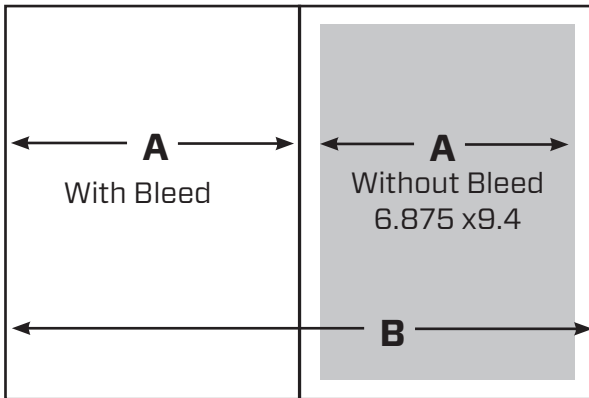


# IAC Publications

Mechanical Requirements and Advertising Rates for Magazine



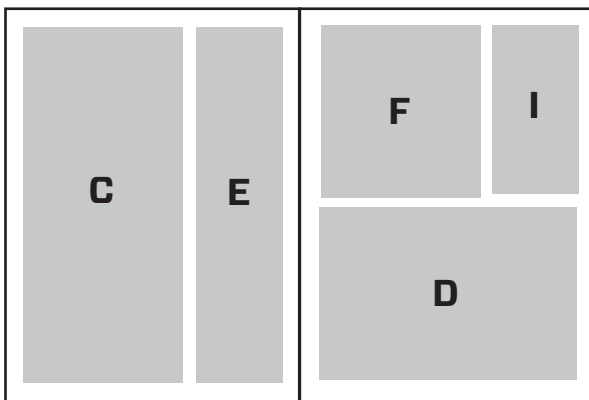
## Sport Aerobatics Ads



**Covers A** 8.125" x 10.75"

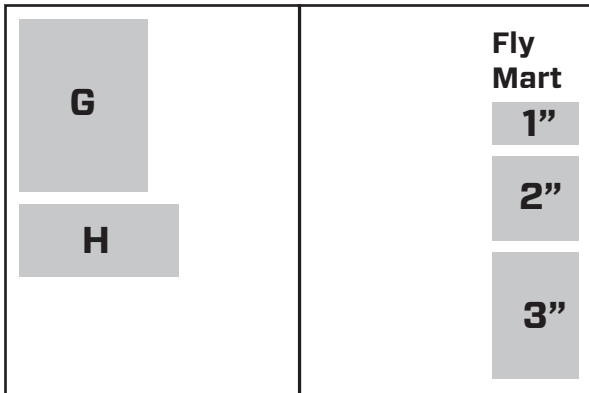
**Full Page A**  
Without Bleed 7.875 x 10.50"  
With Bleed 8.125" x 10.75"

**2-page Spread B** 15.75" x 10.50"



## Interior Page Ads

**C** 2/3 page Vertical 4.521" x 9.500"  
**D** 1/2 page horizontal 6.875" x 4.656"  
**E** 1/3 page vertical 2.167" x 9.500"  
**F** 1/3 page square 4.521" x 4.656"  
**G** 1/4 page vertical 3.344" x 4.656"  
**H** 1/6 page horizontal 4.521" x 2.230"  
**I** 1/6 page vertical 2.167" x 4.656"



## Rates

Covers	1X	3X	6X
C-4	\$1,988	1,890	1,797
C-2,3	\$1,772	1,684	1,597

## Interior pages - Color

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

## Interior pages - B&W

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

## 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

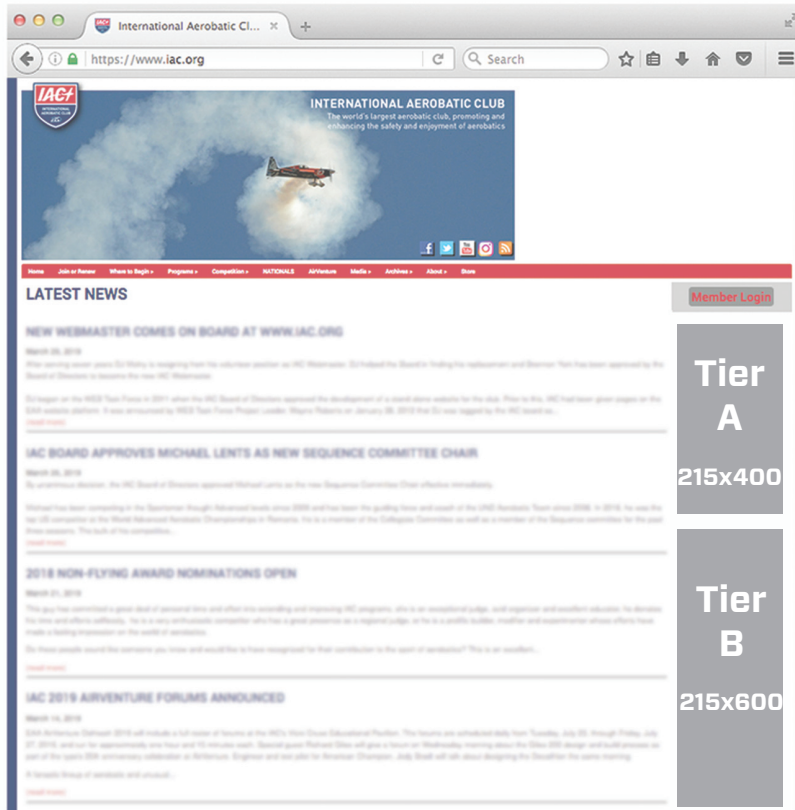
Screen: 150 recommended: 120 accepted. No mats.

Printing: Web offset

Binding: Saddle Stitched

# IAC Publications

Electronic Mechanical Requirements and Advertising Rates



Member Login

**Tier A**  
215x400

**Tier B**  
215x600



**Banner Ads**  
600 x 215

## 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

Tier A 215x400 pixels	Tier A - Rates		
Top position Vertical	1X	6X	12X
Right sidebar banner	\$200	\$175	\$150
Tier B 215x600 pixels	Tier B - Rates		
Second position Vertical	1X	6X	12X
Right sidebar banner	\$150	\$125	\$100

## In The Loop E-newsletter Ads

Horizontal Banner ad  
600 x 215 pixels

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

Send all banner ads to Sue Anderson, Business Relationship Manager/Advertising at sanderson@eaa.org.

3000 Poberezhny Road, Oshkosh, WI 54902

IAC.org

920-426-6127

sanderson@eaa.org