

AEROSPACE

★ ★ ★ AMERICA ★ ★ ★



Advertising Rates and Media Information

2017

A PUBLICATION OF THE AMERICAN INSTITUTE OF AERONAUTICS AND ASTRONAUTICS

EFFECTIVE 1 JANUARY 2017

AEROSPACE AMERICA 2.0



Concept art of Reaction Engines Limited's Skylon spacecraft.

Credit: Reaction Engines

Aerospace America is the flagship monthly magazine of the [American Institute of Aeronautics and Astronautics \(AIAA\)](#). AIAA is the largest and most prestigious community of aerospace professionals in the world. Its members are captains of industry, heads of government agencies, educators and students at major universities, and innovators at influential research labs. *Aerospace America* reaches nearly 34,000 aerospace professionals—including every AIAA member, congressional offices on Capitol Hill, and hundreds of engineering and aerospace libraries.

Aerospace America's print edition and digital edition have been fully modernized for 2017. Our print redesign features a textured cover and clean interior design focused on photos, graphics, and insightful, explanatory text exploring the most relevant and timely aerospace issues and technologies of the day. The digital edition presents these articles in a highly visual, easily shareable format and adds timely news stories. One thing that has not changed is our commitment to dig into aerospace technologies and issues with a depth and clarity we know readers demand.

"AIAA is such an important part of our profession, blending the right mix of academia, government and industry representatives. AIAA is the bedrock that our community is built on."

— **Richard Wahls**, Strategic Technical Advisor,
Advanced Air Vehicles Program, NASA
Aeronautics Research Mission Directorate,
NASA Langley Research Center

"I've always said that technology is nothing but people. Usually passionate, exciting people who do technology, and AIAA really brings people together and brings the excitement together, and as such AIAA is really at the core of what we are doing in aerospace."

— **Abraham E. "Abe" Karem**,
President, Karem Aircraft Inc.

"AIAA provides the opportunity to engage in conversation and discussion at all levels of the industry – from policy discussions at the national and international level, to the detailed technical debate regarding the technologies required to meet the future demands of our industry. It brings the industry's voices together to help make a difference in the industry and shape our future."

— **Barry Eccleston**, President,
Airbus Americas, Inc.

Our readers are your company's customers.

TOTAL CIRCULATION

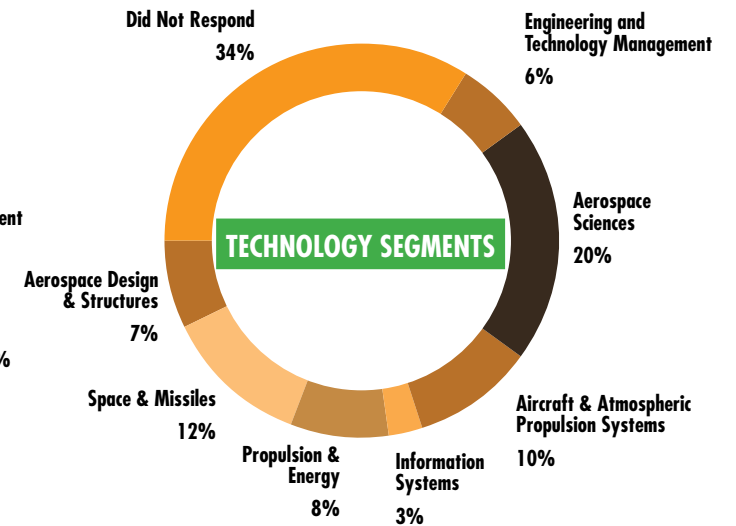
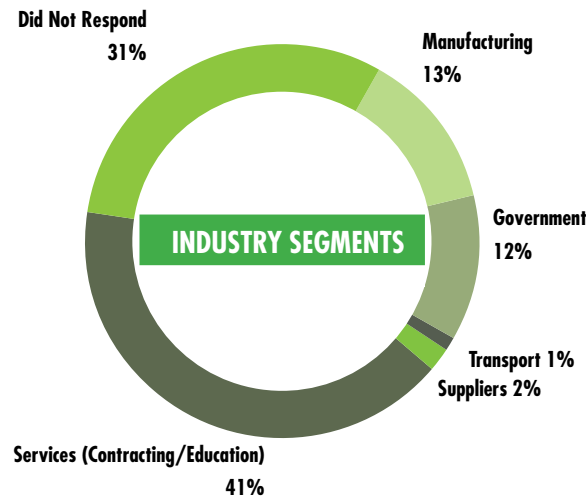
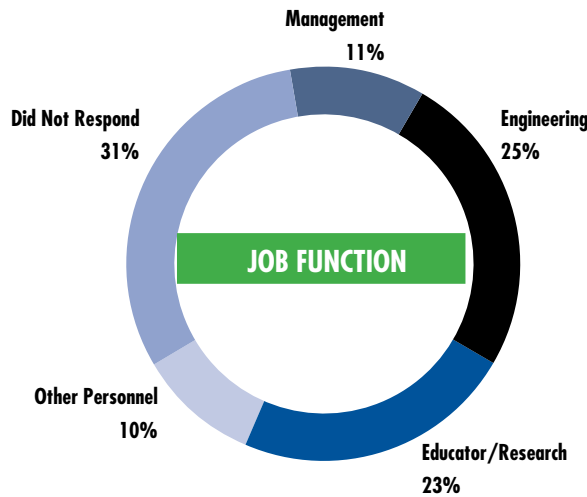
34,000

GEOGRAPHIC DISTRIBUTION

89%
United States

11%
International
(80+ countries)

Here's what they do:



More detailed breakdown on following page

TECHNOLOGY SEGMENTS BREAKDOWN

Aerospace Sciences 20%

Aeroacoustics	1.2%
Applied Aerodynamics	3.0%
Aerodynamics	1.6%
Atmospheric and Space Environments	0.5%
Atmospheric Flight Mechanics	0.7%
Fluid Dynamics	3.8%
Guidance, Navigation & Control	3.6%
Aerodynamic Measurement Technology	0.5%
Plasmdynamics and Lasers	0.3%
Sounding Rockets	0.1%
Thermophysics	0.8%
Remote Sensing & Applications	0.2%
Thermodynamics	0.2%
Computational Fluid Dynamics	1.9%
Modeling & Simulation	1.1%
Ground Testing	0.5%

Space and Missiles 12%

Life Sciences and Systems	0.7%
Missile Systems	1.1%
Space Operations and Support	1.0%
Microgravity & Space Processes	0.1%
Space Systems	2.9%
Space Transportation	1.5%
Space Sciences & Astronomy	1.5%
Space Automation & Robotics	0.4%
Weapons System Effectiveness	0.2%
Human Factors Engineering	0.2%
Satellite Design, Integration & Test	0.8%
Launch Operations	0.2%
Laser Technology & Applications	0.2%
Space Tethers	0.1%
Space Colonization	0.4%
Space Tourism	0.1%
Terraforming	0.1%
Space Resources	0.1%
Space Architecture	0.3%
Space Logistics	0.1%

Aircraft and Atmospheric Systems 10%

Air Transportation Systems	0.8%
Aircraft Design	4.2%
Aircraft Operations	0.3%
Aircraft Safety	0.4%
Balloon Systems	0.1%
General Aviation	0.4%
Helicopter Design	0.2%
Lighter-Than-Air Systems	0.1%
Unmanned Systems	0.8%
V/STOL Aircraft Systems	0.2%
Marine Systems & Technology	0.1%
Hypersonic Systems	0.5%
Flight Testing	0.9%
Electronic Equipment Design	0.1%
Ground Support Equipment	0.1%
Aircraft Maintenance	0.1%
Reliability	0.1%
Test & Evaluation	0.4%
Standards Engineering	0.0%
Producibility & Cost Engineering	0.0%
Production Engineering	0.1%
Aerodynamic Decelerator Systems	0.1%

Propulsion and Energy 8%

Aerospace Power Systems	0.6%
Electric Propulsion	0.8%
Liquid Propulsion	1.2%
Propellants and Combustion	1.1%
Solid Rockets	0.6%
Terrestrial Energy Systems	0.2%
Nuclear and Future Flight Propulsion	0.4%
Hybrid Rockets	0.2%
Energetic Components & Systems	0.1%
Gas Turbine Engines	1.2%
High Speed Air Breathing Propulsion	1.3%
Air Breathing Propulsion Systems Integration	0.3%

Aerospace Design and Structures 7%

Survivability	0.1%
Design Engineering	1.3%
Design Technology	0.2%
Materials	0.8%
Structural Dynamics	1.5%
Structures	2.1%
Adaptive Structures	0.3%
Radar Absorbing Materials & Structures	0.0%
Gossamer Spacecraft	0.1%
Non-Deterministic Approaches	0.1%
Multidisciplinary Design Optimization	0.5%

Engineering and Technology Management 6%

Economics	0.2%
History	0.4%
Legal Aspects of Aeronautics & Astronautics	0.1%
Management	2.4%
Society and Aerospace Technology	0.4%
Technical Information Services	0.1%
Systems Engineering	2.3%
Environmental Assurance/Compliance	0.0%
Computer-Aided Enterprise Solutions	0.1%

Information Systems 5%

Aerospace Electronics	0.5%
Aerospace Maintenance	0.1%
Intelligent Systems	0.3%
Information and Command & Control Systems	0.3%
Communications Systems	0.5%
Computer Systems	0.5%
Digital Avionics Systems	0.2%
Sensor Systems	0.2%
Software Systems	0.4%
Support Systems	0.0%
System Effectiveness and Safety	0.0%
Micro-Nanotechnology	0.0%

Unspecified 34%

AIAA customers are asked to identify primary technology areas that reflect their professional interest and work activities.

2016 EDITORIAL PLANNER

Issue	Featuring*	Bonus Distribution	Closing Date
January	<ul style="list-style-type: none"> • Earth Sciences • Missile Defense • General Aviation 	<ul style="list-style-type: none"> • AIAA SciTech Forum, Grapevine, TX, 9–13 January 	21 November 2016
February	<ul style="list-style-type: none"> • Spacecraft Control • Air Force Research 	<ul style="list-style-type: none"> • AAS/AIAA Space Flight Mechanics Meeting, San Antonio, TX, 5–9 February 	23 December 2016
March	<ul style="list-style-type: none"> • Communication Satellites • Airliner Connectivity • Military Aircraft 	<ul style="list-style-type: none"> • Satellite 2017, Washington, DC, 6–9 March • AIAA Congressional Visits Day, 29 March 	27 January 2017
April	<ul style="list-style-type: none"> • Military Space • Space Exploration 	<ul style="list-style-type: none"> • Space Symposium, Colorado Springs, 3–6 April • AIAA DEFENSE Forum, Laurel MD, 25–27 April 	24 February 2017
May	<ul style="list-style-type: none"> • Unmanned Aircraft • Air Traffic Control 	<ul style="list-style-type: none"> • XPONENTIAL, Dallas, TX, 8–11 May • AHS Forum 73, Fort Worth, TX, 9–11 May 	31 March 2017
June	<ul style="list-style-type: none"> • Rotorcraft • Air Transport Propulsion • Teaching Engineering 	<ul style="list-style-type: none"> • AIAA AVIATION Forum, Denver, CO, 5–9 June • Paris Air Show, 19–25 June • ASEE Annual Conference, Columbus, OH, 25–28 June 	28 April 2017
July/August	<ul style="list-style-type: none"> • In-Space Propulsion • Electric Aircraft 	<ul style="list-style-type: none"> • AIAA Propulsion and Energy Forum, Atlanta, GA, 10–12 July 	26 May 2017
September	<ul style="list-style-type: none"> • Exoplanets • International Space Collaboration 	<ul style="list-style-type: none"> • AIAA SPACE Forum, Orlando, FL, 12–14 September • Air Force Association Air & Space Conference and Tech Expo, National Harbor, MD, 18–20 September • International Astronautical Congress, Adelaide, Australia, 25–29 September 	28 July 2017
October	<ul style="list-style-type: none"> • U.S. Army Aviation • Breakthrough Space Tech 	<ul style="list-style-type: none"> • Association of the United States Army Annual Meeting, Washington, DC, 9–11 October 	25 August 2017
November	<ul style="list-style-type: none"> • Avionics • Materials 		29 September 2017
December	<ul style="list-style-type: none"> • Year-In-Review Special 		27 October 2017

*All content subject to change at editor's discretion.

ADVERTISING RATES

2017 Print Display Advertising Rates in Aerospace America

B&W	1X	3X	6X	11X
Full page	\$8,250	\$7,980	\$7,710	\$7,380
1/2 page	\$4,750	\$4,585	\$4,420	\$4,200
1/3 page	\$3,450	\$3,325	\$3,200	\$3,030
1/6 page	\$1,750	\$1,675	\$1,650	\$1,550

Four-Color				
Full page	\$8,550	\$8,300	\$8,000	\$7,700
1/2 page	\$5,225	\$5,050	\$4,900	\$4,700
1/3 page	\$4,000	\$3,900	\$3,750	\$3,600
1/6 page	\$2,375	\$2,300	\$2,225	\$2,125

Covers (Four-Color only)				
Cover 2	\$11,700	\$11,350	\$11,000	\$10,550
Cover 3	\$11,700	\$11,350	\$11,000	\$10,550
Cover 4	\$13,500	\$13,100	\$12,700	\$12,150

All rates gross. 15% discount applies to recognized agencies.

CAREER OPPORTUNITY ADVERTISING

Aerospace America is the first choice of aerospace professionals seeking employment, and the first choice of the organizations that want to hire them.

When your organization needs to fill key professional positions with the most experienced people, you need to reach the most qualified candidates. Advertising in *Aerospace America* ensures that your vacancy announcements will be seen by the industry professionals most qualified to fill them. Whether it's a university faculty position or a corporate engineering or technical position, *Aerospace America* produces results quickly, saving you and your staff significant time in attracting the right candidates for each position. When you next have a key position to fill, advertise it in *Aerospace America*.

Career Opportunity Advertising Rates in Aerospace America

Black & White	1X	3X	6X	11X
Full page	\$3,320	\$3,225	\$3,120	\$2,990
2/3 page	\$2,300	\$2,235	\$2,165	\$2,075
1/2 page	\$2,025	\$1,970	\$1,900	\$1,825
1/3 page	\$1,390	\$1,350	\$1,315	\$1,250
1/6 page	\$965	\$940	\$905	\$865

Four-Color				
Full page	\$4,000	\$3,910	\$3,810	\$3,680
2/3 page	\$3,015	\$2,950	\$2,880	\$2,790
1/2 page	\$2,745	\$2,690	\$2,625	\$2,550
1/3 page	\$2,130	\$2,090	\$2,055	\$1,995
1/6 page	\$1,715	\$1,690	\$1,660	\$1,625

PRODUCTION SPECIFICATIONS AND SHIPPING INFORMATION

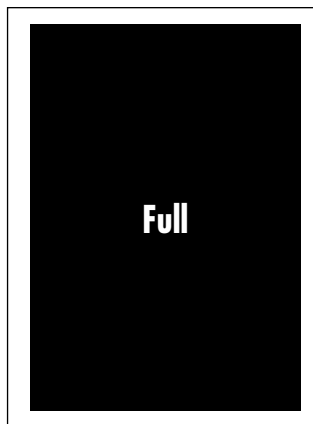
Aerospace America

Mechanical Requirements

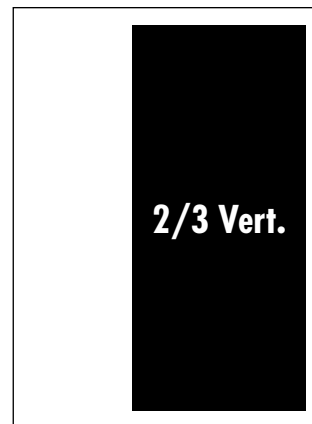
PDF files are required. PDFx/1a preferred.

Bleed	8-3/8" x 11-1/8"
Trim size	8-1/8" x 10-7/8"
PDF Document Size	9-1/8" x 11-7/8"
Live area	7" x 10" Vital advertising matters should be kept 1/4" from trim on all sides.
Number of columns	3
Column width	2-1/8"
Column height	10"
Binding	Perfect bound
Process	Heatset web offset

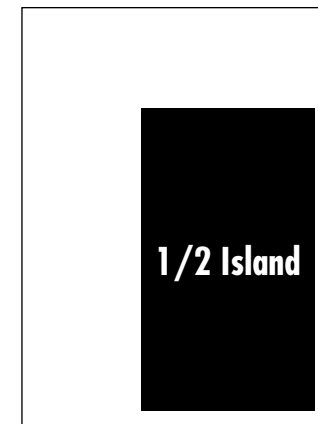
Size Dimensions



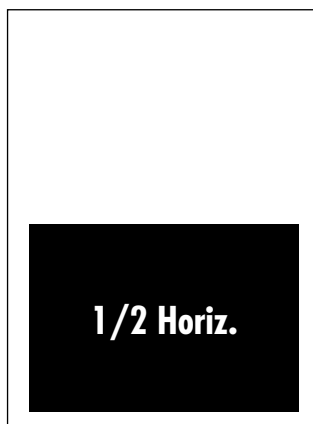
Full page: 7" x 10"



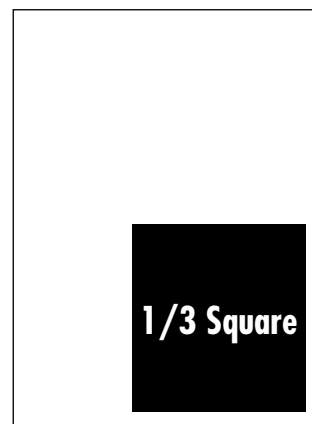
2/3 Vertical: 4-1/2" x 10"
Only available for Career Opportunity Advertising



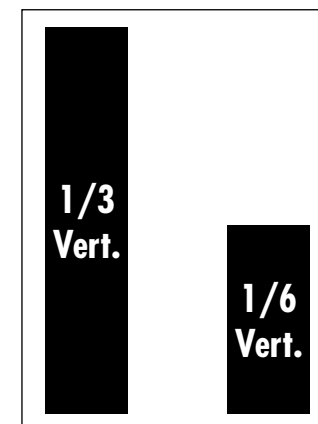
1/2 Island: 4-1/2" x 7"



1/2 Horizontal: 7" x 4-7/8"



1/3 Square: 4-1/2" x 4-7/8"



1/3 Vertical: 2-1/8" x 10"
1/6 Vertical: 2-1/8" x 4-7/8"

COPY AND CONTRACT REGULATIONS

Publication Frequency: Published 11 times a year, issued on the first of the month of the cover date of publication.

Closing Date for Insertion Orders: Due at publication advertising sales office by the 27th of the second month preceding issue cover date.

Closing Date for Mechanical Materials:

All printing material due at publication by the first Friday of the month preceding issue cover date.

Communication: Contracts, insertion orders, correspondence, special requests, proofs and copy should be addressed to:

East Coast U.S.

Joan Daly

Phone: 703.938.5907

Email: joan@dalyllc.com

OR

West Coast U.S.

Patricia Walker

Phone: 415.387.7593

Email: walkercom111@gmail.com

Ad Files:

Craig Byl

AIAA

12700 Sunrise Valley Drive, Suite 200

Reston, VA 20191-5807

Phone: 703.264.7590

Email: craigb@aiaa.org

Publisher's Copy Protective Clause:

Advertisers and advertising agencies assume sole liability for all content (including text, representations, photographs, and illustrations) of advertisement printed, and also assume

responsibility for any claims arising therefrom made against the Publisher. The Publisher reserves the right to reject any advertising that does not conform to its publication standards, which are subject to change or modification at the sole discretion of the Publisher. Any advertising resembling editorial matter may be designated as advertising by the Publisher.

Positioning of Advertisements:

Advertisement placement is at the sole discretion of the Publisher except where a request for a specified preferred position is agreed to and acknowledged by the Publisher.

Advertising Policies:

- Publisher has the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to Publisher for advertising which advertiser or its agent ordered and for which such advertising was published.
- Conditions other than rates are subject to change by Publisher without notice. As used in this section, entitled Advertising Policies, the term "Publisher" shall refer to *Aerospace America* Magazine and/or the American Institute of Aeronautics and Astronautics, Inc. (AIAA). The terms and conditions of this rate card supercede any terms or conditions appearing on advertiser's orders or materials.

- Regulations concerning copy and contracts are those generally accepted throughout the industry.

- Advertisements are not accepted if they contain testimonial statements or endorsements given by a member or members of AIAA.
- No conditions other than those set forth in this rate card shall be binding on the Publisher unless specifically agreed to in writing by the Publisher.
- All orders are accepted for space subject to our credit requirements.
- Publisher retains right of final approval and acceptance of all advertising submitted, and shall not be liable for any loss resulting from rejection of such advertising.

Agency Commission: 15% of gross billing allowed to recognized advertising agencies on display space, color and preferred position charges. Commission is not allowed on such charges as artwork, reprints, backup of inserts, classified ads under 1/6 page, production and bindery charges and special handling charges. Commission is subject to forfeiture on invoices not paid within 90 days from invoice date. All accounts not paid in full within 30 days of invoice date may incur a charge of 1.5% per month until paid in full.

Dual Liability: All advertising placed by an entity acting as the agent for another shall be regulated by the Law of Agency as defined in the Uniform Commercial Code. The entity for which any advertising is placed shall be held liable for payment in full for all advertising placed on its behalf regardless of whether such payment was remitted to the agent.

DIGITAL MEDIA

Advertising on AIAA's website, www.aiaa.org, gives your company immediate and daily exposure to the decision makers in the leading agencies and companies throughout the aerospace industry.

- Over 10,000 visits per day
- Over 300,000 visits per month
- Over 1 million page views per month

All prices are based on a fixed 30-day exposure on the home page. Ads are available either as a skyscraper or a button and advertising can be purchased as exclusive or rotating with either one or two other messages. AIAA does not guarantee number of impressions or click-thrus. Availability is limited.

2017 Online Advertising Rates on www.aiaa.org

30 Days	Skyscraper	Button
Exclusive	\$3,500	\$2,000
Rotates w/ 1 other Advertiser	\$2,500	\$1,200
Rotates w/ 2 other Advertisers	\$1,800	\$950

AIAA Daily Launch

AIAA also offers advertising on its daily e-newsletter, *AIAA Daily Launch*.

For more information contact: Larry Thomas, Director of Advertising Sales, Bulletin Media LLC

Phone: 646.290.0453, Email: lthomas@bulletinmedia.com



Production Specifications

www.aiaa.org File Requirements

Maximum file size	50k
File Format	GIF or JPEG Animated GIF files accepted
Flash Files	Not Accepted

Shipping Information

Email all files, text, graphics, and photos to:

Lawrence Garrett

AIAA Web Editor

Email: lawrenceg@aiaa.org

WWW.AIAA.ORG

Size Dimensions



Skyscraper: 160px x 500px



Button: 160px x 240px

As the world's resource for aerospace technical information, Aerospace Research Central (ARC) is the place where your customers will see what you need them to see.

- Over 8,000 visits per day
- Over 200,000 visits per month (51% are new visitors)
- Over 600,000 page views per month

All prices are based on a fixed, 30-day exposure on the home page. Ads are available either as a banner, skyscraper, or a button. All ads are exclusive and will not rotate with other advertisers for the duration of the exposure. AIAA does not guarantee number of impressions or click-thrus.



Production Specifications
arc.aiaa.org File Requirements

Maximum file size	50k
File Format	GIF or JPEG Animated GIF files accepted
Flash Files	Not Accepted

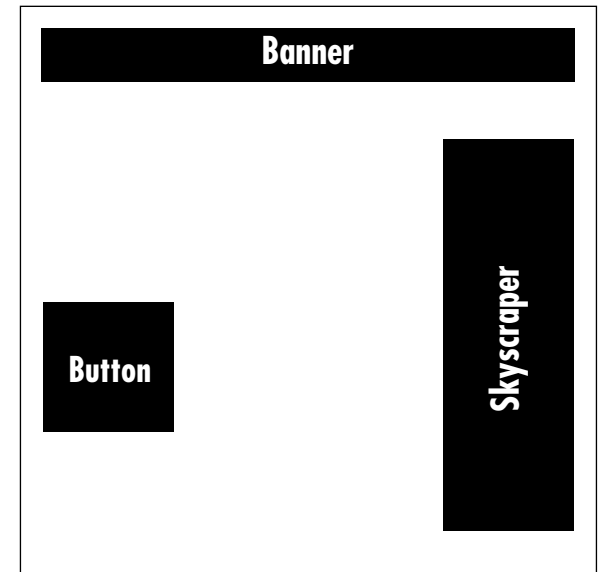
2017 Online Advertising Rates on arc.aiaa.org

30 Days	Skyscraper	Button	Banner
Exclusive	\$2,000	\$1,300	\$2,500
Rotates w/other Advertisers	Not Available	Not Available	Not Available

Information

For more information, contact our advertising sales offices. Their contact information is on page 11.

Size Dimensions



Sizes

Skyscraper	168px x 480px
Button	168px x 168px
Banner	980px x 80px

* For Skyscraper or Button, indicate left or right side

AIAA will provide ad stats to client after the advertisement has ended.



CONTACT INFORMATION

Aerospace America

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Reston, VA 20191-5807

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Greg Wilson

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Advertising Sales Office

Joan Daly
Phone: 703.938.5907
Email: joan@dalyllc.com



Meet our Editor-in-Chief, Ben Iannotta

Ben Iannotta has more than 20 years of experience as a writer and editor in the aerospace and technology industries. He began in 1989 with *The Washington Post*, and then *Space News* hired him in 1993 to cover military and civil space programs. By 1996, he started working as a freelance journalist covering technology, environmental and military stories. From 2008 to 2012, he was editor of the *CAISR Journal*. He left to establish DeepDiveIntel.com, a technology-focused digital news service for intelligence professionals. Iannotta's work has been published by *Aerospace America*, *Air and Space*, *Smithsonian*, *New Scientist*, *Popular Mechanics* and Reuters News Service.



A wind tunnel test model for a Boeing supersonic aircraft Credit: NASA/Boeing