

# Advertising Insertion Order

For Media Kit and other publication information, visit [EAAadvertising.org](http://EAAadvertising.org)



Date: \_\_\_\_\_

Purchase Order: \_\_\_\_\_

### Advertiser's Information

Advertiser: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

Person Placing Order: \_\_\_\_\_

Title: \_\_\_\_\_

Signature: \_\_\_\_\_

Email: \_\_\_\_\_

### 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 24
- ☐ Monday, July 25
- ☐ Tuesday, July 26
- ☐ Wednesday, July 27
- ☐ Thursday, July 28
- ☐ Friday, July 29
- ☐ Saturday, July 30
- ☐ Sunday, July 31

#### Color Ads:

- ☐ Cover 4 (8x: \$26,904)
- ☐ Cover 2/3 (8x: \$23,032)
- ☐ Full Page (8x: \$19,120, 1x: \$3,200)
- ☐ 1/2 page horizontal (8x: \$13,448, 1x: \$2,241)
- ☐ 1/2 page vertical (8x: \$13,448, 1x: \$2,241)
- ☐ 1/3 page horizontal (8x: \$10,224, 1x: \$1,700)
- ☐ 1/3 page vertical (8x: \$10,224, 1x: \$1,700)
- ☐ 1/4 page square (8x: \$8,664, 1x: \$1,442)
- ☐ 1/4 page vertical (8x: \$8,664, 1x: \$1,442)
- ☐ 1/8 page horizontal (8x: \$6,184, 1x: \$1,025)

#### Confirmed Rate:

Gross \$ \_\_\_\_\_

Net \$ \_\_\_\_\_

**Closing date:** July 11, 2016

**Materials due:** July 18, 2016

### AirVenture Commemorative Souvenir Program

#### Color Ads:

- ☐ Cover 4 (\$4,805)
- ☐ Cover 2/3 (\$4,170)
- ☐ Full Page (\$3,205)
- ☐ 2-page spread (\$6,410)
- ☐ 2/3 page vert (\$2,400)
- ☐ 1/2 page horiz (\$1,930)
- ☐ 1/3 page square (\$1,445)
- ☐ 1/4 page vert (\$1,130)
- ☐ 1/6 page horiz (\$800)
- ☐ 1/6 page vert (\$800)

#### Black & White Ads:

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

#### Confirmed Rate:

Gross \$ \_\_\_\_\_

Net \$ \_\_\_\_\_

**Closing date:** May 27, 2016

**Materials due:** June 3, 2016

### AirVenture Visitor Guide

#### Color Ads:

- ☐ Cover 2 (\$2,625)
- ☐ Cover 3 (\$2,100)
- ☐ Interior page 1 (\$2,100)
- ☐ Interior page 2 (\$2,100)
- ☐ ROB (\$1,900)

#### Confirmed Rate:

Gross \$ \_\_\_\_\_

Net \$ \_\_\_\_\_

**Closing date:** June 10, 2016

**Materials due:** June 17, 2016

### AirVenture Jumbo Trons

- ☐ Entire Week (\$3,150)

#### Confirmed Rate:

Gross \$ \_\_\_\_\_

Net \$ \_\_\_\_\_

**Closing date:** June 30, 2016

**Materials due:** July 7, 2016

### AirVenture Megatrons

- ☐ Entire Week (\$6,000)

#### Confirmed Rate:

Gross \$ \_\_\_\_\_

Net \$ \_\_\_\_\_

**Closing date:** June 30, 2016

**Materials due:** July 7, 2016

**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 Poberezny Road, Oshkosh, WI 54901

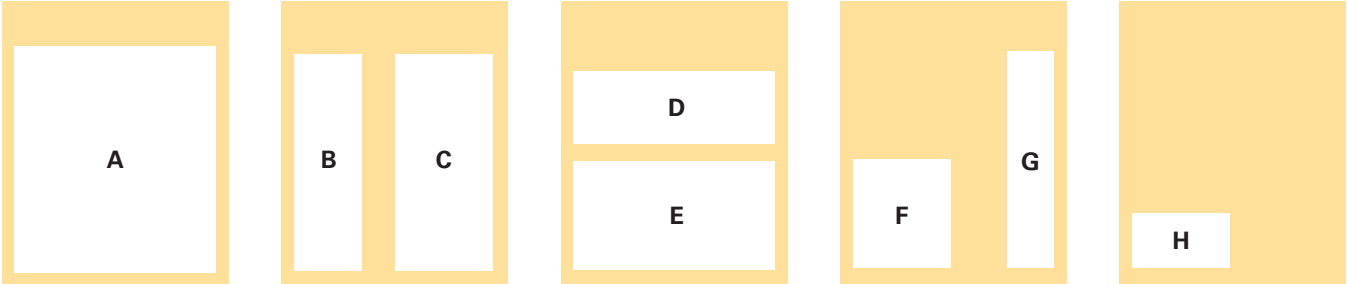


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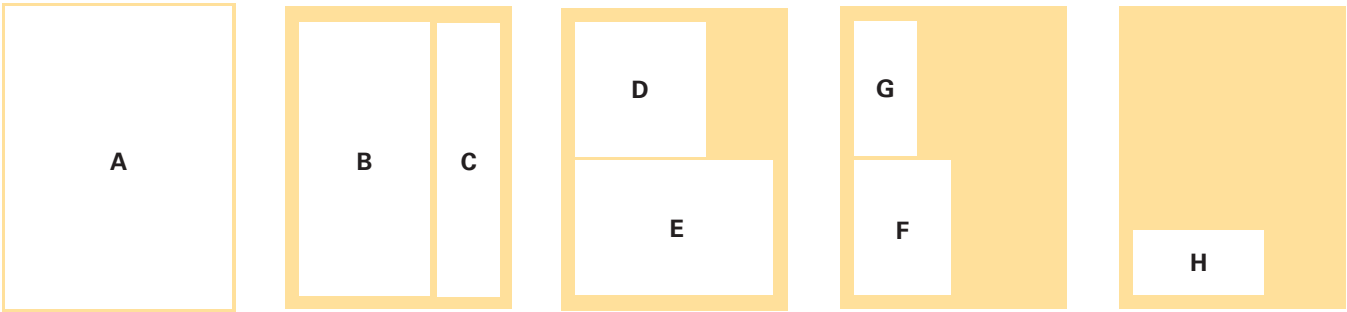


## AirVenture Today



- A. FULL PAGE**  
**Live Area:** 9.75" x 11"  
No Bleed
- B. 1/2 PAGE (VERT)**  
**Live Area:** 4.75" x 10.5"  
No Bleed
- C. 1/3 PAGE (VERT)**  
**Live Area:** 3.25" x 10.5"  
No Bleed
- D. 1/3 PAGE (HORIZ)**  
**Live Area:** 9.75" x 3.5"  
No Bleed
- E. 1/2 PAGE (HORIZ)**  
**Live Area:** 9.75" x 5.25"  
No Bleed
- F. 1/4 PAGE (SQUARE)**  
**Live Area:** 4.75" x 5.25"  
No Bleed
- G. 1/4 PAGE (VERT)**  
**Live Area:** 2.25" x 10.5"  
No Bleed
- H. 1/8 PAGE (HORIZ)**  
**Live Area:** 4.75" x 2.625"  
No Bleed

## AirVenture Commemorative Souvenir Program



- A. FULL PAGE**  
**Live Area:** 7.375" x 10"  
**Trim:** 7.875" x 10.5"  
**With Bleed:** 8.125" x 10.75"
- B. 2/3 PAGE (VERT)**  
**Live Area:** 4.521" x 9.500"  
No Bleed
- C. 1/3 PAGE (VERT)**  
**Live Area:** 2.167" x 9.500"  
No Bleed
- D. 1/3 PAGE (SQUARE)**  
**Live Area:** 4.521" x 4.656"  
No Bleed
- E. 1/2 PAGE (HORIZ)**  
**Live Area:** 6.875" x 4.656"  
No Bleed
- F. 1/4 PAGE (VERT)**  
**Live Area:** 3.344" x 4.656"  
No Bleed
- G. 1/6 PAGE (VERT)**  
**Live Area:** 2.167" x 4.656"  
No Bleed
- H. 1/6 PAGE (HORIZ)**  
**Live Area:** 4.521" x 2.230"  
No Bleed
- TWO PAGE SPREAD**  
**Trim:** 15.75" x 10.5"  
**With Bleed:** 16.00" x 10.75"

### 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.

**Additional Charges:**  
> An additional \$35 will be charged for missing fonts, RGB to CMYK conversions, missing support or graphics files, missing proofs, or any other production problems resulting from failure to adhere to the offset specifications listed.  
> An additional \$35 minimum will be charged for any advertiser requested text alterations

## AirVenture Visitor Guide

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

## Jumbos & Plasmas/Megatrons

- JUMBO-TRONS**  
**Image Size:** 800 pixels wide x 600 pixels high  
**Image Requirements:** Hi-res JPEG or PNG (300 dpi), Vector (AI or EPS), MOV
- PLASMA SCREENS**  
**Image Size:** 10" wide x 5.63" high  
**Image Requirements:** Hi-res JPEG (300 dpi)
- MEGATRONS**  
**Image Size:** 3' wide x 12' high  
**Image Requirements:** Hi-res JPEG (300 dpi)



# Credit Card Payment Authorization Form



I hereby authorize the Experimental Aircraft Association to charge the credit card listed below for goods/services purchased.

Company Name/Person Name: \_\_\_\_\_

Name on card: \_\_\_\_\_

Credit Card Billing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Country: \_\_\_\_\_ ZIP: \_\_\_\_\_

Please make this payment using the following:

☐ Visa    ☐ MasterCard    ☐ Discover    ☐ American Express

Card number:

Expiration:   /      Security Code:

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

I agree to pay the above total amount according to the card issuer agreement. I hereby authorize recurring charges, if necessary, to initiate adjustments or correct errors. I certify that I am the authorized holder and signor of the credit card reference above. I certify that all information and statements above are accurate to the best of my knowledge.

## Please complete this form and mail or fax to:

EAA Accounts Receivable Department  
PO Box 3043  
Oshkosh, WI 54903-3043

Fax: 920-426-6865  
Intl Fax: +1-920-426-6865

All information will remain confidential.

**PLEASE DO NOT EMAIL  
CREDIT CARD INFORMATION.  
Email is not secure and places  
your card information at risk.  
Thank you.**