

Advertising Insertion Order

For Media Kit and other publication information, visit EAA.org/Advertising



Date: _____

Advertiser's Information

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

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

Select Ad Size:

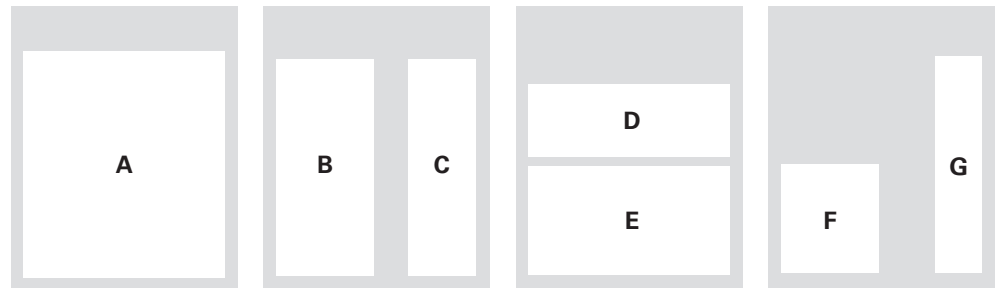
- Cover 4 (8x: \$28,250)
- Cover 2/3 (8x: \$24,200)
- Full Page (8x: \$20,076, 1x: \$3,360)
- 1/2 page horizontal (8x: \$14,120, 1x: \$2,353)
- 1/2 page vertical (8x: \$14,120, 1x: \$2,353)
- 1/3 page horizontal (8x: \$10,735, 1x: \$1,785)
- 1/3 page vertical (8x: \$10,735, 1x: \$1,785)
- 1/4 page square (8x: \$9,098, 1x: \$1,514)
- 1/4 page vertical (8x: \$9,098, 1x: \$1,514)

Confirmed Rate:

Gross \$ _____
 Net \$ _____

Ad Specifications:

All AirVenture Today ads do not bleed



- A.** Full Page 9.88" x 10"
- B.** 1/2 page vertical 4.86" x 9.5"
- C.** 1/3 page vertical 3.18" x 9.5"
- D.** 1/3 page horizontal 9.88" x 3"
- E.** 1/2 page horizontal 9.88" x 4.66"
- F.** 1/4 page square 4.86" x 4.66"
- G.** 1/4 page vertical 2.35" x 9.5"

Closing Date: July 1, 2020 **Ad Materials Due: July 10, 2020**

EAA® AirVenture® Oshkosh™ 2020 Commemorative Souvenir Program

Select Color Ad Size:

- Cover 4 (\$4,805)
- Cover 2/3 (\$4,170)
- Full Page (\$3,205)
- 2-page Spread (\$6,410)
- 2/3 page vertical (\$2,400)
- 1/2 page horizontal (\$1,930)
- 1/3 page square (\$1,445)
- 1/4 page vertical (\$1,130)
- 1/6 page horizontal (\$800)
- 1/6 page vertical (\$800)

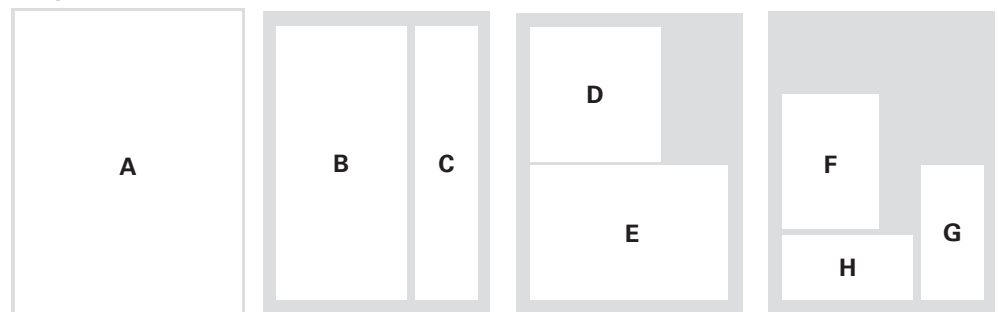
Select Black & White Ad Size:

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

Confirmed Rate:

Gross \$ _____
 Net \$ _____

Ad Specifications:



- A.** Full Page 7.875" x 10.5"
 add .125" bleed on all sides
 2-page Spread 15.75" x 10.5"
 add .125" bleed on all sides
- B.** 2/3 page vertical 4.521" x 9.50"
- C.** 1/3 page vertical 2.167" x 9.50"
- D.** 1/3 page square 4.521" x 4.656"
- E.** 1/2 page horizontal 6.875" x 4.656"
- F.** 1/4 page vertical 3.344" x 4.656"
- G.** 1/6 page vertical 2.167" x 4.656"
- H.** 1/6 page horizontal 4.521" x 2.230"

Closing Date: May 15, 2020 **Ad Materials Due: May 29, 2020**

Return Signed IO to: EAA Advertising P.O. Box 3086, Oshkosh, WI 54903-3086 Fax: 920.426.4828	Ship Ad Materials to: EAA Advertising Attn: Sue Anderson 3000 Poberezhny Road, Oshkosh, WI 54901
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EAA® AirVenture® Oshkosh™ 2020 Visitor & Camper's Guide

Select Color Ad Size:

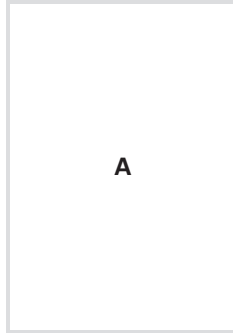
- Cover 2/4 (\$2,625)
- Cover 3 (\$2,100)
- Interior Page 1 (\$2,100)
- Interior Page 2 (\$2,100)
- ROB (\$1,900)

Confirmed Rate:

Gross \$ _____
Net \$ _____

A. Covers/Interior Pages/ROB.....7" x 10" with bleed
(6.75" x 9.75" trim size)

Ad Specifications:



EAA AirVenture Oshkosh 2020 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:

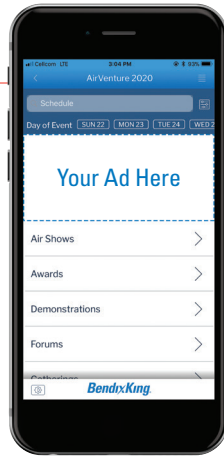
Scans should be compatible with Photoshop. Resolution should be 300 dpi for Grayscale and CMYK images. Resolution should be 1200 dpi for Bitmap art. No RGB files. No Compression.

Acceptable Media:

Zip disk, CD.

Closing Date: May 10, 2020 **Ad Materials Due: May 22, 2020**

EAA® AirVenture® Oshkosh™ 2020 App



Call 1-800-236-1025 for pricing

Ad Specifications:

Resolution.....1920 pixels wide x 1080 pixels high
Full Ad Area/Safety Zone.....1460 pixels wide x 820 pixels high
Linking.....URL to a mobile friendly site

Closing Date: May 1, 2020 **Ad Materials Due: May 15, 2020**

EAA® AirVenture® Oshkosh™ 2020 Jumbotron

Select Dates:

- | | | | | | | | |
|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Entire Week | Monday, July 20 | Tuesday, July 21 | Wednesday, July 22 | Thursday, July 23 | Friday, July 24 | Saturday, July 25 | Sunday, July 26 |

Ad Rates:

Entire Week.....\$3,150
Per Day.....\$500

Confirmed Rate:

Gross \$ _____
Net \$ _____

Image Size:

Resolution: 1920x1080 or 1280x720
Aspect ratio: 16:9

Image Requirements:

Hi-res JPEG or PNG (300 dpi) or Vector (AI or EPS)

Closing Date: July 3, 2020 **Ad Materials Due: July 10, 2020**

EAA® AirVenture® Oshkosh™ 2020 Megatron

Select Dates:

- | | | | | | | | |
|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Entire Week | Monday, July 20 | Tuesday, July 21 | Wednesday, July 22 | Thursday, July 23 | Friday, July 24 | Saturday, July 25 | Sunday, July 26 |

Ad Rates:

Entire Week.....\$6,000
Per Day.....\$900

Confirmed Rate:

Gross \$ _____
Net \$ _____

Image Size:

3' wide x 12' high
(36" wide x 144" high)

Image Requirements:

Hi-res JPEG (300 dpi)

Closing Date: July 3, 2020 **Ad Materials Due: July 10, 2020**

EAA® AirVenture® Oshkosh™ 2020 Megatron Video

Select Dates:

- | | | | | | | | |
|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Entire Week | Monday, July 20 | Tuesday, July 21 | Wednesday, July 22 | Thursday, July 23 | Friday, July 24 | Saturday, July 25 | Sunday, July 26 |

Ad Rates:

Entire Week.....\$3,000

Confirmed Rate:

Gross \$ _____
Net \$ _____

Ad Specifications:

Resolution: 1920 x 1080
59.94 FPS (frames per second)

Ad Specifications:

8 Mbps data rate/length 30-60 secs
File format accepted: .mp4

Closing Date: July 3, 2020 **Ad Materials Due: July 10, 2020**

