

The **Power** of  
**Year-round**  
Partnerships

Join with EAA and **grow** your business



**2019** EAA Media Kit





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## We Are EAA

EAA is a community of passionate aviation enthusiasts that promotes and supports flying. Our mission is to grow participation in aviation by sharing The Spirit of Aviation®.

EAA is a community of nearly 200,000 members. The association of aviation enthusiasts was built 60 years ago on the foundation of people interested in homebuilt aircraft and quickly diversified to meet the needs of all members, no matter what they fly—from homebuilts to jets, single-engine aircraft to helicopters, ultralights to warbirds, and everything in between.

Nowhere is this broad spectrum of interests more evident than at the World's Greatest Aviation Celebration®, EAA® AirVenture® Oshkosh™. They come from around the world to buy aircraft kits or parts for their maintenance, restoration, or building projects. They come to see the latest innovations. It is the world's largest aviation gathering.

Through the years, EAA members, with grassroots efforts, built a network of nearly 900 chapters worldwide, where they share camaraderie, knowledge, and their love of flying year-round. Only EAA can boast this network of chapters, where members form an even stronger affinity with EAA, its brand, and its mission to grow participation in aviation.



## The **Power** of **Partnership**

It goes without saying that our members are aspirational. Many have the satisfaction of owning and operating aircraft and/or building or restoring an aircraft. Most are seeking that next step to becoming a better pilot. Sixty-four percent of members have recently learned to fly or improved their skills, and 43 percent took flight instruction; 37 percent learned about or worked on aircraft restoration; and 38 percent learned about building an aircraft from scratch or a kit.

For EAA members and AirVenture attendees, aviation is more than just a hobby. It's a lifestyle. They fly, they maintain, they train, they educate, they teach, they mentor.

They buy. And, they buy from those they trust. Their strong affinity to EAA leads to trust of businesses and organizations that share the same affinity. In other words, when you engage with EAA, you gain instant credibility with our members.

What does this mean for you? With your objective to grow your business and increase profits in mind, EAA provides the audience that has the ability and desire to make an investment in your product or service.

*"EAA and EAA Members are great partners because they're interested in technology, they're interested in innovation, and they're interested in performance. And what greater venue for us to participate in than AirVenture."*

*— Kevin Keling, Ford Motor Company*





*"Cirrus decided to partner with EAA for a collection of reasons. One is because EAA has always had a very passionate participant base whether they're enthusiasts or active aircraft owners or just want to get into aviation someday on their own. We love sharing personal aviation with people around the world. At AirVenture in particular, it's a wonderful forum and opportunity for us to see a half million people who come from all over the world to see what Cirrus has."*

*— Ben Kowalski, Cirrus Aircraft*



With our depth of general aviation knowledge and the backing of the World's Greatest Aviation Celebration®, the EAA Business Development team can customize a partnership plan that will maximize your investment and heighten recognition of your brand.

We have many ways for you to engage:

- > Sponsorship at events like EAA® AirVenture® Oshkosh™ or of aviation education programs that advance EAA's goal to build the pilot community
- > Exhibit space at EAA AirVenture Oshkosh, which attracts more than 550,000 people annually
- > Online and print advertising in publications like *EAA Sport Aviation*, considered by members to be the No. 1 benefit of membership
- > Philanthropic investments that support such strategic programs as Young Eagles, our world-class museum, and scholarships for students to advance their education or desire to gain aviation knowledge.

Not only do we have a wealth of options, but we also will heighten the value of your investment with special benefits and amenities developed specifically to meet your needs. As we help you build an investment plan, we consider your business, your needs, and your goals. An investment plan is defined as a multi-dimensional relationship encompassing exhibits, advertising, and/or sponsorships. Contact us today to learn how a customized partnership can make a positive impact to your bottom line.

THE POWER OF PARTNERSHIP

## EAA® AirVenture® Oshkosh™

The World's Greatest Aviation Celebration® brings together more than 550,000 aviation enthusiasts for one week every year, only in Oshkosh. Daily air shows may take center stage above the convention grounds, but members say the world's largest aviation event means much more to them. Oshkosh is a destination where they go to see aircraft displays and visit with vendors and exhibitors in a place that no other show or venue provides.

No matter how many trade shows you exhibit at each year, you know that no place quite captures the magic of aviation like Oshkosh. It's the world's largest aviation marketplace, and the right place to showcase your innovations and speak to an audience that is naturally drawn to what you have to offer.

That interest doesn't stop when the show ends. AirVenture attendees are influencers and year-round advocates for what they have seen and learned in Oshkosh. If it's seen and can be purchased at AirVenture, members hold that product or service in high regard. At AirVenture, they are more likely to try and buy. And they continue to buy throughout the year.

*"EAA is a great organization that does an exceptional job of bringing people to you, AirVenture is no better example of that. They have an incredible draw of over half a million people annually and people come here to this event specifically to look for solutions. So, if you really want to reach a customer that's in the buying mood, there's no better place than AirVenture."*

*— Jim Alpiser, Garmin International*



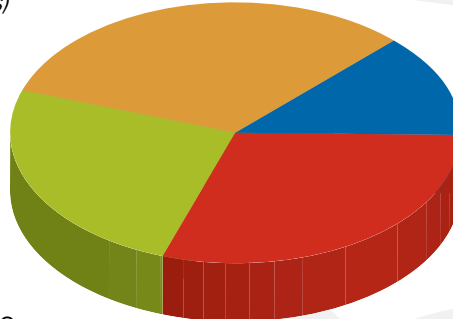




## AirVenture Attendees

57 percent of AirVenture attendees have household incomes of more than \$100,000 (the U.S. average is 20% of all households)

■ < \$50,000.....	13%
■ \$50,000-\$99,000.....	30%
■ \$100,000-\$149,900 .....	25%
■ > \$150,000.....	32%



- > 92 percent male, 8 percent female
- > 38 percent attend with their family
- > 89 percent attendees are 45 years or older
- > 75 percent pilots
- > Mean number of hours flown in a year: 190  
Median is 90 hours
- > 42 percent own an aircraft; 20 percent own more than one; 18 percent rent
- > 14 percent have a profession involving the use of aviation
- > 15 percent plan to buy their next aircraft in the next two years; 8 percent plan to buy an aircraft in two-plus years
- > 21 percent fly to AirVenture in a private aircraft
- > The average length of stay at AirVenture is 3.8 days
- > Most attendees are from the United States; 9 percent are international visitors
- > 94 percent are planning to attend EAA® AirVenture® Oshkosh™ next year

*"Within this audience you have the makers, the breakers, the dreamers, and the do-ers. It's a huge opportunity for us to attract talent, these are very well educated people who come here, and they have a lot of disposable income.*

*— Gautham Appaya, GE Aviation*





## THE POWER OF PARTNERSHIP AirVenture **Exhibiting**

Each year, hundreds of companies attract qualified sales leads quickly, easily, and **affordably** when they exhibit at EAA® AirVenture® Oshkosh™. Industry leaders consistently report outstanding results from their investment at AirVenture. They meet or exceed sales goals, exceed expectations for lead generation, and improve brand awareness year after year.

EAA offers a vast scope of exhibit options throughout the grounds, with four exhibit halls and numerous outdoor specialty exhibit areas. EAA Aviation Gateway Park is an exciting, interactive, and engaging experience that has been re-imagined as a gateway to aviation, helping attendees discover the possibilities in innovation and education, as well as careers in aviation.

When exhibiting at AirVenture, you will have the ability to interact with both the impulse buyer and the planned buyer. For a majority of aircraft owners who attend, AirVenture is a planned buying destination. Their shopping convenience is your opportunity.

*"The exposure that you reach, not just domestically but internationally by being here at EAA, you wouldn't get that exposure in other places. If I was a vendor and wanted to reach the masses, it's a perfect opportunity and place to do that here at EAA."*

— Tina Rodgers, FedEx







AirVenture provides unique opportunities to exhibitors that no other show can offer. We combine static aircraft displays and exhibit areas. You can customize your exhibit to create an expanded storefront. You can choose to exhibit inside or outside in a specialty area that fits your buying demographic.

This is all available to you with a convenient pricing model. A seven-day exhibit investment in AirVenture is the lowest in the industry; plus, the annual show is fresh and dynamic, keeping it relevant for exhibitors and buyers, as well as attendees.

No matter what your business objective, we have an exhibit opportunity at AirVenture to meet your needs.





Exhibiting at AirVenture is **smart business**

- > 76 percent of participating companies do business internationally
- > Companies return year after year. The average length of time companies have been doing business at AirVenture is 10 years.

AirVenture's **economic impact**

- > AirVenture has a \$170-plus million economic impact on the Oshkosh community
- > The show generates more than \$56.2 million in total income
- > More than 1,700 jobs are supported by the event
- > The show generates more than \$28.7 million in wages and salary
- > AirVenture generates \$84.6 million in direct spending in the Oshkosh area



For detailed schematics and pricing of EAA AirVenture Oshkosh exhibit space, please visit [www.EAA.org/AVExhibitors](http://www.EAA.org/AVExhibitors)

Our complete 2018 Exhibitor's Guide is available at [www.EAA.org/ExhibitorGuide](http://www.EAA.org/ExhibitorGuide)









## THE POWER OF PARTNERSHIP

AirVenture **Sponsorship**

AirVenture is the optimal place to enhance your brand visibility through sponsorship of the event, venues, product donations, or programs. The value in AirVenture sponsorship is enhanced by the opportunity for customization. We realize sponsorship is not a one-size-fits-all model. We have the ability to integrate your brand with our offerings, align the sponsorship with what you do best, and provide the opportunity to reach specific segments of our vast audience.

We offer a variety of sponsorship levels with the added value of benefits and amenities to meet your needs during show week.

- > Staff, guest, and VIP entertainment packages
- > Advertising and marketing options
- > Admission, parking, and grounds tour benefits
- > Special events, aircraft rides, hospitality, and more!

Make and maintain your aviation connections at EAA AirVenture Oshkosh.

Sponsorship opportunities include:

- Daily Air Shows
- Wristbands
- Charging Stations
- Welcome Park
- Night Air Show & Fireworks
- Young Eagles Program
- Aviation Gateway Park
- Forum & Workshop Buildings
- Mobile Marketing Unit
- Exhibit Hangars
- Wayfinding Towers
- Parking Lots
- Bus Transportation
- Advanced Ticket Sales
- B-17 and Tri-Motor
- Information Kiosks
- WomenVenture
- Seaplane Base
- Runway 5k
- Gathering of Eagles





THE POWER OF PARTNERSHIP  
Sponsorship **Benefits**

	<b>Platinum*</b> \$250,000	<b>Gold</b> \$150,000	<b>Silver</b> \$100,000	<b>Bronze</b> \$50,000	<b>Patron</b> \$25,000	<b>Supporter</b> \$10,000
<b>Tangible Benefits</b>						
Online Visibility	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Thank-You Signage	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
PRC Access	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Wristbands	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Parking Passes	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Lunch Options	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Golf Cart(s)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Souvenir Program Ad	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
PA Announcements	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Support Services</b>						
Support/Concierge Services	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
EAA Assigned Staff Support	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Pre-show Exhibit Inspection	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
EAA Assigned Photographer	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dedicated A-Team Member	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Preferred Seating</b>						
VIP Air Show Seating	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Helicopter Flight Experience	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tri-Motor Flight Experience	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
B-17 Flight Experience	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

\*Platinum sponsors receive enhanced online visibility and VIP experiences.



The EAA Spirit of Aviation Mobile Experience is an interactive mobile marketing unit. The trailer features several hands-on activities that introduces visitors not only to EAA and AirVenture, but to the aviation industry at large. The 2018 tour will be travelling the west side of the United States visiting over a dozen aviation and non-aviation events engaging with new audiences. The tour will gain over 5,000,000 impressions and over 30,000 visits to the exhibit.

## THE POWER OF PARTNERSHIP

# EAA Publications

Whether you want your message to reach aviators year-round or during the week of AirVenture, EAA has a variety of print and digital options to meet your advertising needs.

### *EAA* Sport Aviation

EAA's flagship magazine is considered by members to be the No. 1 benefit of membership. With a variety of news, information, and advice for the pilot, builder, and restorer, *EAA Sport Aviation* is a publication that readers return to again and again. Members report spending a significant amount of time each month reading a majority of the magazine. On average, members read 70 percent of the magazine each month, 40 percent read all of the magazine, and 21 percent read it cover to cover. The digital edition, read by members throughout the world, provides advertisers even greater exposure through this must-read publication.

*EAA Sport Aviation*—more than 200,000 passionate readers! **Nearly 84 percent of EAA members consider EAA Sport Aviation the No. 1 benefit of membership.**

*Ad rates and mechanicals on P. 26.*

- > Over 90 percent of readers feel the ads running in *EAA Sport Aviation* keep them informed on the latest technology in general aviation.
- > Nearly 60 percent seek out *EAA Sport Aviation* advertisers at AirVenture because of their ability to deliver a high quality product.
- > 78 percent of readers are more likely to purchase goods from an advertiser offering an EAA member discount.

View an issue of  
*EAA Sport Aviation* [here](#)





Our readers **fly, buy, and engage.**

- > 96 percent are male, with 62.6 percent between the ages of 55 and 74
- > 28.4 percent have incomes that exceed \$125,000 per year; 7.6 percent have incomes of more than \$250,000 per year
- > 78 percent own or co-own at least one aircraft; 22 percent own or co-own multiple airplanes
- > 60 percent work in a management or professional occupation
- > 21.6 percent are employed in aviation; 24 percent flew an aircraft for business in the past year
- > 84 percent are certified pilots; 11.7 percent of member households have more than one pilot
- > Percentage of pilot ratings: 34 percent multi-engine, 38 percent instrument, 14 percent seaplane (single and multi-engine)
- > 12 percent are a part of the homebuilding community
- > Members fly an average 5.8 times per month and 79.2 hours per year
- > 95.6 percent own their home, and 26 percent own a second home
- > Our members are well-educated: 62 percent have an undergraduate degree—that's more than twice the national average—and 31 percent have a graduate degree.

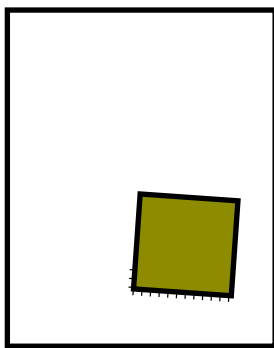




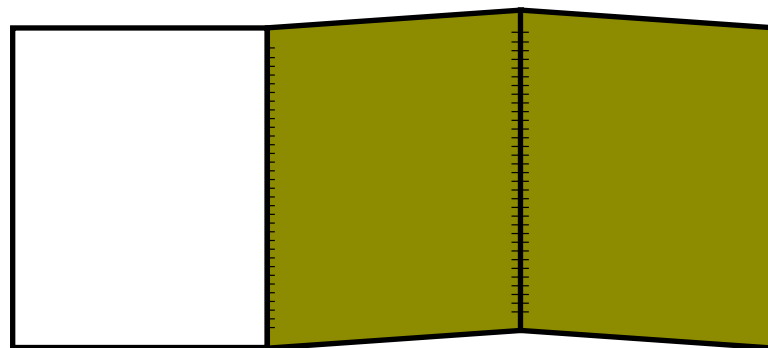
# Increase your visibility with high-impact print advertising opportunities

Contact us to learn about all our publishing opportunities.

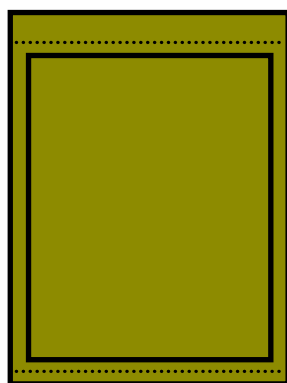
*EAA Sport Aviation • AirVenture Today • Commemorative Souvenir Program • AirVenture Visitor & Camper's Guide*



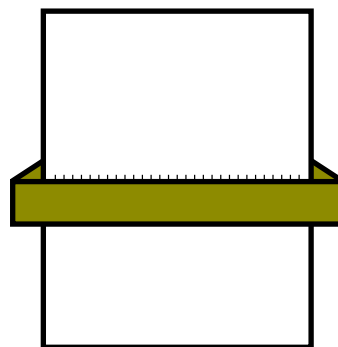
Post-Its



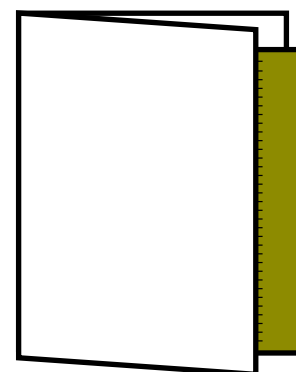
Gatefold Cover



Poly-Bag



Belly-Bands



Inserts  
(Blow-In Cards,  
Posters, Tip-Ins)

Options vary by publication.

# EAA Sport Aviation

Advertising rates and prepress requirements

FULL COLOR	1x	3x	6x	12x	EMBEDDED VIDEO
C 4	\$8,925	\$8,484	\$8,038	\$7,586	
C 2,3	\$7,722	\$7,391	\$6,987	\$6,567	
Full Page	\$7,260	\$6,898	\$6,536	\$6,173	\$625
2/3 Page (vertical)	\$5,442	\$5,180	\$4,902	\$4,633	\$625
1/2 Page (horizontal)	\$4,361	\$4,140	\$3,996	\$3,709	\$625
1/3 Page (square)	\$3,274	\$3,105	\$2,948	\$2,779	
1/4 Page (vertical)	\$2,543	\$2,418	\$2,290	\$2,164	
1/6 Page (vertical/horizontal)	\$1,813	\$1,728	\$1,640	\$1,545	

BLACK & WHITE	1x	3x	6x	12x
Full Page	\$5,085	\$4,833	\$4,581	\$4,323
2/3 Page (vertical)	\$3,815	\$3,626	\$3,436	\$3,242
1/2 Page (horizontal)	\$3,057	\$2,905	\$2,748	\$2,595
1/3 Page (square)	\$2,290	\$2,180	\$2,065	\$1,950
1/4 Page (vertical)	\$1,781	\$1,692	\$1,608	\$1,518
1/6 Page (vertical/horizontal)	\$1,271	\$1,209	\$1,146	\$1,083

FLYMART	Size	Dimensions	BW	4C (1x-5x)	4C (6x-12x)
	1"	2.5" x 1"	\$180	\$500	\$400
	2"	2.5" x 2"	\$360	\$1,000	\$900
	3"	2.5" x 3"	\$540	\$1,500	\$1,400

(All rates are net and per month)

### Embedded Video

- > Embedded video option available in *EAA Sport Aviation* digital issues
- > Embedded video option is in conjunction with print ad placement that video can be added to
- > Rate for embedded video option is in addition to the print rate per issue
- > Video length to be between 30-45 seconds
- > Required File Format: YouTube link

### Issue and Closing Dates

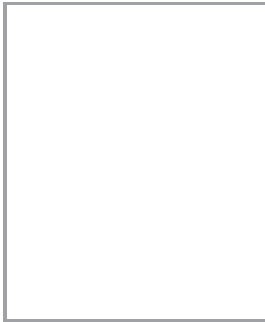
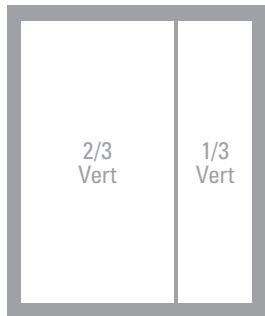
- EAA Sport Aviation* is published monthly and is issued at the beginning of the month.
- > Closing date for insertion orders: 10th day of SECOND PRECEDING month. Example: January issue—deadline is November 10. Closing date for materials: 20th day of SECOND PRECEDING month. Where new copy is not furnished, publisher reserves the right to repeat previous copy until new copy or instructions are received.
  - > CANCELLATION: Cancellations not accepted after closing dates for insertion orders.

**Terms:** Net 30 days

### General Rate Policy

- > Regulations covering acceptance of advertising: Advertisers and advertising agencies assume liability for all content (including text, representation, and illustrations) of advertisements printed, and assume all responsibility for any claims arising therefrom made against the publisher. The publisher reserves the right to reject any advertising, or to request changes in copy, with or without giving a reason.

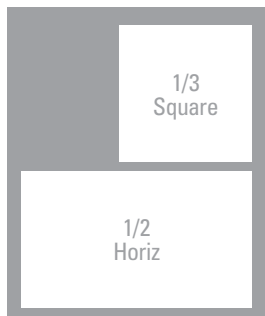
View the July 2018 digital issue of *Sport Aviation* [here](#)

**FULL PAGE****Live Area:** 8.5" x 10.375"**Trim:** 9" x 10.875"**With Bleed:** 9.25" x 11.125"**TWO PAGE SPREAD****Trim:** 18" x 10.875"**With Bleed:** 18.25" x 11.125"**Gutter (No Text Area):** 1" in the center of the advertisement**2/3 PAGE (VERT)****Live Area:** 5.278" x 9.778"

No Bleed

**1/3 PAGE (VERT)****Live Area:** 2.556" x 9.778"

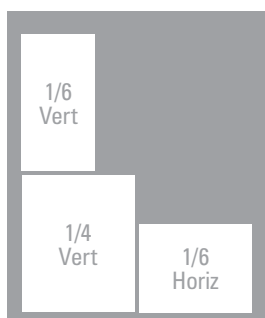
No Bleed

**1/3 PAGE (SQUARE)****Live Area:** 4.597" x 4.736"

No Bleed

**1/2 PAGE (HORIZ)****Live Area:** 8" x 4.736"

No Bleed

**1/4 PAGE (VERT)****Live Area:** 3.917" x 4.736"

No Bleed

**1/6 PAGE (VERT)****Live Area:** 2.556" x 4.736"

No Bleed

**1/6 PAGE (HORIZ)****Live Area:** 3.917" x 3.056"

No Bleed

**Software**

Preferred software is Adobe InDesign. We can accept most programs in the following order of preference and with noted requirements:

- > Adobe InDesign or QuarkXPress
- > Illustrator—type converted to paths, saved as EPS
- > Photoshop—saved as TIFF or EPS

**Formats**

- > 300 dpi PDF files; must be a 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.

**Mechanical Requirements**

Stitch and trim. Web offset, perfect bound. Final trim is 9" wide x 10.875" high. All live matter should remain 1/2" (.5") from trim/final ad sizes.

**Bleed Requirements**

Full-page ads ONLY, no extra charge. Please add .125" to all sides beyond the final trim size of 9" wide x 10.875" high. When creating a PDF of your full-page ad, please DO NOT include any crop or bleed marks, page information, or color bars. Full-page PDFs should be created at a final size of 9.25" wide x 11.125" high.

**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.

THE POWER OF PARTNERSHIP  
**SportAviation**—Digital

Get your ad in front of our *EAA Sport Aviation* audience with new digital ads!

LANDING PAGE	COVER OPEN PAGE
Rate: \$1,000 per issue   Left-hand and right-hand 1/2 page ads	Rate: \$2,000 per issue   Full-page ad opposite the front cover



**Issue and Closing Dates**

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**Hyperlinking**

Complete URL must be included for hyperlinking  
 > CANCELLATION: Cancellations not accepted after closing dates for insertion orders.

**EAA SPORT AVIATION DIGITAL-EMBEDDED VIDEO**

Rate: \$625 per issue in addition to print rate

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**Terms:** Net 30 days

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**Embedded Video**

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 > Video length to be between 30-45 seconds.  
 > Required File Format: YouTube link

THE POWER OF PARTNERSHIP

# **SportAviation**—Digital

Get your ad in front of our *Sport Aviation* audience with new digital ads!

## EAA SPORT AVIATION APP: BANNER AD

1x Rate: \$1,000 per issue | 12x Rate: \$10,000 per year



### Static Ad Specifications

- > Maximum file size: 2048 x 450 px
- > File formats accepted: JPEG or PNG
- > Resolution: 72 dpi
- > Linking: Complete URL must be included for hyperlinking
- > Rotation: Up to 7 ads
- > EAA has final approval of all ads

### Issue and Closing Dates

*EAA Sport Aviation* is published monthly and is issued at the beginning of the month.

- > Closing date for insertion orders: 10th day of SECOND PRECEDING month. Example: January issue-deadline is November 10. Closing date for materials: 20th day of SECOND PRECEDING month. Where new copy is not furnished, publisher reserves the right to repeat previous copy until new copy or instructions are received.

- > CANCELLATION: Cancellations not accepted after closing dates for insertion orders.

**Terms:** Net 30 days

*"The EAA and particularly Sport Aviation allows us to get our message out to a large number of active pilots and aircraft owners and stay within a reasonable budget. 15 years later we continue to use the EAA and Sport Aviation to keep our name recognized worldwide."*

*— John Herman, Tempest*

## THE POWER OF PARTNERSHIP

EAA **Division Publications**

You can also speak to aviators with special interests through EAA's community magazines—*Warbirds*, *Vintage Airplane*, and *Sport Aerobatics*. Aviators who subscribe to these publications have formed a special bond with the aircraft and lifestyle featured in every issue.

**Warbirds** is dedicated to preserving military aircraft of all eras and is avidly read by one of the highest-income demographic segments in the general aviation marketplace. Warbirds covers all the activities and adventures of this active group of aviators.

*Published eight times a year*



**Vintage Airplane** features articles detailing the restoration and history of aircraft rebuilt by members, as well as historical pieces consisting of the recollections of those who were active during the heyday of these aircraft.

*Published six times a year*



**Sport Aerobatics** is aviation's only magazine devoted totally to recreational and competition aerobatics. The publication and its readers are dedicated to safety through knowledge and education, as well as flying fun at all altitudes.

*Published monthly*



*Divisional publication ad rates and mechanicals on P. 32.*



## Division Publications

Advertising rates and prepress requirements

FULL COLOR	1x	3x	6x	12x
C 2,3	\$1,772	\$1,684	\$1,597	\$1,514
Full Page	\$1,535	\$1,460	\$1,385	\$1,316
2/3 Page (vertical)	\$1,154	\$1,096	\$1,040	\$990
1/2 Page (horizontal)	\$932	\$886	\$842	\$800
1/3 Page (square)	\$695	\$660	\$630	\$600
1/4 Page (vertical)	\$540	\$515	\$490	\$465
1/6 Page (vertical/horizontal)	\$386	\$367	\$350	\$332

BLACK & WHITE	1x	3x	6x	12x
Full Page	\$930	\$880	\$836	\$793
2/3 Page (vertical)	\$695	\$660	\$626	\$595
1/2 Page (horizontal)	\$556	\$530	\$500	\$475
1/3 Page (square)	\$422	\$400	\$380	\$365
1/4 Page (vertical)	\$325	\$310	\$295	\$280
1/6 Page (vertical/horizontal)	\$227	\$217	\$206	\$196

FLYMART	Size	Dimensions	BW
	1"	2.5" x 1"	\$20
	2"	2.5" x 2"	\$40
	3"	2.5" x 3"	\$60

(All rates are net and per month)

### Issue and Closing Dates

*Sport Aerobatics* is published monthly and is issued at the end of the preceding month. *Warbirds* is published eight times a year and is issued at the end of the month. *Vintage Airplane* magazine is published six times a year and is issued at the end of the preceeding month.

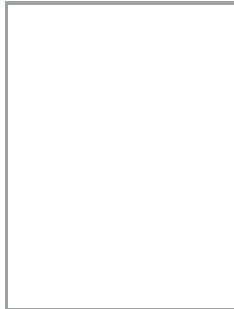
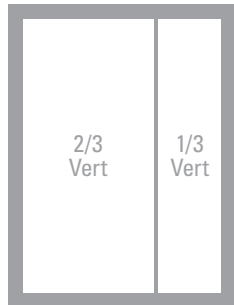
- > Closing date for insertion orders: 10th day of SECOND PRECEDING month. Example: January issue—deadline is November 10. Closing date for materials: 20th day of SECOND PRECEDING month. Where new copy is not furnished, publisher reserves the right to repeat previous copy until new copy or instructions are received.
- > CANCELLATION: Cancellations not accepted after closing dates for insertion orders.

**Terms:** Net 30 days

### General Rate Policy

- > Regulations covering acceptance of advertising: Advertisers and advertising agencies assume liability for all content (including text, representation, and illustrations) of advertisements printed, and assume all responsibility for any claims arising therefrom made against the publisher. The publisher reserves the right to reject any advertising, or to request changes in copy, with or without giving a reason.

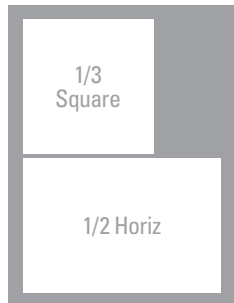


**FULL PAGE****Live Area:** 7.375" x 10"**Trim:** 7.875" x 10.5"**With Bleed:** 8.125" x 10.75"**TWO PAGE SPREAD****Trim:** 15.75" x 10.5"**With Bleed:** 16" x 10.75"**2/3 PAGE (VERT)****Live Area:** 4.521" x 9.5"

No Bleed

**1/3 PAGE (VERT)****Live Area:** 2.167" x 9.5"

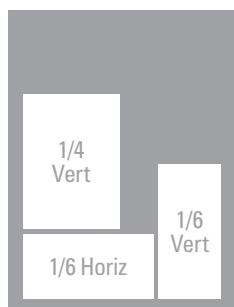
No Bleed

**1/3 PAGE (SQUARE)****Live Area:** 4.521" x 4.656"

No Bleed

**1/2 PAGE (HORIZ)****Live Area:** 6.875" x 4.656"

No Bleed

**1/4 PAGE (VERT)****Live Area:** 3.344" x 4.656"

No Bleed

**1/6 PAGE (VERT)****Live Area:** 2.167" x 4.656"

No Bleed

**1/6 PAGE (HORIZ)****Live Area:** 4.521" x 2.23"

No Bleed

**Software**

Preferred software is Adobe InDesign. We can accept most programs in the following order of preference and with noted requirements:

- > Adobe InDesign or QuarkXPress
- > Illustrator—type converted to paths, saved as EPS
- > Photoshop—saved as TIFF or EPS

**Formats**

- > 300 dpi PDF files; must be a 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.

**Mechanical Requirements**

Stitch and trim. Web offset, saddle stitched.

Final trim is 7.875" wide x 10.5" high. All live matter should remain 1/2" (.5") from trim/final ad sizes.

**Bleed Requirements**

Full-page ads ONLY, no extra charge. Please add .125" to all sides beyond the final trim size of 7.875" wide x 10.5" high. When creating a PDF of your full-page ad, please DO NOT include any crop or bleed marks, page information, or color bars. Full-page PDFs should be created at a final size of 8.125" wide x 10.75" high.

**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.

## THE POWER OF PARTNERSHIP

**IAC Website** Advertising—Tier A and Tier B

TIER A	Per Annual	12x	Mar.-Aug.	Sept.-Feb.
Static Banner	\$660	\$55	\$75	\$65
Animated Banner	\$780	\$65	\$85	\$75

TIER B	Per Annual	12x	Mar.-Aug.	Sept.-Feb.
Static Banner	\$480	\$40	\$60	\$50
Animated Banner	\$600	\$50	\$70	\$60

(All rates are net and per month)

**Tier A**

190 pixels wide x 400 pixels high  
(static or animated)

**Tier B**

190 pixels wide x 600 pixels high  
(static or animated)

**Static Ad Specifications**

- > Maximum file size: 50k
- > File formats accepted: JPEG
- > Resolution: 72 dpi
- > Colorspace: RGB
- > Linking: Complete URL must be included for hyperlinking
- > Impressions per year: 1.08 million
- > Rotation: 12 ads
- > EAA has final approval of all ads

**Animated Ad Specifications**

- > Maximum file size: 50 k
- > File formats accepted: GIF (no Flash files)
- > Animated sequences can contain no more than three (3) frames.  
Last frame will be static, animation ends. No looping animations.
- > Linking: Complete URL must be included for hyperlinking
- > Impressions per year: 900,000
- > Rotation: 12 ads
- > EAA has final approval of all ads

The screenshot shows the IAC website interface. At the top is the IAC logo and the text "INTERNATIONAL AEROBATIC CLUB" with a tagline. Below is a navigation menu and a "LATEST NEWS" section. The main content area features several news items, each with a date and a brief summary. Two rectangular areas are highlighted with dashed blue borders and labeled "Tier A 190 x 400" and "Tier B 190 x 600", indicating the dimensions and positions for advertising banners.

## THE POWER OF PARTNERSHIP

# *In the Loop* Advertising

Duration	Total Cost
1 month	\$50
3 months	\$100
6 months	\$150
12 months	\$300



**IN THE LOOP**  
the official e-newsletter of the International Aerobic Club

**May 2017**

**Tried-and-True Safety Measures**

This month's issue of *Sport Aerobics* is devoted to safety, a tradition stretching back many years, to refocus our efforts and dedicate ourselves to safe operations in our sport and competitions. This has been at the very core of IAC's culture since its beginning. It is also in line with the philosophy that all of the organizations in the EAA family share.

Enjoy the following excerpts from the magazine, then look for the full May issue of *Sport Aerobics* in your mailbox.

**560 x 90**

**Normalization of Deviance**  
By Allen Silver

Now we all take risks of one kind or another, and life itself is a risk. But that is not what I am talking about here. I am talking about how some practices have become so out of the norm that the consequences have led to disastrous effect. Sociologist Diane Vaughan, Ph.D., described the term in her studies of deviance in organizations. Professor Vaughan teaches and conducts research at Columbia University's Department of Sociology.

Professor Vaughan explains normalization of deviance as when people within an organization become so accustomed to changing the rules and guidelines that they don't consider their new change as deviant despite the fact that they have far exceeded their own rules for elementary safety. As people grow more accustomed to the new deviant behavior, the more it occurs.

To people outside the organization, the activities seem abnormal; however, people within the organization do not recognize the deviance because it is seen as a normal occurrence. She further explains that education is the best solution for mitigating deviant behavior. Being clear about standards and rewarding those who come forward is part of the education that needs to take place.

Read the full story in the May issue of *Sport Aerobics* [here](#) (member login required)

### Ad Specifications

- > Dimensions: 560 pixels wide x 90 pixels high
- > Maximum file size: 50k
- > File formats accepted: JPEG
- > Resolution: 72 or 96 dpi
- > Colorspace: RGB
- > Linking: Complete URL must be included for hyperlinking
- > Animated ads are not accepted at this time.
- > IAC has final approval of all ads

Distributed to over 10,000 member and non-member aerobic enthusiasts monthly

THE POWER OF PARTNERSHIP

## Digital Advertising

You can get the most impact for your advertising dollars by combining print advertising with EAA's digital offerings. The popular *e-Hotline* weekly electronic newsletter has more than 100,000 opt-in subscribers, and our website, [www.EAA.org](http://www.EAA.org), has more than 43 million annual impressions. EAA is the aviator's source for news happening within the membership and within the industry.

- > 205,189 unique visitors per month
- > More than 19.2 million average page views
- > 4 minutes spent on average on video pages

Not only do EAA's print and digital advertising opportunities reach an avid audience hungry for information, but they also reach those who are planning their trip to the next AirVenture. Aviators begin planning early, checking print and digital materials often as they plan the annual migration to Oshkosh. This provides you with a fantastic opportunity to reach tens of thousands of aviators and aviation enthusiasts through a variety of media channels.

- > When planning their AirVenture trip, more than 60 percent of visitors went online to [EAA.org](http://EAA.org) or [AirVenture.org](http://AirVenture.org).
- > Forty percent read about AirVenture in *EAA Sport Aviation*, and another 30 percent received their information from EAA e-mails.



THE POWER OF PARTNERSHIP

# Website Advertising—Tier A and Tier B

TIER A	Per Annual	12x	Mar.-Aug.	Sept.-Feb.
Static Banner	\$12,960	\$1,080	\$1,620	\$1,296
Animated Banner	\$16,200	\$1,350	\$2,025	\$1,620

TIER B	Per Annual	12x	Mar.-Aug.	Sept.-Feb.
Static Banner	\$9,000	\$750	\$1,125	\$900
Animated Banner	\$11,280	\$940	\$1,140	\$1,125

*(All rates are net and per month)*

**Tier A**

190 pixels wide x 400 pixels high (static or animated)

**Tier B**

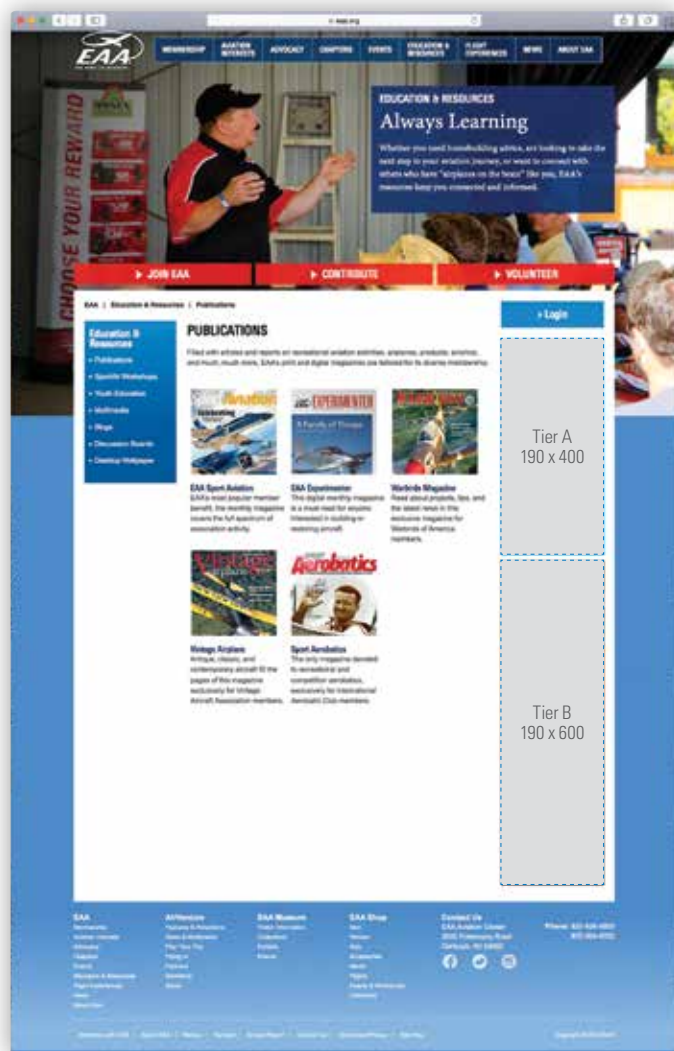
190 pixels wide x 600 pixels high (static or animated)

**Static Ad Specifications**

- > Maximum file size: 50k
- > File formats accepted: JPEG
- > Resolution: 72 dpi
- > Colorspace: RGB
- > Linking: Complete URL must be included for hyperlinking
- > Tier A: Ad Impressions per year 905,695
- > Tier B: Ad Impressions per year 1,097,013
- > Rotation: 12 ads
- > EAA has final approval of all ads
- > Tier A and Tier B banner ads are placed on website subpages
- > Due date for materials: Week prior to posting

**Animated Ad Specifications**

- > Maximum file size: 50k
- > File formats accepted: GIF (no Flash files)
- > Animated sequences can contain no more than three (3) frames. Last frame will be static, animation ends. No looping animations.
- > Linking: Complete URL must be included for hyperlinking
- > Rotation: 12 ads
- > EAA has final approval of all ads
- > Tier A and Tier B banner ads are placed on website subpages
- > Due date for materials: Week prior to posting



THE POWER OF PARTNERSHIP

# Website Advertising—EAA Home Page Banner Ads

EAA Home Page Banner	Per Annual	12x	Mar.-Aug.	Sept.-Feb.
Static Banner	\$42,000	\$3,500	\$5,000	\$4,000
Animated Banner	\$54,000	\$4,500	\$6,000	\$5,000

AirVenture Home Page Banner	Per Annual	12x	Mar.-Aug.	Sept.-Feb.
Static Banner	\$84,000	\$7,000	\$10,000	\$5,000
Animated Banner	\$96,000	\$8,000	\$11,000	\$6,000

(All rates are net and per month)

## EAA Home Page Banner Ad

970 pixels wide x 90 pixels high  
(static or animated)  
> Impressions per year: 685,000

## AirVenture Home Page Banner Ad

970 pixels wide x 90 pixels high  
(static or animated)  
> Impressions per year: 500,000

## Static Ad Specifications

- > Maximum file size: 50k
- > File formats accepted: JPEG
- > Resolution: 72 dpi
- > Colorspace: RGB
- > Linking: Complete URL must be included for hyperlinking
- > Rotations: 4 total (2 revenue, 2 house)
- > EAA has final approval of all ads
- > Due date for materials: Week prior to posting

## Animated Ad Specifications

- > Maximum file size: 50k
- > File formats accepted: GIF (no Flash files)
- > Animated sequences can contain no more than three (3) frames.  
Last frame will be static, animation ends. No looping animations.
- > Linking: Complete URL must be included for hyperlinking
- > Rotations: 4 total (2 revenue, 2 house)
- > EAA has final approval of all ads
- > Due date for materials: Week prior to posting

EAA.org Home Page Banner Ad (970 x 90)

EAA.org/AirVenture Home Page Banner Ad (970 x 90)

## THE POWER OF PARTNERSHIP *e-Hotline* Advertising

Duration	Cost Per Ad	Number of Weeks	Total Cost
1 week	\$1,200	1	\$1,200
1 month	\$1,080	4	\$4,320
3 months	\$975	12	\$11,700
6 months	\$875	24	\$21,000
12 months	\$785	48	\$37,680

(All rates are net and per ad)

The screenshot shows the EAA e-Hotline website for January 16, 2015. The header includes the EAA logo, the site name, and navigation links for Newsletter Sign-Up, EAA Chapters, Events, Volunteer, Shop, and Contact. Below the header are social media links for Facebook, Twitter, Instagram, Video, and Forums.

**TOP STORY**  
**Veteran Receives Honorary Type Rating**  
 Odbert "Bert" Cornwell, of DeLand, Florida, has been an EAA member since 1965 (EAA 27879) and was one of the founders of EAA chapters 288 in Daytona Beach and 635 in DeLand. He is also a veteran of World War II who was both a pilot and flight engineer in B-17s and B-24s - but mostly B-29s. [Read more >>](#)

**MULTIMEDIA**  
**Happy Birthday, Twin Beech!**  
 Seventy-eight years ago today (January 15, 1937) marked the first flight of the Beechcraft Model 18, so this week we feature AirshowStuff's cockpit video of Matt Younkin's EAA AirVenture Oshkosh 2014 aerobatic performance in his Twin Beech. [Watch now >>](#)

**Timeless Voices** - [Dick Diller](#), A-1 Skyraider pilot during the Vietnam War.

**Hints for Homebuilders** - [Carburetor Heat Coarison](#), with Dick Koehler, A&P mechanic and EAA SportAir Workshop instructor

560 x 90

**Weekly Round-Up**  
**Sebring LSA Expo Runs Through Saturday**  
 Recreational aviation enthusiasts are flocking to the Sebring Regional Airport in Florida for the 11th annual U.S. Sport Aviation Expo that runs through Saturday, January 17. Officials report the show is off to a good start despite less than ideal weather that greeted the event's first-ever Wednesday opening day. [Read more >>](#)

### Ad Specifications

- > Dimensions: 560 pixels wide x 90 pixels high
- > Maximum file size: 50 k
- > File formats accepted: JPEG
- > Resolution: 72 or 96 dpi
- > Colorspace: RGB
- > Linking: Complete URL must be included for hyperlinking
- > Impressions per year: 1.9 million
- > Animated ads are not accepted at this time
- > EAA has final approval of all ads
- > *e-Hotline* is distributed each day during AirVenture
- > Due date for materials: Week prior to posting



## THE POWER OF PARTNERSHIP

# AirVenture Advertising

While at AirVenture, guests look to a variety of media sources to plan each day, and this provides you with a one-of-a-kind opportunity to get your message to more than 550,000 enthusiasts who visit each year.

**AirVenture Today**, AirVenture's daily newspaper, reaches an audience of 20,000 readers each day, providing daily highlights and news happening on convention grounds.

**AirVenture Visitor & Camper's Guide** is guests' go-to, most reliable source for everything AirVenture including exhibitor listings, dining options, AirVenture maps, and camping information. Advertising in this guide heightens your visibility with hundreds of thousands of guests. Distribution of 75,000.

### Commemorative Souvenir Program

reaches those looking for more behind-the-scenes information about AirVenture. Your message will still be seen well after AirVenture as the program is a keepsake, read for entertainment.

**The Jumbotron** is strategically located throughout the show grounds to allow you to reach the masses quickly and conveniently at AirVenture. The Jumbotron provides easy access to drive visitors to your exhibit space.

**Megatrons** are conveniently located on the AirVenture show grounds to provide continual updates and information to guests. With locations near the air show flightline, guests will surely take notice of your message on these electronic mega-billboards.

**AirVenture App** is the official mobile guide for getting the most out of AirVenture. With over 40,000 downloads and 1.7 million app screen views, guests have the ability to browse more than 1,000 projected attractions, workshops, and forums to create their own personal schedule. With over 800 exhibitors and a map of locations, the app is the go-to resource for real-time information.



# AirVenture Today

Advertising rates and prepress requirements

FULL COLOR	8x	1x
C 4	\$26,904	
C 2,3	\$23,032	
Full Page	\$19,120	\$3,200
1/2 Page (vertical/horizontal)	\$13,448	\$2,241
1/3 Page (vertical/horizontal)	\$10,224	\$1,700
1/4 Page (square/vertical)	\$8,664	\$1,442

(All rates are net)

## Issue and Closing Dates

*AirVenture Today* is issued daily, July 21-28, 2019.

> Closing date for insertion orders: July 1, 2019

Signed insertion order is required to hold space.

> Due date for ad materials: July 8, 2019

> CANCELLATION: Cancellations not accepted after closing dates for insertion orders.

## General Rate Policy

> Regulations covering acceptance of advertising: Advertisers and advertising agencies assume liability for all content (including text, representation, and illustrations) of advertisements printed, and assume all responsibility for any claims arising therefrom made against the publisher. The publisher reserves the right to reject any advertising, or to request changes in copy, with or without giving a reason.

> 1x rate is per day; 8x rate covers all eight days.

## Software

Preferred software is Adobe InDesign. We can accept most programs in the following order of preference and with noted requirements:

> Adobe InDesign or QuarkXPress

> Illustrator—type converted to paths, saved as EPS

> Photoshop—saved as TIFF or EPS

## Formats

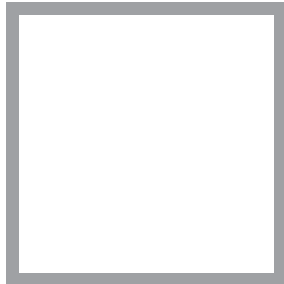
> 300 dpi PDF files; must be PDF X-1a compliant from Adobe InDesign or QuarkXPress.

> We cannot accept Microsoft Word documents or Microsoft Publisher files.

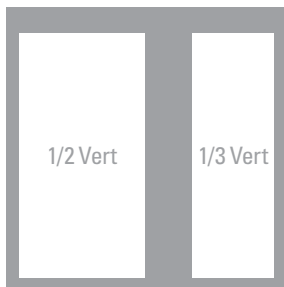
Ads sent in file formats other than those specified WILL NOT BE ACCEPTED.



View the 2018 *AirVenture Today* newspaper [here](#)

**FULL PAGE**

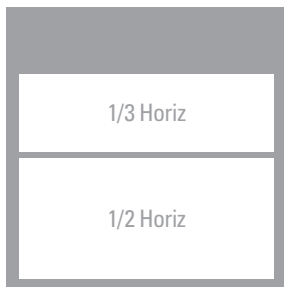
**Live Area:** 9.88" x 10"  
No Bleed

**1/2 PAGE (VERT)**

**Live Area:** 4.86" x 9.5"  
No Bleed

**1/3 PAGE (VERT)**

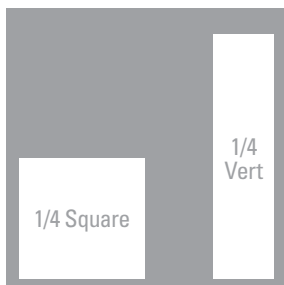
**Live Area:** 3.18" x 9.5"  
No Bleed

**1/2 PAGE (HORIZ)**

**Live Area:** 9.88" x 4.66"  
No Bleed

**1/3 PAGE (HORIZ)**

**Live Area:** 9.88" x 3"  
No Bleed

**1/4 PAGE (SQUARE)**

**Live Area:** 4.86" x 4.66"  
No Bleed

**1/4 PAGE (VERT)**

**Live Area:** 2.35" x 9.5"  
No Bleed

**Bleed Requirements**

There are no ads that bleed for this publication. 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.

**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.

# Commemorative **Souvenir Program**

Advertising rates and prepress requirements

FULL COLOR	1x	BLACK & WHITE	1x
C 4	\$4,805	C 4	-
C 2,3	\$4,170	C 2,3	-
Full Page	\$3,205	Full Page	\$2,245
2/3 Page (vertical)	\$2,400	2/3 Page (vertical)	\$1,690
1/2 Page (horizontal)	\$1,930	1/2 Page (horizontal)	\$1,350
1/3 Page (square)	\$1,445	1/3 Page (square)	\$1,010
1/4 Page (vertical)	\$1,130	1/4 Page (vertical)	\$795
1/6 Page (vertical/horizontal)	\$800	1/6 Page (vert/horiz)	\$570

*(All rates are net and per ad)*



View the 2018 Commemorative Souvenir Program [here](#)

## Issue and Closing Dates

The AirVenture Commemorative Souvenir Program is published annually for EAA AirVenture Oshkosh.

- > Closing date for insertion orders: May 20, 2019  
Signed insertion order is required to hold space.
- > Due date for ad materials: May 31, 2019
- > CANCELLATION: Cancellations not accepted after closing dates for insertion orders.

**Terms:** Net 30 days

## General Rate Policy

- > Regulations covering acceptance of advertising: Advertisers and advertising agencies assume liability for all content (including text, representation, and illustrations) of advertisements printed, and assume all responsibility for any claims arising therefrom made against the publisher. The publisher reserves the right to reject any advertising, or to request changes in copy, with or without giving a reason.

## Software

Preferred software is Adobe InDesign. We can accept most programs in the following order of preference and with noted requirements:

- > Adobe InDesign or QuarkXPress
- > Illustrator—type converted to paths, saved as EPS
- > Photoshop—saved as TIFF or EPS

## Formats

- > 300 dpi PDF files; must be a PDF X-1a compliant from Adobe InDesign or QuarkXPress.
- > We cannot accept Microsoft Word documents or Microsoft Publisher files.

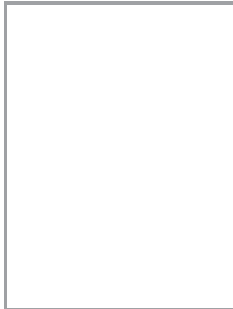
Ads sent in file formats other than those specified WILL NOT BE ACCEPTED.

## Mechanical Requirements

Stitch and trim. Web offset, saddle stitched. Final trim is 7.875" wide x 10.5" high. All live matter should remain 1/2" (.5") from trim/final ad sizes.

## Bleed Requirements

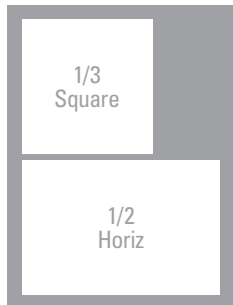
Full-page ads ONLY, no extra charge. Please add .125" to all sides beyond the final trim size of 7.875" wide x 10.5" high. When creating a PDF of your full-page ad, please DO NOT include any crop or bleed marks, page information, or color bars. Full-page PDFs should be created at a final size of 8.125" wide x 10.75" high.

**FULL PAGE****Live Area:** 7.375" x 10"**Trim:** 7.875" x 10.5"**With Bleed:** 8.125" x 10.75"**TWO PAGE SPREAD****Trim:** 15.75" x 10.5"**With Bleed:** 16" x 10.75"**2/3 PAGE (VERT)****Live Area:** 4.521" x 9.5"

No Bleed

**1/3 PAGE (VERT)****Live Area:** 2.167" x 9.5"

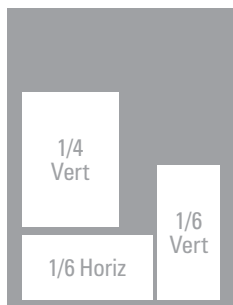
No Bleed

**1/3 PAGE (SQUARE)****Live Area:** 4.521" x 4.656"

No Bleed

**1/2 PAGE (HORIZ)****Live Area:** 6.875" x 4.656"

No Bleed

**1/4 PAGE (VERT)****Live Area:** 3.344" x 4.656"

No Bleed

**1/6 PAGE (VERT)****Live Area:** 2.167" x 4.656"

No Bleed

**1/6 PAGE (HORIZ)****Live Area:** 4.521" x 2.23"

No Bleed

**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.

THE POWER OF PARTNERSHIP

# AirVenture *Visitor and Camper's Guide*

FULL COLOR	1x
C 2	\$2,625
C 3	\$2,100
Interior 1 & 2	\$2,100
ROB	\$1,900

*(All rates are net and per ad)*

**FULL PAGE**  
**Live Area:** 6.25" x 9.25"  
**Trim:** 6.75" x 9.75"  
**With Bleed:** 7" x 10"

View the 2018 AirVenture Visitor and Camper's Guide [here](#)



### Issue and Closing Dates

The *Visitors and Camper's Guide* is published annually for EAA AirVenture Oshkosh.

- > Closing date for insertion orders: May 10, 2019
- > Due date for ad materials: May 24, 2019
- > CANCELLATION: Cancellations not accepted after closing dates for insertion orders.

### General Rate Policy

> Regulations covering acceptance of advertising: Advertisers and advertising agencies assume liability for all content (including text, representation, and illustrations) of advertisements printed, and assume all responsibility for any claims arising therefrom made against the publisher. The publisher reserves the right to reject any advertising, or to request changes in copy, with or without giving a reason.

### Software

Preferred software is Adobe InDesign. We can accept most programs in the following order of preference and with noted requirements:

- > Adobe InDesign or QuarkXPress
- > Illustrator—type converted to paths, saved as EPS
- > Photoshop—saved as TIFF or EPS

### Mechanical Requirements

Stitch and trim. Web offset, saddle stitched. Final trim is 6.75" wide x 9.75" high. All live matter should remain 1/2" (.5") from trim/final ad sizes.

### Bleed Requirements

Full-page ads ONLY, no extra charge. Please add .125" to all sides beyond the final trim size of 6.75" wide x 9.75" high. When creating a PDF of your full-page ad, please DO NOT include any crop or bleed marks, page information, or color bars. Full-page PDFs should be created at a final size of 7" wide x 10" high.

### 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.

### Formats

- > 300 dpi PDF files; must be a PDF X-1a compliant from Adobe InDesign or QuarkXPress.
- > We cannot accept Microsoft Word documents or Microsoft Publisher files.

Ads sent in the file formats other than those specified WILL NOT BE ACCEPTED.

## AirVenture *App*

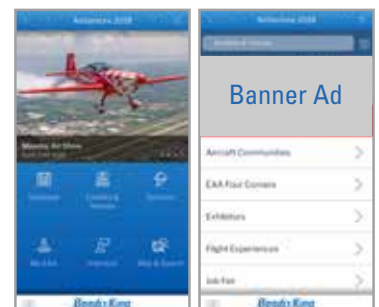
**FOR PRICING, CONTACT (800) 236-1025**

### Issue and Closing Dates

- > Closing date for insertion orders: May 1, 2019
- > Due date for ad materials: May 15, 2019
- > CANCELLATION: Cancellations not accepted after closing dates for insertion orders.

### Specifications

- > Dimension: 1920 x 1080 Full Ad area/Safety Zone 1460 x 820
- > Maximum File Size: 2MB
- > File format accepted: JPG preferred but PNG accepted
- > Resolution: 1920 x 1080 pixels
- > Colorspace: SRGB preferred
- > Linking: URL to a Mobile Friendly site
- > Impressions: 1.7 million
- > EAA has final approval of all ads
- > Animated ads are not accepted at this time



# THE POWER OF PARTNERSHIP

## AirVenture **Jumbotron** and **Megatrons**

### JUMBOTRON SCREEN SIZE

16' wide x 9' high

### AD SIZE

1920 x 1080 px  
1280 x 720 px



### Issue and Closing Dates

- > Closing date for insertion orders: July 5, 2019
- > Due date for ad materials: July 19, 2019
- > CANCELLATION: Cancellations not accepted after closing dates for insertion orders.

### FULL COLOR

1x	\$500
7x	\$3,150

*(Rate is net and per ad)*

### Software

Preferred software is Adobe InDesign. We can accept most programs in the following order of preference and with noted requirements:

- > Adobe InDesign or QuarkXPress, saved as EPS
- > Illustrator—type converted to paths, saved as EPS
- > Photoshop—saved as JPEG (300 dpi)

Ads sent in file formats other than those specified WILL NOT BE ACCEPTED.

Ads will be run in rotation with other ads sold.

Ads will appear for an average of six seconds in each rotation.

### MEGATRON SCREEN SIZE

27' wide x 15' high

### AD SIZE:

3' wide x 12' high



### Issue and Closing Dates

- > Closing date for insertion orders: July 5, 2019
- > Due date for ad materials: July 19, 2019
- > CANCELLATION: Cancellations not accepted after closing dates for insertion orders.

Ads will be run in rotation with other ads sold. Ads will appear on screen for an average of one minute in each rotation.

### FULL COLOR

1x	\$900
7x	\$6,000

*(Rate is net and per ad)*

### Software

Preferred software is Adobe InDesign. We can accept most programs in the following order of preference and with noted requirements:

- > Adobe InDesign or QuarkXPress, saved as EPS
- > Illustrator—type converted to paths, saved as EPS
- > Photoshop—saved as JPEG or PNG (72 dpi)

Ads sent in file formats other than those specified WILL NOT BE ACCEPTED. Megatrons run Monday through Sunday during AirVenture. Ads do not run during the air show.

### MEGATRON VIDEO



### Issue and Closing Dates

- > Closing date for insertion orders: June 28, 2019
- > Due date for ad materials: July 5, 2019
- > CANCELLATION: Cancellations not accepted after closing dates for insertion orders.

### MEGATRON VIDEO

### Entire Week

7X	\$3,000
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### Megatron Video Specifications

- > Resolution: 1920 x 1080
  - > 59.94 FPS (frames per second)
  - > 8 Mbps data rate/length 30-60 seconds
  - > File format accepted: .mp4
  - > EAA has final approval on all ads
- Video to run once per day for 7 days. Ads do not run during the air show.

## THE POWER OF PARTNERSHIP

# Philanthropy

For more than 60 years, EAA has inspired people to increase their understanding and participate in aviation. From our world-class museum, to our youth and adult education, to our flight experiences, we have helped people, of all ages, realize their dreams.

EAA is a community of pilots and aviation enthusiasts who promote and support recreational flying. Our mission is simple-to grow participation in aviation by sharing The Spirit of Aviation. Our members represent every aspect of aviation. Becoming a donor to EAA helps to further our mission and increase your commitment to a group of like-minded individuals. Whether you contribute as an individual or as a corporation, you have the opportunity to support initiatives that align with your passion.

One of the most popular ways to give is to participate in EAA's Gathering of Eagles. Held annually during EAA's AirVenture, this event offers many opportunities to further our industry leading educational work. Donors can purchase individual seats or an entire table, become an event sponsor, or donate an auction item. In 2017, the event raised over two million dollars for EAA's youth and education programs.

In addition to the Gathering of Eagles, the organization engages donors in many other ways. Each year individuals can become members of the President's Circle by giving gifts of \$10,000 and above, participate in the EAA Annual Fund for Excellence- Every Member Campaign, or in our aircraft sweepstakes and car raffle.







Donors can direct their giving towards a specific initiative or scholarship for an EAA Academy camp, flight training, etc., the options are endless. EAA also offers donor opportunities to create named endowment funds to benefit the organization and its programs in perpetuity.

As a result of private giving, EAA has:

- > Annually flown 75,000 EAA Young Eagles with over 2 million flown since the program began in 1992
- > Enrolled 30,000 Young Eagles in the free Sporty's Learn to Fly Course
- > Inspired more than 20,000 Young Eagles to earn their pilot certificates
- > Participate in EAA Air Academy camps each summer to further aviation growth and development of nearly 350 youth
- > Launched the EAA Eagle Flights program in 2012 to introduce adults to aviation and help them take the next steps to becoming a pilot
- > Advancing the knowledge and information of our flying community by offering webinars, Hints for Homebuilders videos, and SportAir Workshops
- > Maintaining the EAA Aviation Museum and Pioneer Airport year-round that engages over 60,000 visitors each year









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