

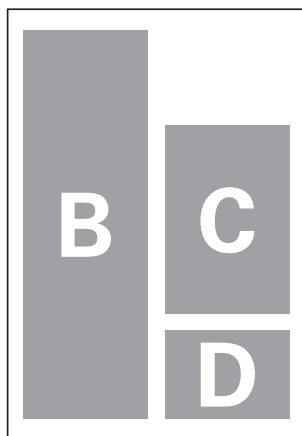
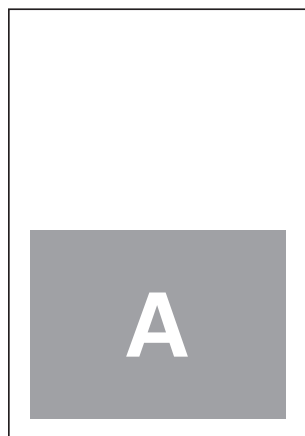


## THE OFFICIAL EAA Visitor & Camper's Guide

The *Official EAA Visitors & Camper's Guide* is the go-to source for all things AirVenture. Featuring over 100 pages of exclusive stories on EAA® AirVenture® Oshkosh™ attractions and performers, AirVenture maps, exhibitor listings, camping information, and more, this is the essential guide for all AirVenture attendees. Distribution is not limited to just the more than 590,000 attendees on the AirVenture grounds! *Official EAA Visitors & Camper's Guides* will be available online and at local businesses throughout the Fox Valley beginning June 22, 2018.

### Distribution:

- > **The only guide available** on the EAA® AirVenture® Oshkosh™ grounds and campgrounds for the more than 590,000 attendees
- > 75,000 copies printed
- > Distributed throughout the Fox Valley to local hotels, restaurants, convenience stores, and more



### Sizing:

Full-page..... 6.75" w x 9.75" h  
(add .125" on all sides for ads with bleeds)

**A:** Half-page (horizontal)..... 5.75" w x 4.25" h

**B:** Half-page (vertical)..... 2.80" w x 8.75" h

**C:** Quarter-page ..... 2.80" w x 4.25" h

**D:** Sixth-page ..... 2.80" w x 2.00" h

### Important Dates:

Insertion Orders Due ..... May 11, 2018  
Ad Materials Due ..... May 25, 2018  
Distribution ..... June 22, 2018

### Full-color Ad Pricing:

Full-page..... \$1,000  
Half-page..... \$650  
Quarter-page..... \$400  
Sixth-page..... \$225

### Black & White Ad Pricing:

Quarter-page..... \$200  
Sixth-page..... \$100