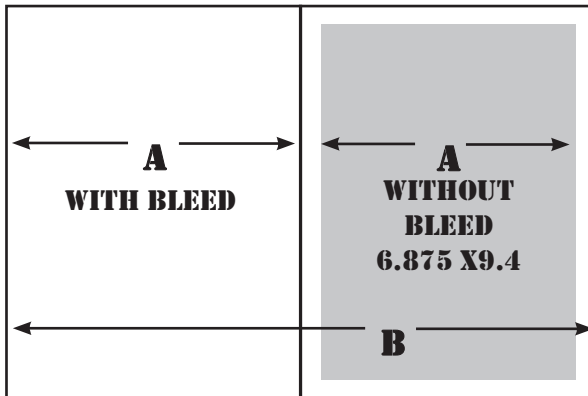


# WARBIRDS PUBLICATIONS

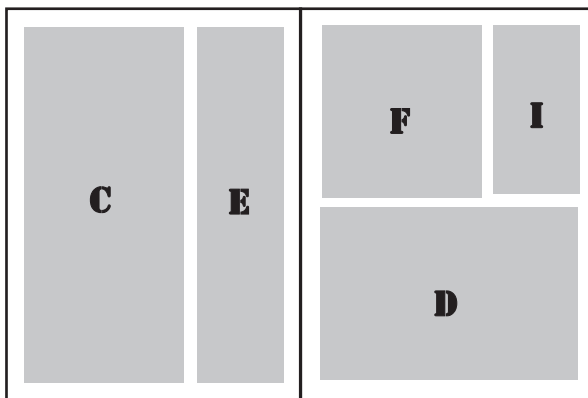
## MECHANICAL REQUIREMENTS AND ADVERTISING RATES FOR MAGAZINE



### WARBIRDS ADS

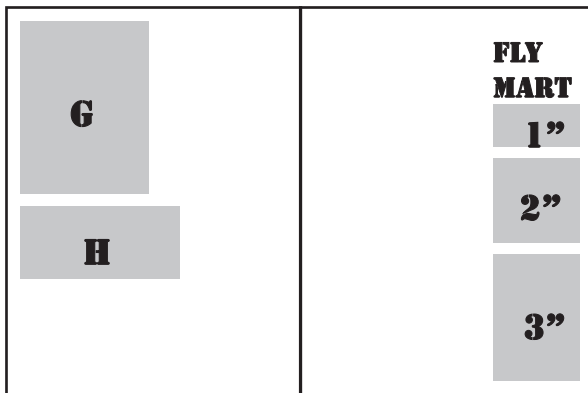


<b>COVERS A</b>	<b>8.125" X 10.75"</b>
<b>FULL PAGE A WITHOUT BLEED</b>	<b>7.875 X 10.50"</b>
<b>WITH BLEED</b>	<b>8.125" X 10.75"</b>
<b>2-PAGE SPREAD B</b>	<b>15.75" X 10.50"</b>



### INTERIOR PAGE ADS

<b>C 2/3 PAGE VERTICAL</b>	<b>4.521" X 9.500"</b>
<b>D 1/2 PAGE HORIZONTAL</b>	<b>6.875" X 4.656"</b>
<b>E 1/3 PAGE VERTICAL</b>	<b>2.167" X 9.500"</b>
<b>F 1/3 PAGE SQUARE</b>	<b>4.521" X 4.656"</b>
<b>G 1/4 PAGE VERTICAL</b>	<b>3.344" X 4.656"</b>
<b>H 1/6 PAGE HORIZONTAL</b>	<b>4.521" X 2.230"</b>
<b>I 1/6 PAGE VERTICAL</b>	<b>2.167" X 4.656"</b>



### RATES

<b>COVERS</b>	<b>1X</b>	<b>3X</b>	<b>6X</b>
<b>C-4</b>	<b>\$1,988</b>	<b>1,890</b>	<b>1,797</b>
<b>C-2,3</b>	<b>\$1,772</b>	<b>1,684</b>	<b>1,597</b>

### INTERIOR PAGES - COLOR

<b>FULL PG A</b>	<b>\$1,535</b>	<b>1,460</b>	<b>1,385</b>
<b>C</b>	<b>\$1,154</b>	<b>1,096</b>	<b>1,040</b>
<b>D</b>	<b>\$932</b>	<b>886</b>	<b>842</b>
<b>E/F</b>	<b>\$695</b>	<b>660</b>	<b>630</b>
<b>G</b>	<b>\$540</b>	<b>515</b>	<b>490</b>
<b>H/I</b>	<b>\$386</b>	<b>367</b>	<b>350</b>

### INTERIOR PAGES - B&W

<b>FULL PG A</b>	<b>\$930</b>	<b>880</b>	<b>836</b>
<b>C</b>	<b>\$695</b>	<b>660</b>	<b>626</b>
<b>D</b>	<b>\$556</b>	<b>530</b>	<b>500</b>
<b>E/F</b>	<b>\$422</b>	<b>400</b>	<b>380</b>
<b>G</b>	<b>\$325</b>	<b>310</b>	<b>295</b>
<b>H/I</b>	<b>\$227</b>	<b>217</b>	<b>206</b>

### FLYMART - B&W

SIZE	RATE	MATERIAL SPECS
1"	\$20.00	2.125" X 1"
2"	\$40.00	2.125" X 2"
3"	\$60.00	2.125" X 3"

**KEEP LIVE AREA 1/2 INCH FROM TRIM**  
**SCREEN: 150 RECOMMENDED: 120 ACCEPTD. NO**  
**MATS. PRINTING: WEB OFFSET**  
**BINDING: SADDLE STITCHED**



# WARBIRDS PUBLICATIONS

## ELECTRONIC MECHANICAL REQUIREMENTS AND ADVERTISING RATES

### SPECIFICATIONS STATIC ADS

- MAXIMUM FILE SIZE: 50K**
- FILE FORMATS ACCEPTED: JPEG**
- RESOLUTION: 72 DPI**
- COLORSPACE: RGB**
- LINKING: COMPLETE URL MUST BE INCLUDED FOR HYPERLINKING**
- EAA HAS FINAL APPROVAL OF ALL ADS AD SUBMISSION**

### WARBIRDS E-BLAST ADS

#### HORIZONTAL BANNER AD 600 X 215 PIXELS

1X	3X	6X	12X
\$50	\$100	\$250	\$500

#### TIER A 215X400 PIX

#### TIER A - RATES

TOP POSITION VERTICAL	1X	6X	12X
RIGHT SIDEBAR BANNER	\$200	\$175	\$150

#### BANNER TIER B 215X600 PIX

#### TIER B - RATES 1X

SECOND POSITION VERTICAL	1X	6X	12X
RIGHT SIDEBAR	\$150	\$125	\$100

SEND BANNER ADS TO SUE ANDERSON, BUSINESS RELATIONSHIP MANAGER/ADVERTISING AT SANDERSON@EAA.ORG

3000 POBEREZNY ROAD, OSHKOSH, WI 54902

WARBIRDS-EAA.ORG

920-426-6127

SANDERSON@EAA.ORG