

# 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)		
<b>Select Dates:</b> <ul style="list-style-type: none"><li><input type="checkbox"/> Entire Week</li><li><input type="checkbox"/> Sunday, July 23</li><li><input type="checkbox"/> Monday, July 24</li><li><input type="checkbox"/> Tuesday, July 25</li><li><input type="checkbox"/> Wednesday, July 26</li><li><input type="checkbox"/> Thursday, July 27</li><li><input type="checkbox"/> Friday, July 28</li><li><input type="checkbox"/> Saturday, July 29</li><li><input type="checkbox"/> Sunday, July 30</li></ul>	<b>Color Ads:</b> <ul style="list-style-type: none"><li><input type="checkbox"/> Cover 4 (8x: \$26,904)</li><li><input type="checkbox"/> Cover 2/3 (8x: \$23,032)</li><li><input type="checkbox"/> Full Page (8x: \$19,120, 1x: \$3,200)</li><li><input type="checkbox"/> 1/2 page horizontal (8x: \$13,448, 1x: \$2,241)</li><li><input type="checkbox"/> 1/2 page vertical (8x: \$13,448, 1x: \$2,241)</li><li><input type="checkbox"/> 1/3 page horizontal (8x: \$10,224, 1x: \$1,700)</li><li><input type="checkbox"/> 1/3 page vertical (8x: \$10,224, 1x: \$1,700)</li><li><input type="checkbox"/> 1/4 page square (8x: \$8,664, 1x: \$1,442)</li><li><input type="checkbox"/> 1/4 page vertical (8x: \$8,664, 1x: \$1,442)</li><li><input type="checkbox"/> 1/8 page horizontal (8x: \$6,184, 1x: \$1,025)</li></ul>	<b>Confirmed Rate:</b> Gross \$ _____ Net \$ _____  <b>Closing date:</b> July 10, 2017 <b>Materials due:</b> July 17, 2017

AirVenture Commemorative Souvenir Program		
<b>Color Ads:</b> <ul style="list-style-type: none"><li><input type="checkbox"/> Cover 4 (\$4,805)</li><li><input type="checkbox"/> Cover 2/3 (\$4,170)</li><li><input type="checkbox"/> Full Page (\$3,205)</li><li><input type="checkbox"/> 2-page spread (\$6,410)</li><li><input type="checkbox"/> 2/3 page vert (\$2,400)</li><li><input type="checkbox"/> 1/2 page horiz (\$1,930)</li><li><input type="checkbox"/> 1/3 page square (\$1,445)</li><li><input type="checkbox"/> 1/4 page vert (\$1,130)</li><li><input type="checkbox"/> 1/6 page horiz (\$800)</li><li><input type="checkbox"/> 1/6 page vert (\$800)</li></ul>	<b>Black &amp; White Ads:</b> <ul style="list-style-type: none"><li><input type="checkbox"/> Full Page (\$2,245)</li><li><input type="checkbox"/> 2/3 page vert (\$1,690)</li><li><input type="checkbox"/> 1/2 page horiz (\$1,350)</li><li><input type="checkbox"/> 1/3 page square (\$1,010)</li><li><input type="checkbox"/> 1/4 page vert (\$795)</li><li><input type="checkbox"/> 1/6 page horiz (\$570)</li><li><input type="checkbox"/> 1/6 page vert (\$570)</li></ul>	<b>Confirmed Rate:</b> Gross \$ _____ Net \$ _____  <b>Closing date:</b> May 26, 2017 <b>Materials due:</b> June 2, 2017

AirVenture Visitor Guide
<b>Color Ads:</b> <ul style="list-style-type: none"><li><input type="checkbox"/> Cover 2 (\$2,625)</li><li><input type="checkbox"/> Cover 3 (\$2,100)</li><li><input type="checkbox"/> Interior page 1 (\$2,100)</li><li><input type="checkbox"/> Interior page 2 (\$2,100)</li><li><input type="checkbox"/> ROB (\$1,900)</li></ul>
<b>Confirmed Rate:</b> Gross \$ _____ Net \$ _____
<b>Closing date:</b> June 9, 2017 <b>Materials due:</b> June 16, 2017

AirVenture Jumbo Trons & Plasmas
<input type="checkbox"/> Entire Week (\$3,150)
<b>Confirmed Rate:</b> Gross \$ _____ Net \$ _____
<b>Closing date:</b> June 30, 2017 <b>Materials due:</b> July 7, 2017

AirVenture Megatrons
<input type="checkbox"/> Entire Week (\$6,000)
<b>Confirmed Rate:</b> Gross \$ _____ Net \$ _____
<b>Closing date:</b> June 30, 2017 <b>Materials due:</b> July 7, 2017

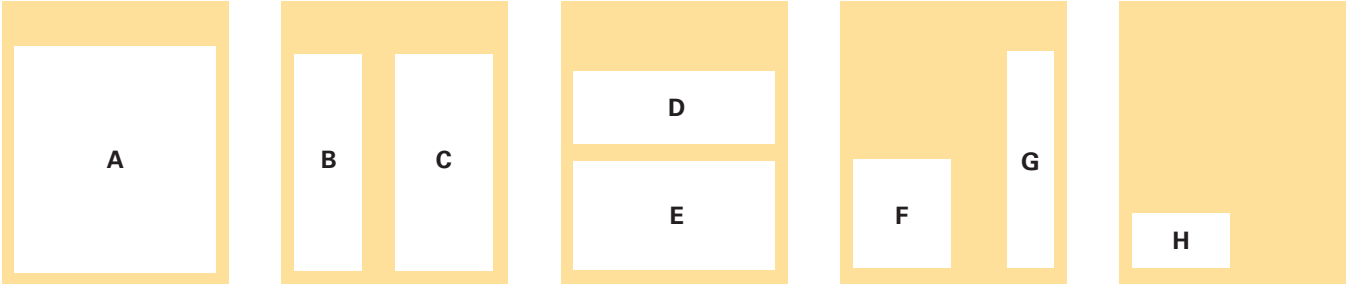
<b>Return Signed IO to:</b> EAA Advertising P.O. Box 3086, Oshkosh, WI 54903-3086 Fax: 920.426.4828	<b>Ship Ad Materials to:</b> EAA Advertising Attn: Sue Anderson 3000 Pobereznyn Road, Oshkosh, WI 54901
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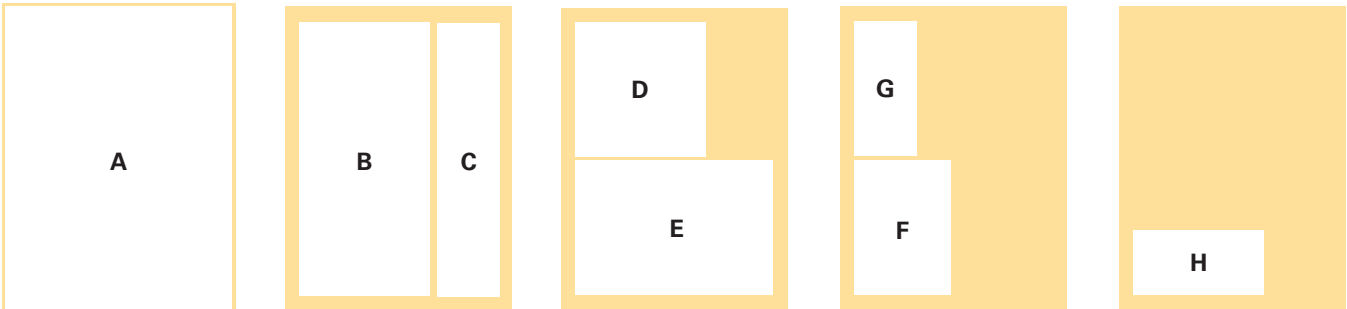


## AirVenture Today



- 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)

