

Advertising Insertion Order

For Media Kit and other publication information, visit EAAadvertising.org



Date: _____

Purchase Order: _____

Advertiser's Information

Advertiser: _____
Address: _____
City: _____ State: _____ ZIP: _____
Phone: _____
Fax: _____
Person Placing Order: _____
Title: _____
Signature: _____
Email: _____

Agency's Information

Agency: _____
Address: _____
City: _____ State: _____ ZIP: _____
Phone: _____
Fax: _____
Person Placing Order: _____
Title: _____
Signature: _____
Email: _____

AirVenture Today (The Official Newspaper of EAA AirVenture Oshkosh)

Select Dates:

- ☐ Entire Week
- ☐ Sunday, July 19
- ☐ Monday, July 20
- ☐ Tuesday, July 21
- ☐ Wednesday, July 22
- ☐ Thursday, July 23
- ☐ Friday, July 24
- ☐ Saturday, July 25
- ☐ Sunday, July 26

Color Ads:

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

Confirmed Rate:
Gross \$ _____
Net \$ _____

Closing date: June 29, 2015
Materials due: July 6, 2015

AirVenture Commemorative Souvenir Program

Color Ads:

- ☐ Cover 4 (\$4,805)
- ☐ Cover 2/3 (\$4,170)
- ☐ Full Page (\$3,205)
- ☐ 2-page spread (\$6,410)
- ☐ 2/3 page vert (\$2,400)
- ☐ 1/2 page horiz (\$1,930)
- ☐ 1/3 page square (\$1,445)
- ☐ 1/4 page vert (\$1,130)
- ☐ 1/6 page horiz (\$800)
- ☐ 1/6 page vert (\$800)

Black & White Ads:

- ☐ Full Page (\$2,245)
- ☐ 2/3 page vert (\$1,690)
- ☐ 1/2 page horiz (\$1,350)
- ☐ 1/3 page square (\$1,010)
- ☐ 1/4 page vert (\$795)
- ☐ 1/6 page horiz (\$570)
- ☐ 1/6 page vert (\$570)

Confirmed Rate:
Gross \$ _____
Net \$ _____

Closing date: June 1, 2015
Materials due: June 15, 2015

AirVenture Visitor Guide

Color Ads:

- ☐ Cover 2 (\$2,625)
- ☐ Cover 3 (\$2,100)
- ☐ Interior page 1 (\$2,100)
- ☐ Interior page 2 (\$2,100)
- ☐ ROB (\$1,900)

Confirmed Rate:
Gross \$ _____
Net \$ _____

Closing date: June 15, 2015
Materials due: June 29, 2015

AirVenture Jumbo Trons & Plasmas

☐ Entire Week (\$3,150)

Confirmed Rate:
Gross \$ _____
Net \$ _____

Closing date: June 29, 2015
Materials due: July 6, 2015

AirVenture Megatrons

☐ Entire Week (\$6,000)

Confirmed Rate:
Gross \$ _____
Net \$ _____

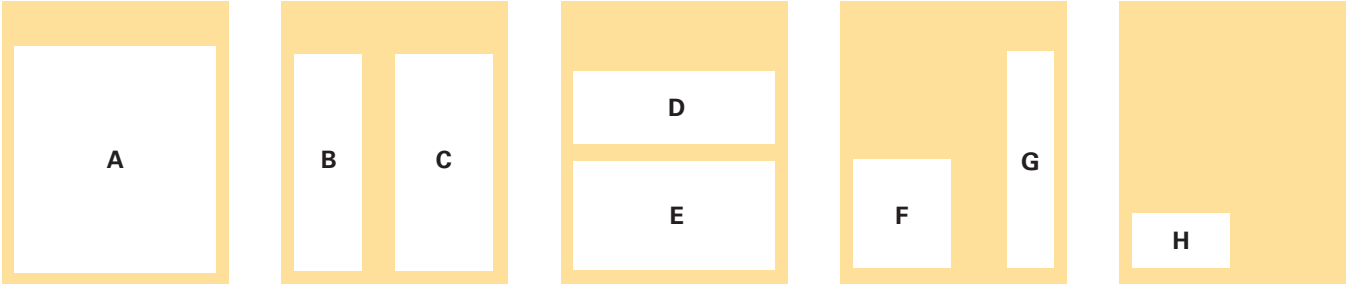
Closing date: June 29, 2015
Materials due: July 6, 2015

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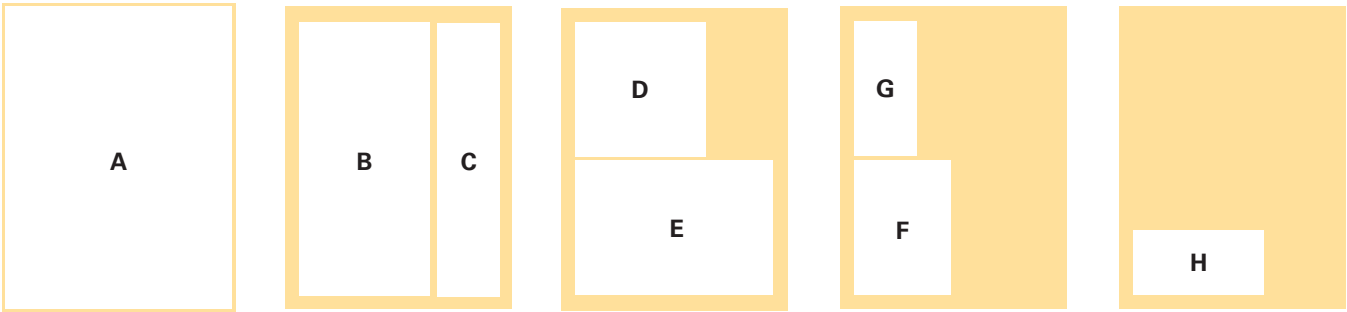


AirVenture Today



- A. FULL PAGE**
Live Area: 9.75" x 11"
No Bleed
- B. 1/2 PAGE (VERT)**
Live Area: 4.75" x 10.5"
No Bleed
- C. 1/3 PAGE (VERT)**
Live Area: 3.25" x 10.5"
No Bleed
- D. 1/3 PAGE (HORIZ)**
Live Area: 9.75" x 3.5"
No Bleed
- E. 1/2 PAGE (HORIZ)**
Live Area: 9.75" x 5.25"
No Bleed
- F. 1/4 PAGE (SQUARE)**
Live Area: 4.75" x 5.25"
No Bleed
- G. 1/4 PAGE (VERT)**
Live Area: 2.25" x 10.5"
No Bleed
- H. 1/8 PAGE (HORIZ)**
Live Area: 4.75" x 2.625"
No Bleed

AirVenture Commemorative Souvenir Program



- A. FULL PAGE**
Live Area: 7.375" x 10"
Trim: 7.875" x 10.5"
With Bleed: 8.125" x 10.75"
- B. 2/3 PAGE (VERT)**
Live Area: 4.521" x 9.500"
No Bleed
- C. 1/3 PAGE (VERT)**
Live Area: 2.167" x 9.500"
No Bleed
- D. 1/3 PAGE (SQUARE)**
Live Area: 4.521" x 4.656"
No Bleed
- E. 1/2 PAGE (HORIZ)**
Live Area: 6.875" x 4.656"
No Bleed
- F. 1/4 PAGE (VERT)**
Live Area: 3.344" x 4.656"
No Bleed
- G. 1/6 PAGE (VERT)**
Live Area: 2.167" x 4.656"
No Bleed
- H. 1/6 PAGE (HORIZ)**
Live Area: 4.521" x 2.230"
No Bleed
- TWO PAGE SPREAD**
Trim: 15.75" x 10.5"
With Bleed: 16.00" x 10.75"

Advertising pre-press requirements

Software:
Preferred software is Adobe InDesign for Mac. We can accept most programs in the following order of preference and with noted requirements:
> Adobe InDesign or QuarkXPress
> Illustrator—type converted to outlines, saved as an 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.

Bleed Requirements:
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 above.

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

AirVenture Visitor Guide

FULL PAGE
Live Area: 6.25" x 9.25"
Trim: 6.75" x 9.75"
With Bleed: 7" x 10"

Jumbos & Plasmas/Megatrons

- JUMBO-TRONS**
Image Size: 800 pixels wide x 600 pixels high
Image Requirements: Hi-res JPEG or PNG (300 dpi), Vector (AI or EPS), MOV
- PLASMA SCREENS**
Image Size: 10" wide x 5.63" high
Image Requirements: Hi-res JPEG (300 dpi)
- MEGATRONS**
Image Size: 3' wide x 12' high
Image Requirements: Hi-res JPEG (300 dpi)



Credit Card Payment Authorization Form



I hereby authorize the Experimental Aircraft Association to charge the credit card listed below for goods/services purchased.

Company Name/Person Name: _____

Name on card: _____

Credit Card Billing Address: _____

City: _____ State: _____ Country: _____ ZIP: _____

Please make this payment using the following:

☐ Visa ☐ MasterCard ☐ Discover ☐ American Express

Card number:

Expiration: / Security Code:

Signature: _____ Date: _____

I agree to pay the above total amount according to the card issuer agreement. I hereby authorize recurring charges, if necessary, to initiate adjustments or correct errors. I certify that I am the authorized holder and signor of the credit card reference above. I certify that all information and statements above are accurate to the best of my knowledge.

Please complete this form and mail or fax to:

EAA Accounts Receivable Department
PO Box 3043
Oshkosh, WI 54903-3043

Fax: 920-426-6865
Intl Fax: +1-920-426-6865

All information will remain confidential.

**PLEASE DO NOT EMAIL
CREDIT CARD INFORMATION.
Email is not secure and places
your card information at risk.
Thank you.**