

2019 ADVERTISING RATES & MEDIA INFORMATION

FEATURED INSIDE

- › Digital and print advertising opportunities
- › Reach various aerospace technology areas while accessing nearly 30,000 AIAA members



EFFECTIVE 1 JANUARY 2019

AIAA TECHNOLOGY SEGMENTS BREAKDOWN



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
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
Producibility & 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

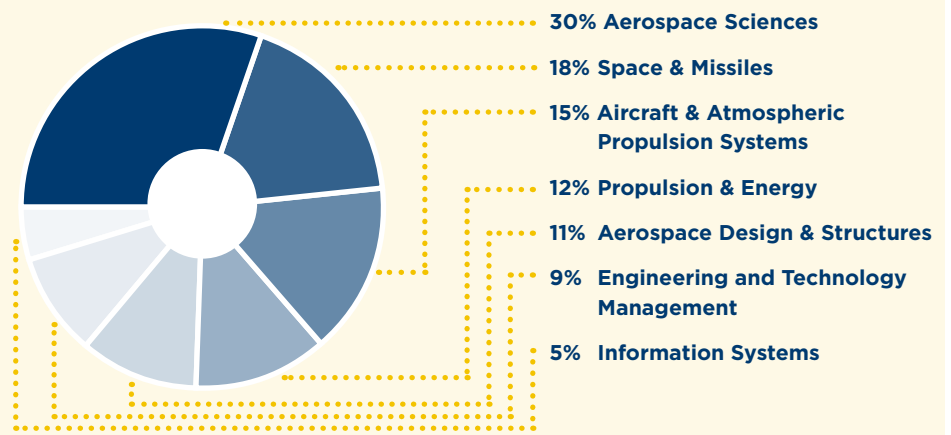
Engineering and Technology Management 9%

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

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

TECHNOLOGY SEGMENTS



Our readers are your company's customers.

TOTAL CIRCULATION*

30,000

GEOGRAPHIC DISTRIBUTION

89%

United States

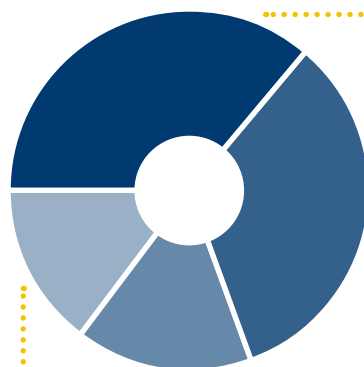
11%

International
(80+ countries)

**combined print and digital*

Here's what they do:

JOB FUNCTION



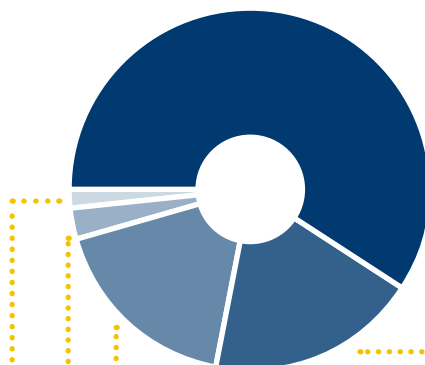
36% Engineering

33% Educator/Research

16% Management

15% Other Personnel

INDUSTRY SEGMENTS



59% Services (Contracting/Education)

19% Manufacturing

17% Government

3% Suppliers

2% Transport

ISSUE	FEATURING*	BONUS DISTRIBUTION	CLOSING DATE**
January	› Earth Sciences › Advanced Manufacturing › Artificial Intelligence	› AIAA SciTech Forum, San Diego, CA, 7-11 January	7 December 2018
February	› Spacecraft › Air Force Propulsion and Energy		11 January 2019
March	› Air Travel › Environment and Aerospace	› AIAA Congressional Visits Day, 20 March	4 February 2019
April	› Military Space › Space Exploration	› Space Symposium, Colorado Springs, CO, 8-11 April	4 March 2019
May	› Communications Satellites › Unmanned Aircraft in the Airspace › Rotorcraft	› AUVERSI XPONENTIAL, Chicago, IL, 30 April - 2 May › Satellite 2019, Washington, DC, 6-9 May › AIAA DEFENSE Forum, Laurel, MD, 7-9 May › VFS - Forum 75, Philadelphia, PA, 13-16 May	1 April 2019
June	› Supersonics › Air Safety	› AIAA AVIATION Forum, Dallas, TX, 17-21 June	6 May 2019
July/August	› Electric Propulsion › Civil Aviation	› AIAA Propulsion and Energy Forum, Indianapolis, IN, 19-22 August	3 June 2019
September	› Cybersecurity in Aerospace › Computing		5 August 2019
October	› U.S. Army Aviation › Space Exploration	› International Astronautical Congress, Washington, DC, 21-25 October	4 September 2019
November	› Avionics › Materials		9 October 2019
December	› Year-In-Review Special Issue		5 November 2019

**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.*

2019 PRINT DISPLAY ADVERTISING RATES

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.



Advertisement 1: Making 3D-printed parts for Boeing. Companies face an array of crucial technical decisions as they pioneer additive manufacturing techniques for parts on commercial aircraft. They must carry hundreds of passengers safely to their destinations. *Henry Canaday* chronicles company's journey to get its parts onto Boeing.



Advertisement 2: Moon ship rising. NASA's Orion spacecraft is intended to fly astronauts into lunar orbit on regular visits to a planned deep-space platform called the gateway. Orion's second test flight, Exploration Mission 1, will likely launch aboard a NASA Space Launch System booster in early 2020. Veteran astronaut Tom Jones recently visited the Orion assembly line at Kennedy Space Center to assess the craft's progress and path into trans-lunar space.

Advertise here

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

B & W	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

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

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

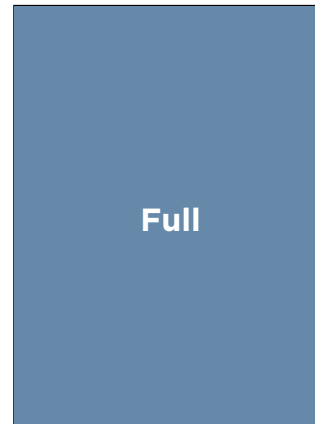
AD SPECIFICATIONS

PDF files are required. PDFx/1a preferred.

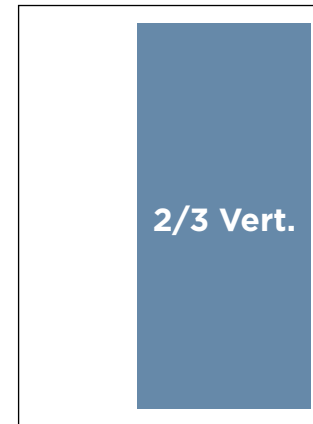
Bleed	8-3/8" x 11-1/8"
Trim size	8-1/8" x 10-7/8"
PDF document size	9-1/8" x 11-7/8"
Live area	7" x 10"
Number of columns	3
Column width	2-1/8"
Column height	10"
Binding	Perfect bound
Process	Heatset web offset

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

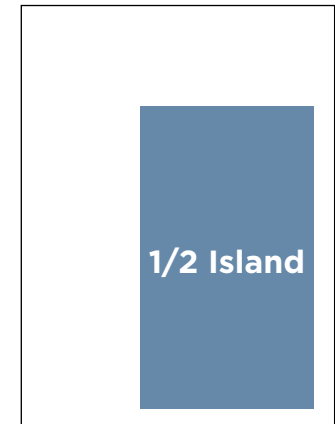
SIZE DIMENSIONS



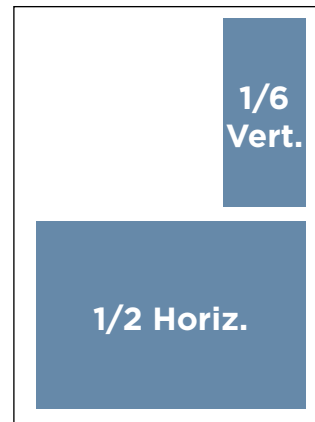
Full page: 8-1/8" x 10-7/8"



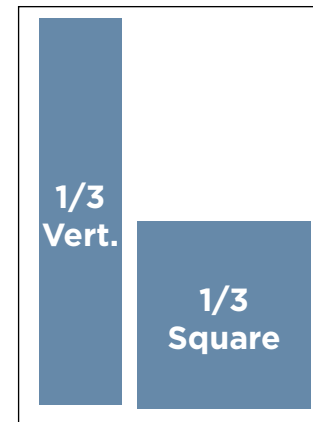
2/3 Vertical: 4-1/2" x 10"
Only available for Career Opportunity Advertising



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

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

2019 ONLINE ADVERTISING RATES

30 Days	Top Banner	Bottom Banner
Exclusive	\$1,500	\$900

aerospaceamerica.aiaa.org

PRODUCTION SPECIFICATIONS

Maximum file size	50 kb
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

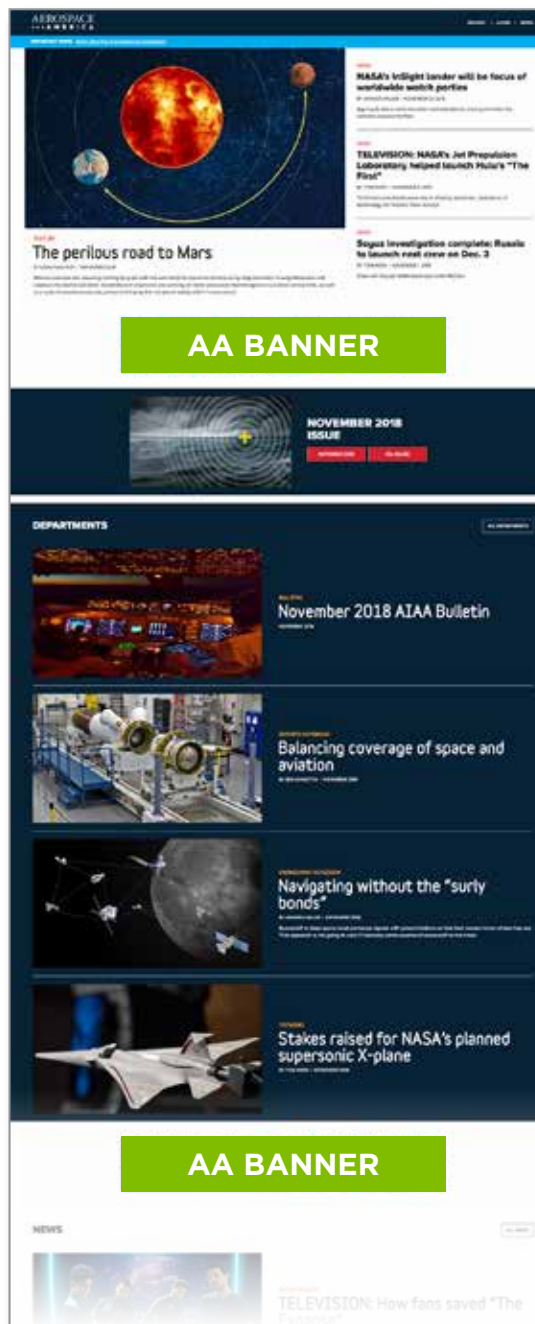
Camera-ready artwork for both ad sizes are required by ad closing deadline, typically 15th of month prior to run date.

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:

Kristin Torun, Director of Advertising Sales
Bulletin Media LLC
703.483.6158 | ktorun@bulletinmedia.com



Daily Launch Ad: 300px x 250px

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.

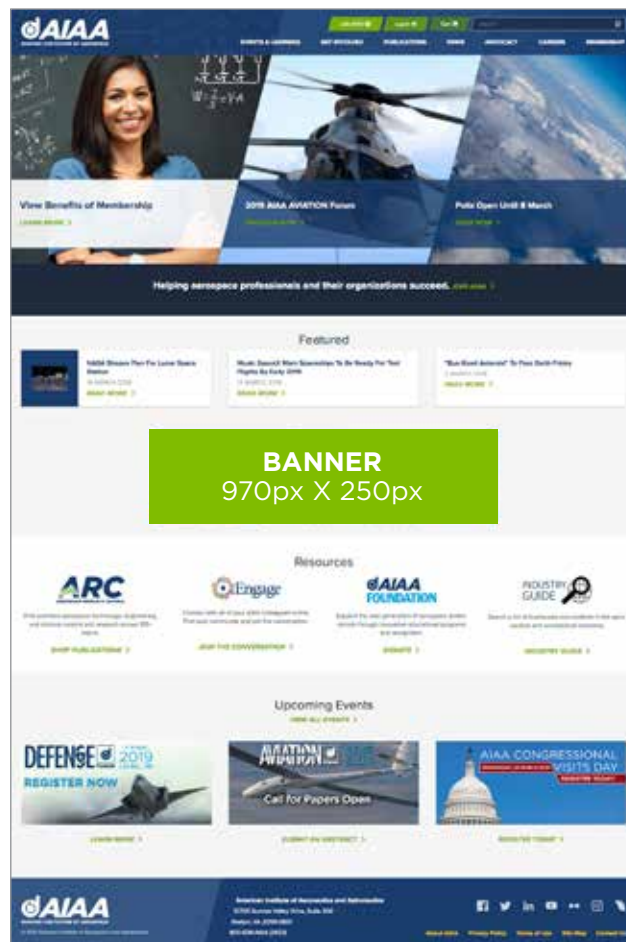
2019 ONLINE ADVERTISING RATES

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

PRODUCTION SPECIFICATIONS

Maximum file size	200 kb
File format	GIF or JPEG Animated GIF files accepted
Flash files	Not Accepted

Note: Ads are responsive on mobile devices and retain banner dimensions.

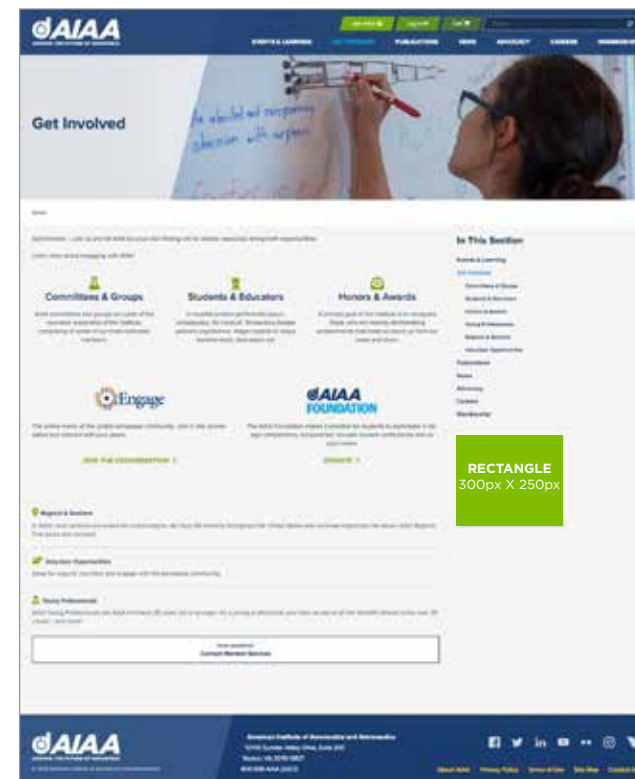


SIZES

Banner	970px x 250px
Rectangle	300px x 250px

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) will give you daily exposure to thousands of individuals in the aerospace industry.

- › 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 or skyscraper. 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.

2019 ONLINE ADVERTISING RATES

30 Days	Banner	Skyscraper
Exclusive ONLY	\$3,200	\$3,000

PRODUCTION SPECIFICATIONS

Maximum file size	150 kb
File Format	GIF or JPEG Animated GIF files accepted
Flash Files	Not Accepted

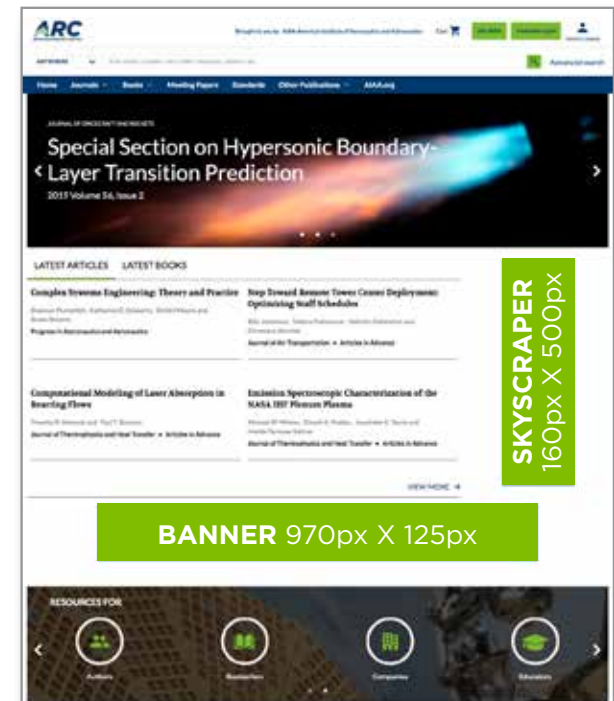
SIZES

Skyscraper	160px x 500px
Banner	970px x 125px

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.



CONTACT INFORMATION

ADVERTISING SALES OFFICES

Information requests, package discounts, contracts, insertion orders, correspondence, request a quote, special requests, proofs and copy should be addressed to: advertising@aiaa.org



AEROSPACE ★ ★ ★ A M E R I C A ★ ★ ★

AEROSPACE AMERICA

12700 Sunrise Valley Drive, Suite 200, Reston, VA 20191-5807

EDITORIAL CONTACTS

Ben Iannotta

Editor-in-Chief

Phone: 703.264.7528

Email: beni@aiaa.org

Karen Small

Associate Editor

Phone: 703.264.7569

Email: karens@aiaa.org



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.