

# Advertising Insertion Order

For Media Kit and other publication information, visit [EAA.org/Advertising](http://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 25   
  Monday, July 26   
  Tuesday, July 27   
  Wednesday, July 28   
  Thursday, July 29   
  Friday, July 30   
  Saturday, July 31   
  Sunday, August 1

### Select Ad Size:

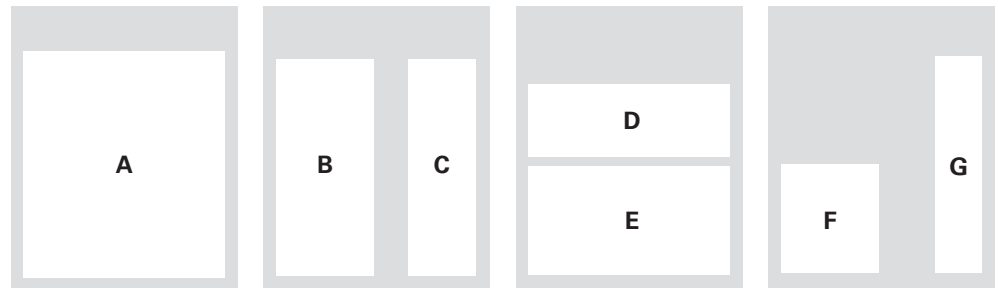
- Cover 4 (8x: \$28,250)
- Cover 2/3 (8x: \$24,200)
- Full Page (8x: \$20,076, 1x: \$3,360)
- 1/2 page horizontal (8x: \$14,120, 1x: \$2,353)
- 1/2 page vertical (8x: \$14,120, 1x: \$2,353)
- 1/3 page horizontal (8x: \$10,735, 1x: \$1,785)
- 1/3 page vertical (8x: \$10,735, 1x: \$1,785)
- 1/4 page square (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 9, 2021                      Ad Materials Due: July 16, 2021**

## EAA® AirVenture® Oshkosh™ 2021 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)

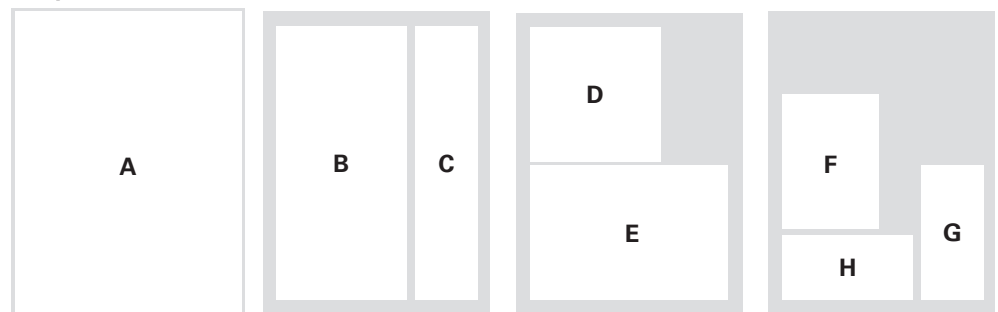
### Select Black & White Ad Size:

- 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 14, 2021                      Ad Materials Due: May 21, 2021**

<b>Return Signed IO to:</b> EAA Advertising P.O. Box 3086, Oshkosh, WI 54903-3086 Fax: 920.426.4828	<b>Ship Ad Materials to:</b> EAA Advertising Attn: Sue Anderson 3000 Poberezhny Road, Oshkosh, WI 54901
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## EAA® AirVenture® Oshkosh™ 2021 Visitor & Camper's Guide

### Select Color Ad Size:

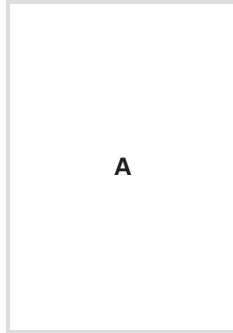
- Cover 2/4 (\$2,625)
- Cover 3 (\$2,100)
- Interior Page 1 (\$2,100)
- Interior Page 2 (\$2,100)
- ROB (\$1,900)

### 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 2021 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:

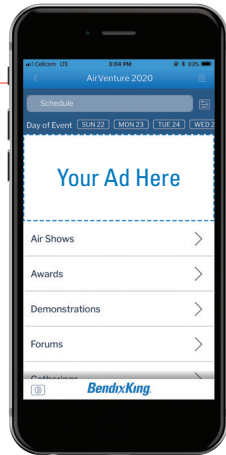
Scans should be compatible with Photoshop. Resolution should be 300 dpi for Grayscale and CMYK images. Resolution should be 1200 dpi for Bitmap art. No RGB files. No Compression.

### Acceptable Media:

Zip disk, CD.

**Closing Date: May 7, 2021**      **Ad Materials Due: May 21, 2021**

## EAA® AirVenture® Oshkosh™ 2021 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 7, 2021**      **Ad Materials Due: May 14, 2021**

## EAA® AirVenture® Oshkosh™ 2021 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 26          | Tuesday, July 27         | Wednesday, July 28       | Thursday, July 29        | Friday, July 30          | Saturday, July 31        | Sunday, August 1         |

### 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 9, 2021**      **Ad Materials Due: July 16, 2021**

## EAA® AirVenture® Oshkosh™ 2021 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 26          | Tuesday, July 27         | Wednesday, July 28       | Thursday, July 29        | Friday, July 30          | Saturday, July 31        | Sunday, August 1         |

### 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 9, 2021**      **Ad Materials Due: July 16, 2021**

## EAA® AirVenture® Oshkosh™ 2021 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 26          | Tuesday, July 27         | Wednesday, July 28       | Thursday, July 29        | Friday, July 30          | Saturday, July 31        | Sunday, August 1         |

### 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 9, 2021**      **Ad Materials Due: July 16, 2021**

