I’m an avid reader of Aerospace America because it provides a balance of succinct highlights on what’s happening in aviation and space, but also offers deep dives into complex technical and policy issues. The magazine’s in-depth articles are often the best source for a synoptic treatment of matters I want to understand but don’t have time to research myself. Aerospace America provides refreshing clear insights that are professionally relevant and up to date.

Ronald Hochstetler, Aviation Technology Specialist, Science Applications International Corporation (SAIC)

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 and digital editions were fully redesigned in 2016 and 2017, respectively. 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.
Our readers are your company’s customers.

TOTAL CIRCULATION
34,000

GEOGRAPHIC DISTRIBUTION
89%
United States

11%
International
(80+ countries)

STATISTICS

Here’s what they do:

JOB FUNCTION
- 36% Engineering
- 33% Educator/Research
- 16% Management
- 15% Other Personnel

INDUSTRY SEGMENTS
- 59% Services (Contracting/Education)
- 19% Manufacturing
- 17% Government
- 3% Suppliers
- 2% Transport
AIAA members are asked to identify primary technology areas that reflect their professional interest and work activities.

**Aerospace Sciences** 30%
- Aeroacoustics
- Applied Aerodynamics
- Astrodynamics
- Atmospheric and Space Environments
- Atmospheric Flight Mechanics
- Fluid Dynamics
- Guidance, Navigation & Control
- Aerodynamic Measurement Technology
- Plasmadynamics and Lasers
- Sounding Rockets
- Thermophysics
- Remote Sensing & Applications
- Thermodynamics
- Computational Fluid Dynamics
- Modeling & Simulation
- Ground Testing

**Space and Missiles** 18%
- Life Sciences and Systems
- Missile Systems
- Space Operations and Support
- Microgravity & Space Processes
- Space Systems
- Space Transportation
- Space Sciences & Astronomy
- Space Automation & Robotics
- Weapons System Effectiveness
- Human Factors Engineering
- Satellite Design, Integration & Test
- Launch Operations
- Laser Technology & Applications
- Space Tethers
- Space Colonization
- Space Tourism
- Terraforming
- Space Resources
- Space Architecture
- Space Logistics

**Aircraft and Atmospheric Systems** 15%
- Air Transportation Systems
- Aircraft Design
- Aircraft Operations
- Aircraft Safety
- Balloon Systems
- General Aviation
- Helicopter Design
- Lighter-Than-Air Systems
- Unmanned Systems
- V/STOL Aircraft Systems
- Marine Systems & Technology
- Hypersonic Systems
- Flight Testing
- Electronic Equipment Design
- Ground Support Equipment
- Aircraft Maintenance
- Reliability
- Test & Evaluation
- Standards Engineering
- Productivity & Cost Engineering
- Production Engineering
- Aerodynamic Decelerator Systems

**Propulsion and Energy** 12%
- Aerospace Power Systems
- Electric Propulsion
- Liquid Propulsion
- Propellants and Combustion
- Solid Rockets
- Terrestrial Energy Systems
- Nuclear and Future Flight Propulsion
- Hybrid Rockets
- Energetic Components & Systems
- Gas Turbine Engines
- High Speed Air Breathing Propulsion
- Air Breathing Propulsion Systems
- Integration

**Aerospace Design and Structures** 11%
- Survivability
- Design Engineering
- Design Technology
- Materials
- Structural Dynamics
- Structures
- Adaptive Structures
- Radar Absorbing Materials & Structures
- Gossamer Spacecraft
- Non-Deterministic Approaches
- Multidisciplinary Design Optimization

**Information Systems** 5%
- Aerospace Electronics
- Aerospace Maintenance
- Intelligent Systems
- Information and Command & Control Systems
- Communications Systems
- Computer Systems
- Digital Avionics Systems
- Sensor Systems
- Software Systems
- Support Systems
- System Effectiveness and Safety
- Micro-Nanotechnology

**Engineering and Technology Management** 9%
- Economics
- History
- Legal Aspects of Aeronautics & Astronautics
- Management
- Society and Aerospace Technology
- Technical Information Services
- Systems Engineering
- Environmental Assurance/Compliance
- Computer-Aided Enterprise Solutions

**TECHNOLOGY SEGMENTS**
- 30% Aerospace Sciences
- 18% Space & Missiles
- 15% Aircraft & Atmospheric Propulsion Systems
- 12% Propulsion & Energy
- 11% Aerospace Design & Structures
- 9% Engineering and Technology Management
- 5% Information Systems
# 2018 Editorial Planner

<table>
<thead>
<tr>
<th>Issue</th>
<th>Featuring*</th>
<th>Bonus Distribution</th>
<th>Closing Date**</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>Earth Sciences</td>
<td>AIAA SciTech Forum, Kissimmee, FL, 8-12 January</td>
<td></td>
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<tr>
<td></td>
<td>Additive Manufacturing</td>
<td></td>
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<tr>
<td></td>
<td>Digital Tools</td>
<td></td>
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<tr>
<td>February</td>
<td>Spacecraft</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>Air Force Research</td>
<td></td>
<td></td>
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<tr>
<td>March</td>
<td>Communication Satellites</td>
<td>AIAA Congressional Visits Day, 21 March</td>
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<tr>
<td></td>
<td>Airliner Connectivity</td>
<td></td>
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<tr>
<td>April</td>
<td>Military Space</td>
<td>Space Symposium, Colorado Springs, CO, 16-19 April</td>
<td>7 March 2018</td>
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<tr>
<td></td>
<td>Space Exploration</td>
<td></td>
<td></td>
</tr>
<tr>
<td>May</td>
<td>Unmanned Aircraft</td>
<td>AUVSI XPONENTIAL, Denver, CO, 30 April-3 May</td>
<td>11 April 2018</td>
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<tr>
<td></td>
<td>Air Traffic Control</td>
<td>AIAA DEFENSE Forum, Laurel, MD, 8-10 May</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Rotorcraft</td>
<td>AHS Forum 74, Phoenix, AZ, 14-17 May</td>
<td></td>
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<tr>
<td>June</td>
<td>Air Transport Propulsion</td>
<td>Defense &amp; Aerospace Test &amp; Telemetry Summit (DATT Summit), Orlando, FL, 4-7 June</td>
<td>13 May 2018</td>
</tr>
<tr>
<td></td>
<td>Teaching Engineering</td>
<td>AIAA AVIATION Forum, Atlanta, GA, 25-29 June</td>
<td></td>
</tr>
<tr>
<td>July/August</td>
<td>Electric Propulsion</td>
<td>AIAA Propulsion and Energy Forum, Cincinnati, OH, 9-11 July</td>
<td>14 June 2018</td>
</tr>
<tr>
<td></td>
<td>Civil Aviation</td>
<td></td>
<td></td>
</tr>
<tr>
<td>September</td>
<td>Space Science</td>
<td>AIAA SPACE Forum, Orlando, FL, 17-19 September</td>
<td>9 August 2018</td>
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<tr>
<td></td>
<td>Cybersecurity in Aerospace</td>
<td></td>
<td></td>
</tr>
<tr>
<td>October</td>
<td>U.S. Army Aviation</td>
<td>International Astronautical Congress, Bremen, Germany, 1-5 October</td>
<td>18 September 2018</td>
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<tr>
<td></td>
<td>Space Tech</td>
<td>International Symposium for Personal and Commercial Spaceflight, Las Cruces, NM,</td>
<td></td>
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<tr>
<td></td>
<td></td>
<td>10-11 October</td>
<td></td>
</tr>
<tr>
<td>November</td>
<td>Avionics</td>
<td></td>
<td>10 October 2018</td>
</tr>
<tr>
<td></td>
<td>Materials</td>
<td></td>
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<tr>
<td>December</td>
<td>Year-In-Review Special</td>
<td></td>
<td>5 November 2018</td>
</tr>
</tbody>
</table>

*All content subject to change at editor’s discretion.
**If you are placing a classified ad that needs layout and design, content is due seven days in advance of the camera-ready closing dates above.
2018 PRINT DISPLAY ADVERTISING RATES

<table>
<thead>
<tr>
<th></th>
<th>B &amp; W 1X</th>
<th>B &amp; W 3X</th>
<th>B &amp; W 6X</th>
<th>B &amp; W 11X</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>$8,250</td>
<td>$7,980</td>
<td>$7,710</td>
<td>$7,380</td>
</tr>
<tr>
<td>1/2 page</td>
<td>$4,750</td>
<td>$4,585</td>
<td>$4,420</td>
<td>$4,200</td>
</tr>
<tr>
<td>1/3 page</td>
<td>$3,450</td>
<td>$3,325</td>
<td>$3,200</td>
<td>$3,030</td>
</tr>
<tr>
<td>1/6 page</td>
<td>$1,750</td>
<td>$1,675</td>
<td>$1,650</td>
<td>$1,550</td>
</tr>
</tbody>
</table>

**Four-Color**

<table>
<thead>
<tr>
<th></th>
<th>Four-Color 1X</th>
<th>Four-Color 3X</th>
<th>Four-Color 6X</th>
<th>Four-Color 11X</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>$8,550</td>
<td>$8,300</td>
<td>$8,000</td>
<td>$7,700</td>
</tr>
<tr>
<td>1/2 page</td>
<td>$5,225</td>
<td>$5,050</td>
<td>$4,900</td>
<td>$4,700</td>
</tr>
<tr>
<td>1/3 page</td>
<td>$4,000</td>
<td>$3,900</td>
<td>$3,750</td>
<td>$3,600</td>
</tr>
<tr>
<td>1/6 page</td>
<td>$2,375</td>
<td>$2,300</td>
<td>$2,225</td>
<td>$2,125</td>
</tr>
</tbody>
</table>

**Covers (Four-color only)**

<table>
<thead>
<tr>
<th></th>
<th>Covers 2</th>
<th>Covers 3</th>
<th>Covers 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cover 2</td>
<td>$11,700</td>
<td>$11,350</td>
<td>$11,000</td>
</tr>
<tr>
<td>Cover 3</td>
<td>$11,700</td>
<td>$11,350</td>
<td>$11,000</td>
</tr>
<tr>
<td>Cover 4</td>
<td>$13,500</td>
<td>$13,100</td>
<td>$12,700</td>
</tr>
</tbody>
</table>

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

CAREER OPPORTUNITY ADVERTISING

*Aerospace America* is the first choice for 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**

<table>
<thead>
<tr>
<th></th>
<th>B &amp; W 1X</th>
<th>B &amp; W 3X</th>
<th>B &amp; W 6X</th>
<th>B &amp; W 11X</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>$3,320</td>
<td>$3,225</td>
<td>$3,120</td>
<td>$2,990</td>
</tr>
<tr>
<td>2/3 page</td>
<td>$2,300</td>
<td>$2,235</td>
<td>$2,165</td>
<td>$2,075</td>
</tr>
<tr>
<td>1/2 page</td>
<td>$2,025</td>
<td>$1,970</td>
<td>$1,900</td>
<td>$1,825</td>
</tr>
<tr>
<td>1/3 page</td>
<td>$1,390</td>
<td>$1,350</td>
<td>$1,315</td>
<td>$1,250</td>
</tr>
<tr>
<td>1/6 page</td>
<td>$965</td>
<td>$940</td>
<td>$905</td>
<td>$865</td>
</tr>
</tbody>
</table>

**Four-Color**

<table>
<thead>
<tr>
<th></th>
<th>Four-Color 1X</th>
<th>Four-Color 3X</th>
<th>Four-Color 6X</th>
<th>Four-Color 11X</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>$4,000</td>
<td>$3,910</td>
<td>$3,810</td>
<td>$3,680</td>
</tr>
<tr>
<td>2/3 page</td>
<td>$3,015</td>
<td>$2,950</td>
<td>$2,880</td>
<td>$2,790</td>
</tr>
<tr>
<td>1/2 page</td>
<td>$2,745</td>
<td>$2,690</td>
<td>$2,625</td>
<td>$2,550</td>
</tr>
<tr>
<td>1/3 page</td>
<td>$2,130</td>
<td>$2,090</td>
<td>$2,055</td>
<td>$1,995</td>
</tr>
<tr>
<td>1/6 page</td>
<td>$1,715</td>
<td>$1,690</td>
<td>$1,660</td>
<td>$1,625</td>
</tr>
</tbody>
</table>

**Word Count Recomm.**

- Full page: 1,000 words
- 2/3 page: 720 words
- 1/2 page: 500 words
- 1/3 page: 330 words
- 1/6 page: 150 words
AD SPECIFICATIONS
PDF files are required. PDFx/1a preferred.

<table>
<thead>
<tr>
<th>Specification</th>
<th>Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bleed</td>
<td>8-3/8” x 11-1/8”</td>
</tr>
<tr>
<td>Trim size</td>
<td>8-1/8” x 10-7/8”</td>
</tr>
<tr>
<td>PDF document size</td>
<td>9-1/8” x 11-7/8”</td>
</tr>
<tr>
<td>Live area</td>
<td>7” x 10”</td>
</tr>
<tr>
<td>Number of columns</td>
<td>3</td>
</tr>
<tr>
<td>Column width</td>
<td>2-1/8”</td>
</tr>
<tr>
<td>Column height</td>
<td>10”</td>
</tr>
<tr>
<td>Binding</td>
<td>Perfect bound</td>
</tr>
<tr>
<td>Process</td>
<td>Heatset web offset</td>
</tr>
</tbody>
</table>

Vital advertising matters should be kept 1/4” from trim on all sides.

SIZE DIMENSIONS

- **Full page**: 8-1/8” x 10-7/8”
- **2/3 Vertical**: 4-1/2” x 10”
  - Only available for Career Opportunity Advertising
- **1/2 Island**: 4-1/2” x 7”
- **1/6 Vertical**: 2-1/8” x 4-7/8”
- **1/2 Horizontal**: 7” x 4-7/8”
- **1/3 Vertical**: 2-1/8” x 10”
- **1/3 Square**: 4-1/2” x 4-7/8”

SHIPPING INFORMATION
Email all files, text, graphics, and photos to:
advertising@aiaa.org
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, request a quote, special requests, proofs and copy should be addressed to:

Email: advertising@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.
**AEROSPACE AMERICA ONLINE**

**2018 ONLINE ADVERTISING RATES**

<table>
<thead>
<tr>
<th></th>
<th>30 Days</th>
<th>Top Banner</th>
<th>Bottom Banner</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exclusive</td>
<td>$1,500</td>
<td>$900</td>
<td></td>
</tr>
</tbody>
</table>

**PRODUCTION SPECIFICATIONS**

- **Maximum file size**: 50k
- **File format**: GIF or JPEG
  - Animated GIF files accepted
- **Flash files**: Not Accepted

**SIZES**

- **AA Banner** Standard: 1600px x 300px
- **AA Banner** Mobile: 750px x 750px

Camera ready artwork for both ad sizes are required by ad closing deadline, typically 15th of month prior to run date.

**SHIPPING INFORMATION**

Email all files, text, graphics, and photos to: advertising@aiaa.org

**CUSTOM ADVERTISING PACKAGE**

By bundling print and/or online advertising with AIAA and Aerospace America, your company can get more for your investment! Contact advertising@aiaa.org to request a custom advertising package today.

---

**AIAA DAILY LAUNCH**

AIAA’s daily news digest offers direct exposure to aerospace professionals and decision makers in the leading agencies and companies throughout the aerospace industry. One of the top AIAA member benefits, it is distributed to about 30,000 AIAA members each weekday morning.

**FOR MORE INFORMATION CONTACT:**

Larry Thomas, Director of Advertising Sales
Bulletin Media LLC
Phone: 646.290.0453
Email: lthomas@bulletinmedia.com

**Digital Media**

**AEROSPACE AMERICA ONLINE & DAILY LAUNCH**
Advertising on AIAA’s website, 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.

### 2018 ONLINE ADVERTISING RATES

<table>
<thead>
<tr>
<th>Duration</th>
<th>Skyscraper</th>
<th>Button</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exclusive</td>
<td>$3,500</td>
<td>$2,000</td>
</tr>
<tr>
<td>Rotates w/ 1 other Advertiser</td>
<td>$2,500</td>
<td>$1,200</td>
</tr>
<tr>
<td>Rotates w/ 2 other Advertisers</td>
<td>$1,800</td>
<td>$950</td>
</tr>
</tbody>
</table>

### PRODUCTION SPECIFICATIONS

- Maximum file size: 50k
- File format: GIF or JPEG
- Animated GIF files accepted
- Flash files: Not Accepted

### SIZES

- Skyscraper: 160px x 500px
- Button: 160px x 240px

### SHIPPING INFORMATION

Email all files, text, graphics, and photos to: advertising@aiaa.org
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.

2018 ONLINE ADVERTISING RATES

<table>
<thead>
<tr>
<th></th>
<th>30 Days</th>
<th>Skyscraper</th>
<th>Button</th>
<th>Banner</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exclusive</td>
<td>$2,000</td>
<td>$1,300</td>
<td>$2,500</td>
<td></td>
</tr>
<tr>
<td>Rotates w/other Advertisers</td>
<td>Not Available</td>
<td>Not Available</td>
<td>Not Available</td>
<td></td>
</tr>
</tbody>
</table>

**PRODUCTION SPECIFICATIONS**

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

**SIZES**

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

* For Skyscraper or Button, indicate left or right side

**SHIPPING INFORMATION**

Email all files, text, graphics, and photos to: advertising@aiaa.org

AIAA will provide ad stats to client after the advertisement has ended.
Meet our Editor-in-Chief, Ben Iannotta

Ben Iannotta has 25 years of experience as a writer and editor in the aerospace and technology industries. He began in 1989 at *The Washington Post; Space News* hired him in 1993 to cover military and civil space programs. In 1996, he started working as a freelance journalist covering technology, environmental and military news. From 2008 to 2012, he was editor of the *C4ISR 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.