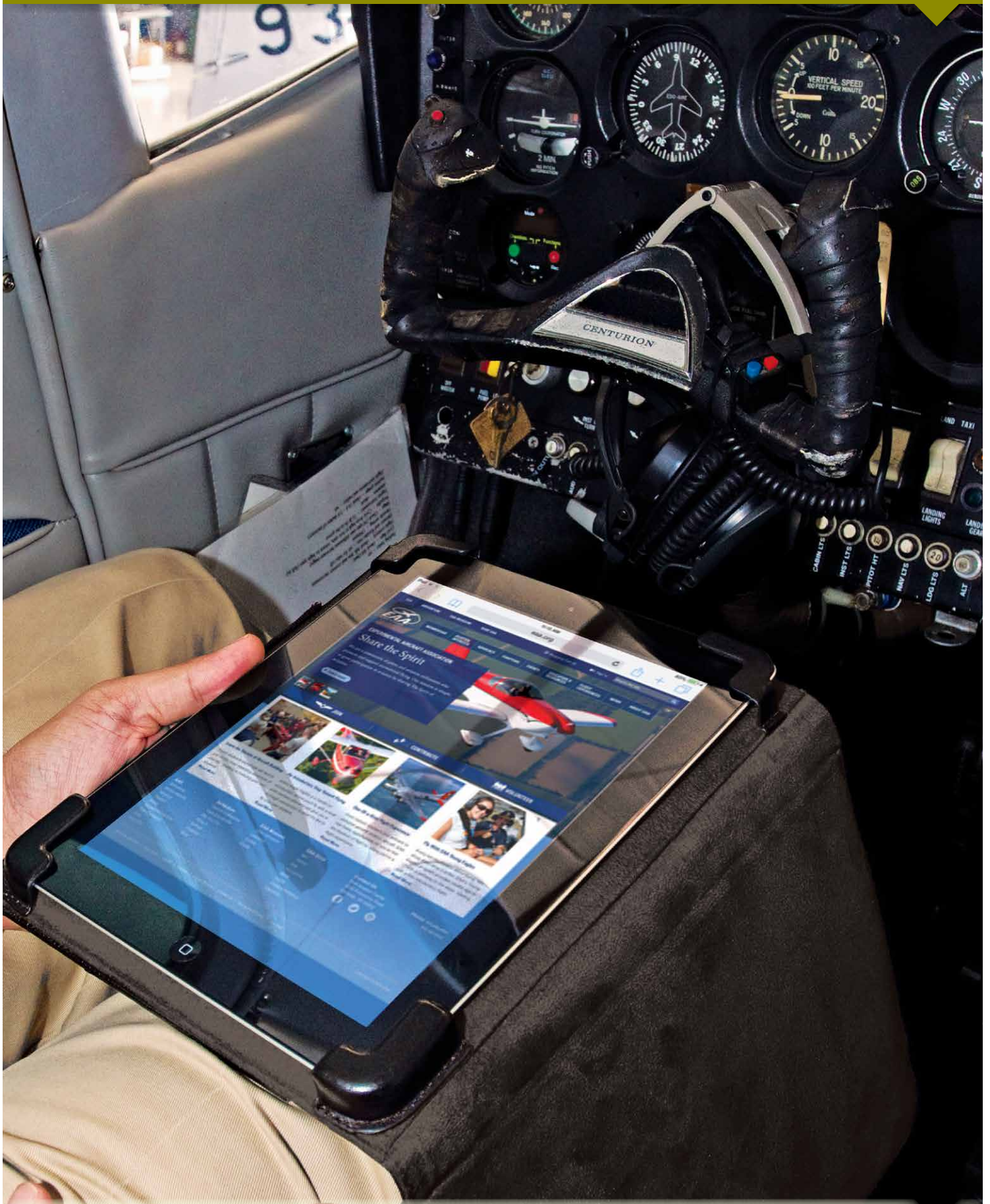
Electronic Advertising

You can get the most impact for your advertising dollars by combining print advertising with EAA's electronic offerings. The popular *e-Hotline* weekly electronic newsletter has more than 95,000 opt-in subscribers, and our website, EAA.org, makes more than 43 million annual impressions. EAA is the aviator's source for news happening within the membership and within the industry.

- > 197,592 unique visitors per month
- > More than 14.4 million average page views
- > 4.3 minutes spent on average on video pages

Not only do EAA's print and electronic advertising opportunities reach an avid audience hungry for information, but they also reach those who are planning their trip to the next AirVenture. Aviators begin planning early, checking print and electronic materials often as they plan the annual migration to Oshkosh. This provides you with a fantastic opportunity to reach tens of thousands of aviators and aviation enthusiasts through a variety of media channels.

When planning their AirVenture trip, more than 60 percent of visitors went online to EAA.org or AirVenture.org. Forty percent read about it in *EAA Sport Aviation*, and another 30 percent received their information from EAA e-mails.



THE POWER OF PARTNERSHIP

Website Advertising—Tier A and Tier B

TIER A	Per Annual	12x	Mar.-Aug.	Sept.-Feb.
Static Banner	\$12,960	\$1,080	\$1,620	\$1,296
Animated Banner	\$16,200	\$1,350	\$2,025	\$1,620

TIER B	Per Annual	12x	Mar.-Aug.	Sept.-Feb.
Static Banner	\$9,000	\$750	\$1,125	\$900
Animated Banner	\$11,280	\$940	\$1,140	\$1,125

(All rates are gross and per month)

Tier A

190 pixels wide x 400 pixels high
(static or animated)

Tier B

190 pixels wide x 600 pixels high
(static or animated)

Static Ad Specifications

- > Maximum file size: 50 k
- > File formats accepted: JPEG
- > Resolution: 72 dpi
- > Colorspace: RGB
- > Linking: Complete URL must be included for hyperlinking
- > Impressions per year: 1.08 million
- > Rotation: 12 ads
- > EAA has final approval of all ads

Animated Ad Specifications

- > Maximum file size: 50 k
- > File formats accepted: GIF (no Flash files)
- > Animated sequences can contain no more than three (3) frames.
Last frame will be static, animation ends. No looping animations.
- > Linking: Complete URL must be included for hyperlinking
- > Impressions per year: 900,000
- > Rotation: 12 ads
- > EAA has final approval of all ads

The screenshot shows the EAA website interface. At the top is a navigation menu. Below it is a large banner for 'Always Learning'. Underneath, there's a section for 'PUBLICATIONS' featuring several magazine covers. On the right side of the page, two dashed rectangular boxes are overlaid, labeled 'Tier A 190 x 400' and 'Tier B 190 x 600', indicating the designated areas for website advertising. The footer contains various links and contact details for EAA.

THE POWER OF PARTNERSHIP

Website Advertising—EAA Home Page Banner Ads

EAA Home Page Banner	Per Annual	12x	Mar.-Aug.	Sept.-Feb.
Static Banner	\$40,000	\$3,500	\$5,000	\$4,000
Animated Banner	\$50,000	\$4,500	\$6,000	\$5,000

AirVenture Home Page Banner	Per Annual	12x	Mar.-Aug.	Sept.-Feb.
Static Banner	\$70,000	\$7,500	\$10,000	\$5,000
Animated Banner	\$60,000	\$8,500	\$11,000	\$6,000

*(All rates are gross and per month)***EAA Home Page Banner Ad**

970 pixels wide x 90 pixels high
(static or animated)

AirVenture Home Page Banner Ad

970 pixels wide x 90 pixels high
(static or animated)

Static Ad Specifications

- > Maximum file size: 50 k
- > File formats accepted: JPEG
- > Resolution: 72 dpi
- > Colorspace: RGB
- > Linking: Complete URL must be included for hyperlinking
- > Rotations: 4 total (2 revenue, 2 house)
- > EAA has final approval of all ads

Animated Ad Specifications

- > Maximum file size: 50 k
- > File formats accepted: GIF (no Flash files)
- > Animated sequences can contain no more than three (3) frames.
Last frame will be static, animation ends. No looping animations.
- > Linking: Complete URL must be included for hyperlinking
- > Rotations: 4 total (2 revenue, 2 house)
- > EAA has final approval of all ads



THE POWER OF PARTNERSHIP *e-Hotline* Advertising

Duration	Cost Per Ad	Number of Weeks	Total Cost
1 week	\$1,200	1	\$1,200
1 month	\$1,080	4	\$4,320
3 months	\$975	12	\$11,700
6 months	\$875	24	\$21,000
12 months	\$785	48	\$37,680

The screenshot shows the EAA e-Hotline website as of January 15, 2015. The header includes the EAA logo and navigation links for Newsletter Sign-Up, EAA Chapters, Events, Volunteer, Shop, and Contact. Below the header are social media links for Facebook, Twitter, Instagram, Video, and Forums.

TOP STORY
Veteran Receives Honorary Type Rating
 Odert "Bert" Cornwell, of DeLand, Florida, has been an EAA member since 1965 (EAA 27879) and was one of the founders of EAA chapters 288 in Daytona Beach and 635 in DeLand. He is also a veteran of World War II who was both a pilot and flight engineer in B-17s and B-24s - but mostly B-29s. [Read more >>](#)

MULTIMEDIA
Happy Birthday, Twin Beech!
 Seventy-eight years ago today (January 15, 1937) marked the first flight of the Beechcraft Model 18, so this week we feature AirshowStuff's cockpit video of Matt Younkin's EAA AirVenture Oshkosh 2014 aerobatic performance in his Twin Beech. [Watch now >>](#)

Timeless Voices - [Dick Diller](#), A-1 Skyraider pilot during the Vietnam War.

Hints for Homebuilders - [Carburetor Heat Operation](#), with Dick Koehler, A&P mechanic and EAA SportAir Workshop instructor

570 x 90

Weekly Round-Up
Sebring LSA Expo Runs Through Saturday
 Recreational aviation enthusiasts are flocking to the Sebring Regional Airport in Florida for the 11th annual U.S. Sport Aviation Expo that runs through Saturday, January 17. Officials report the show is off to a good start despite less than ideal weather that greeted the event's first-ever Wednesday opening day. [Read more >>](#)

Ad Specifications

- > Dimensions: 570 pixels wide x 90 pixels high
- > Maximum file size: 50 k
- > File formats accepted: JPEG
- > Resolution: 72 or 96 dpi
- > Colorspace: RGB
- > Linking: Complete URL must be included for hyperlinking
- > Impressions per year: 1.08 million
- > Animated ads are not accepted at this time.
- > EAA has final approval of all ads

THE POWER OF PARTNERSHIP AirVenture Advertising

While at AirVenture, guests look to a variety of media sources to plan each day, and this provides you with a one-of-a-kind opportunity to get your message to more than 500,000 enthusiasts who visit each year.

AirVenture Today, AirVenture's daily newspaper, reaches an audience of 35,000 readers each day, providing daily highlights and news happening on convention grounds.

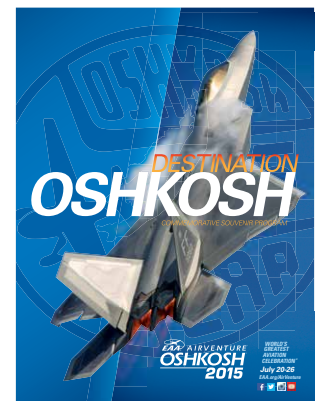
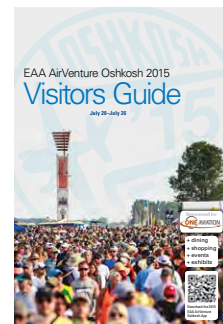
Visitors Guide is guests' go-to, most reliable source of everything AirVenture including exhibitor locations, dining options, and forums/workshop schedules. Advertising in this guide heightens your visibility with hundreds of thousands of guests.

Commemorative Souvenir Program

reaches those looking for more behind-the-scenes information about AirVenture. Your message will be seen well after AirVenture as the program is a keepsake, read for entertainment.

Jumbotrons are strategically located throughout the show grounds to allow you to reach the masses quickly and conveniently at AirVenture. They provide easy access to drive visitors to your exhibit space.

Megatrons are conveniently located on the AirVenture show grounds to provide continual updates and information to guests. With locations near the air show flightline, guests will surely take notice of your message on these electronic mega-billboards.



AirVenture Today

Advertising rates and prepress requirements

FULL COLOR	8x	1x
C 4	\$26,904	
C 2,3	\$23,032	
Full Page	\$19,120	\$3,200
1/2 Page (vertical/horizontal)	\$13,448	\$2,241
1/3 Page (vertical/horizontal)	\$10,224	\$1,700
1/4 Page (square/vertical)	\$8,664	\$1,442
1/8 Page (horizontal)	\$6,184	\$1,025

Issue and Closing Dates

AirVenture Today is published daily and is issued daily, July 24-31, 2016.

> Closing date for insertion orders: July 11, 2016

Signed insertion order is required to hold space.

> Due date for ad materials: July 18, 2016

> CANCELLATION: Cancellations not accepted after closing dates for insertion orders.

General Rate Policy

> Regulations covering acceptance of advertising: Advertisers and advertising agencies assume liability for all content (including text, representation, and illustrations) of advertisements printed, and assume all responsibility for any claims arising therefrom made against the publisher. The publisher reserves the right to reject any advertising, or to request changes in copy, with or without giving a reason.

> 1x rate is per day; 8x rate covers all eight days.

> All rates are gross.

Software

Preferred software is Adobe InDesign for Apple. We can accept most programs in the following order of preference and with noted requirements:

> Adobe InDesign or QuarkXPress

> Illustrator—type converted to paths, saved as EPS

> Photoshop—saved as TIFF or EPS

Platform/Formats

> Apple is the preferred platform; 300 dpi PDF files.

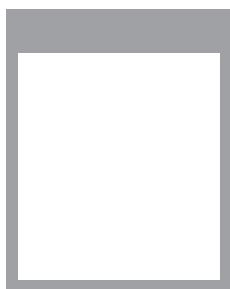
> PC files are accepted in PDF (must be PDF X-1a compliant), from Adobe InDesign or QuarkXPress.

> We cannot accept Microsoft Word documents or Microsoft Publisher files.

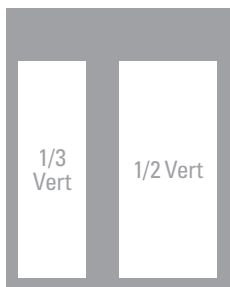
Ads sent in file formats other than those specified WILL NOT BE ACCEPTED.

Mechanical Requirements

Final trim is 11" wide x 13.75" high. All live matter should remain 1/2" (.5") from trim/final ad sizes.

**FULL PAGE**

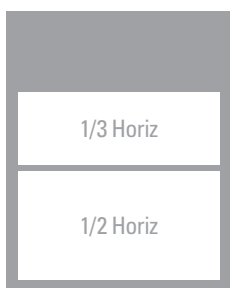
Live Area: 9.75" x 11"
No Bleed

**1/2 PAGE (VERT)**

Live Area: 4.75" x 10.5"
No Bleed

1/3 PAGE (VERT)

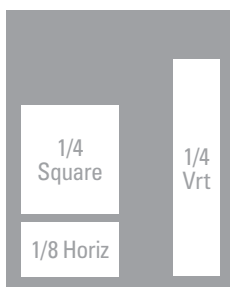
Live Area: 3.25" x 10.5"
No Bleed

**1/2 PAGE (HORIZ)**

Live Area: 9.75" x 5.25"
No Bleed

1/3 PAGE (HORIZ)

Live Area: 9.75" x 3.5"
No Bleed

**1/4 PAGE (SQUARE)**

Live Area: 4.75" x 5.25"
No Bleed

1/4 PAGE (VERT)

Live Area: 2.25" x 10.5"
No Bleed

1/8 PAGE (HORIZ)

Live Area: 4.75" x 2.625"
No Bleed

Bleed Requirements

There are no ads that bleed for this publication. When creating a PDF of your full-page ad, please DO NOT include any crop or bleed marks, page information, or color bars. Please make all ads to the size(s) indicated.

Fonts

Use only Postscript fonts and supply both screen and printer fonts with your files. We cannot guarantee the consistency of True Type fonts. Do not use "pseudo-type" commands. Use the italic, bold, etc. versions of the font.

Scans

Scans should be compatible with Photoshop. Resolution should be 300 dpi for grayscale and CMYK images. Resolution should be 1200 dpi for bitmap art. No RGB files. No compression.

Acceptable Media

Zip disk, CD.

Additional Charges

- > An additional \$35 will be charged for missing fonts, RGB to CMYK conversions, missing support or graphics files, missing proofs, or any other production problems resulting from failure to adhere to the offset specifications listed.
- > An additional \$35 minimum will be charged for any advertiser-requested text alterations.

Commemorative Souvenir Program

Advertising rates and prepress requirements

FULL COLOR	1x	BLACK & WHITE	1x
C 4	\$4,805	C 4	-
C 2,3	\$4,170	C 2,3	-
Full Page	\$3,205	Full Page	\$2,245
2/3 Page (vertical)	\$2,400	2/3 Page (vertical)	\$1,690
1/2 Page (horizontal)	\$1,930	1/2 Page (horizontal)	\$1,350
1/3 Page (square)	\$1,445	1/3 Page (square)	\$1,010
1/4 Page (vertical)	\$1,130	1/4 Page (vertical)	\$795
1/6 Page (vertical/horizontal)	\$800	1/6 Page (vert/horiz)	\$570

Issue and Closing Dates

The AirVenture Commemorative Souvenir Program is published annually for EAA AirVenture Oshkosh.

- > Closing date for insertion orders: May 27, 2016
Signed insertion order is required to hold space.
- > Due date for ad materials: June 3, 2016
- > CANCELLATION: Cancellations not accepted after closing dates for insertion orders.

Terms: Net 30 days

General Rate Policy

- > Regulations covering acceptance of advertising: Advertisers and advertising agencies assume liability for all content (including text, representation, and illustrations) of advertisements printed, and assume all responsibility for any claims arising therefrom made against the publisher. The publisher reserves the right to reject any advertising, or to request changes in copy, with or without giving a reason.
- > Short rates and rebates: Advertisers will be short-rated if within a 12-month period from the date of the first insertion they do not use the amount of space upon which their billings have been based. Upon request, advertisers will be rebated if within a 12-month period from the date of first insertion they have used sufficient additional space to warrant a lower rate than that at which they have been billed.

Software

Preferred software is Adobe InDesign for Apple. We can accept most programs in the following order of preference and with noted requirements:

- > Adobe InDesign or QuarkXPress
- > Illustrator—type converted to paths, saved as EPS
- > Photoshop—saved as TIFF or EPS

Platform/Formats

- > Apple is the preferred platform; 300 dpi PDF files.
- > PC files are accepted in PDF (must be PDF X-1a compliant), from Adobe InDesign or QuarkXPress.
- > We cannot accept Microsoft Word documents or Microsoft Publisher files.

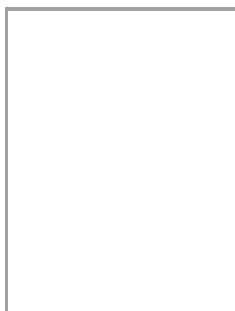
Ads sent in file formats other than those specified
WILL NOT BE ACCEPTED.

Mechanical Requirements

Stitch and trim. Web offset, saddle stitched.
Final trim is 7.875" wide x 10.5" high. All live matter should remain 1/2" (.5") from trim/final ad sizes.

Bleed Requirements

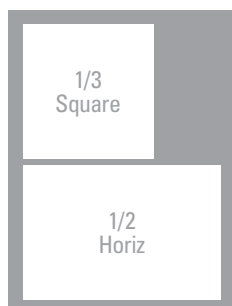
Full-page ads ONLY, no extra charge. Please add .125" to all sides beyond the final trim size of 7.875" wide x 10.5" high. When creating a PDF of your full-page ad, please DO NOT include any crop or bleed marks, page information, or color bars. Full-page PDFs should be created at a final size of 8.125" wide x 10.75" high.

**FULL PAGE****Live Area:** 7.375" x 10"**Trim:** 7.875" x 10.5"**With Bleed:** 8.125" x 10.75"**TWO PAGE SPREAD****Trim:** 15.75" x 10.5"**With Bleed:** 16" x 10.75"**2/3 PAGE (VERT)****Live Area:** 4.521" x 9.5"

No Bleed

1/3 PAGE (VERT)**Live Area:** 2.167" x 9.5"

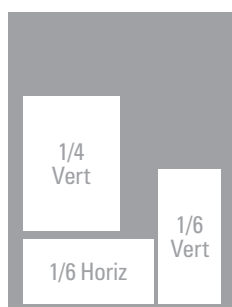
No Bleed

**1/3 PAGE (SQUARE)****Live Area:** 4.521" x 4.656"

No Bleed

1/2 PAGE (HORIZ)**Live Area:** 6.875" x 4.656"

No Bleed

**1/4 PAGE (VERT)****Live Area:** 3.344" x 4.656"

No Bleed

1/6 PAGE (VERT)**Live Area:** 2.167" x 4.656"

No Bleed

1/6 PAGE (HORIZ)**Live Area:** 4.521" x 2.23"

No Bleed

Fonts

Use only Postscript fonts and supply both screen and printer fonts with your files. We cannot guarantee the consistency of True Type fonts. Do not use "pseudo-type" commands. Use the italic, bold, etc. versions of the font.

Scans

Scans should be compatible with Photoshop. Resolution should be 300 dpi for grayscale and CMYK images. Resolution should be 1200 dpi for bitmap art. No RGB files. No compression.

Acceptable Media

Zip disk, CD.

Additional Charges

- > An additional \$35 will be charged for missing fonts, RGB to CMYK conversions, missing support or graphics files, missing proofs, or any other production problems resulting from failure to adhere to the offset specifications listed.
- > An additional \$35 minimum will be charged for any advertiser-requested text alterations.

THE POWER OF PARTNERSHIP

AirVenture *Visitors Guide*

FULL COLOR	1x
C 2	\$2,625
C 3	\$2,100
Interior 1 & 2	\$2,100
ROB	\$1,900

FULL PAGE

Live Area: 6.25" x 9.25"

Trim: 6.75" x 9.75"

With Bleed: 7" x 10"

Issue and Closing Dates

The *Visitors Guide* is published annually for EAA AirVenture Oshkosh.

> Closing date for insertion orders: June 10, 2016

> Due date for ad materials: June 17, 2016

> CANCELLATION: Cancellations not accepted after closing dates for insertion orders.

General Rate Policy

- > Regulations covering acceptance of advertising: Advertisers and advertising agencies assume liability for all content (including text, representation, and illustrations) of advertisements printed, and assume all responsibility for any claims arising therefrom made against the publisher. The publisher reserves the right to reject any advertising, or to request changes in copy, with or without giving a reason.
- > Short rates and rebates: Advertisers will be short-rated if within a 12-month period from the date of the first insertion they do not use the amount of space upon which their billings have been based. Upon request, advertisers will be rebated if within a 12-month period from the date of first insertion they have used sufficient additional space to warrant a lower rate than that at which they have been billed.

Software

Preferred software is Adobe InDesign for Apple. We can accept most programs in the following order of preference and with noted requirements:

- > Adobe InDesign or QuarkXPress
- > Illustrator—type converted to paths, saved as EPS
- > Photoshop—saved as TIFF or EPS

Platform/Formats

- > Apple is the preferred platform; 300 dpi PDF files.
- > PC files are accepted in PDF (must be PDF X-1a compliant), from Adobe InDesign or QuarkXPress.
- > We cannot accept Microsoft Word documents or Microsoft Publisher files.

Ads sent in file formats other than those specified
WILL NOT BE ACCEPTED.

Mechanical Requirements

Stitch and trim. Web offset, saddle stitched. Final trim is 6.75" wide x 9.75" high. All live matter should remain 1/2" (.5") from trim/final ad sizes.

Bleed Requirements

Full-page ads ONLY, no extra charge. Please add .125" to all sides beyond the final trim size of 6.75" wide x 9.75" high. When creating a PDF of your full-page ad, please DO NOT include any crop or bleed marks, page information, or color bars. Full-page PDFs should be created at a final size of 7" wide x 10" high.

Fonts

Use only Postscript fonts and supply both screen and printer fonts with your files. We cannot guarantee the consistency of True Type fonts. Do not use "pseudo-type" commands. Use the italic, bold, etc. versions of the font.

Scans

Scans should be compatible with Photoshop. Resolution should be 300 dpi for grayscale and CMYK images. Resolution should be 1200 dpi for bitmap art. No RGB files. No compression.

Acceptable Media

Zip disk, CD.

Additional Charges

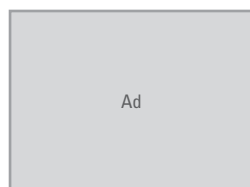
- > An additional \$35 will be charged for missing fonts, RGB to CMYK conversions, missing support or graphics files, missing proofs, or any other production problems resulting from failure to adhere to the offset specifications listed.
- > An additional \$35 minimum will be charged for any advertiser-requested text alterations.

THE POWER OF PARTNERSHIP

AirVenture **Jumbotrons** and **Megatrons**

JUMBOTRON AD SIZE

800 pixels wide x
600 pixels high



FULL COLOR

Entire Week

One (1) ad

\$3,150

Issue and Closing Dates

> Closing date for insertion orders: June 30, 2016

> Due date for ad materials: July 7, 2016

> CANCELLATION: Cancellations not accepted after closing dates for insertion orders.

Software

Preferred software is Adobe InDesign for Apple. We can accept most Mac programs in the following order of preference and with noted requirements:

> Adobe InDesign or QuarkXPress, saved as EPS

> Illustrator—type converted to paths, saved as EPS

> Photoshop—saved as JPEG (300 dpi)

> Movie files are accepted for Jumbotrons ONLY. Preferred format is MOV.

Ads sent in file formats other than those specified WILL NOT BE ACCEPTED.

Ads will be run in rotation with other ads sold.

Price is for one ad for the entire week. Ads are not changed daily.

MEGATRON SCREEN SIZE

27' wide x 15' high



FULL COLOR

Entire Week

One (1) ad

\$6,000

Issue and Closing Dates

> Closing date for insertion orders: June 30, 2016

> Due date for ad materials: July 7, 2016

> CANCELLATION: Cancellations not accepted after closing dates for insertion orders.

Ads will be run in rotation with other ads sold. Ads will appear on screen for an average of six seconds in each rotation.

Software

Preferred software is Adobe InDesign for Apple. We can accept most Mac programs in the following order of preference and with noted requirements:

> Adobe InDesign or QuarkXPress, saved as EPS

> Illustrator—type converted to paths, saved as EPS

> Photoshop—saved as JPEG or PNG (72 dpi)

Ads sent in file formats other than those specified WILL NOT BE ACCEPTED.

THE POWER OF PARTNERSHIP

Philanthropy

For more than 60 years we have been able to reach hundreds of thousands of people who wish to participate in aviation and be a part of our community. From our world-class museum, to our youth education, to our various flight experiences, we are helping people of all ages realize that the dream of all that aviation has to offer is possible.

We are a community of pilots and aviation enthusiasts who promote and support recreational flying. Our mission is simple—to grow participation in aviation by sharing The Spirit of Aviation. Our members represent every aspect of aviation and often have multiple interests. Providing philanthropic support to EAA is a way to connect with its well-qualified flying and buying audience. Whether you want to contribute as an individual or as a corporation, you have the opportunity to support initiatives that align with your personal beliefs or your company's mission.

One of the most popular ways to engage is by participating in EAA's Gathering of Eagles, our largest fundraiser of the year. Held annually during EAA AirVenture Oshkosh, this philanthropic event offers many opportunities to engage, including purchasing an individual seat or an entire table, becoming a sponsor, or donating an item or package to one of our three auctions, silence, president's choice or live. In 2015, the event raised over two million dollars for EAA's youth education programs.

In addition to the Gathering of Eagles, the organization raises funds in many other ways. Each year members contribute to one of two annual appeals, an aircraft is awarded to one lucky sweepstakes winner and a new Ford Mustang is raffled.





Two online auctions, one prior to AirVenture, and one for the holidays kicking off on Giving Tuesday, also provide other opportunities to support EAA.

If you'd rather partner with us by offering a scholarship (for an EAA Air Academy camp, flight training, a youth seeking an aviation career, or something that suits your business) the options are endless. EAA also offers opportunities for planned giving or endowments.

Your philanthropic generosity impacts many. Some of the accomplishments we love to share include:

- > 75,000 EAA Young Eagles flown annually with Nearly 2 million flown since the program began in 1992
- > 30,000 Young Eagles have enrolled in the free Sporty's Learn to Fly Course
- > More than 20,000 Young Eagles have earned their pilot certificates, according to the most recent EAA/FAA data match
- > Seven sessions of EAA Air Academy camps are held each summer to help further the aviation growth and development of nearly 350 youth
- > In 2012 we launched the EAA Eagle Flights program to introduce adults to aviation and help them take the next steps to becoming a pilot
- > EAA advances the knowledge and information of our flying community by offering webinars, Hints for Homebuilders videos, and SportAir Workshops
- > Tens of thousands visit the EAA AirVenture Museum and Pioneer Airport year-round





3000 Poberezny Rd.
Oshkosh, WI 54902
800.236.1025
businessdevelopment@eaa.org
EAA.org/MediaKit

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