

2020

# 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 2020



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“ 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 refreshingly clear insights that are professionally relevant and up to date. ”

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



### REACH AEROSPACE DECISION MAKERS WITH AIAA'S ADVERTISING OPTIONS

The American Institute of Aeronautics and Astronautics (AIAA) is the largest and most prestigious community of aerospace professionals in the world. AIAA exists to help aerospace professionals and their organizations succeed. AIAA's vision is to be the voice of the aerospace profession through innovation, technical excellence, and global leadership.

We understand your company or organization needs access to leaders and decision makers in the aerospace community, and AIAA offers a selection of advertising opportunities to help you reach our members and the general aerospace community. We offer various digital media advertising selections such as banners or buttons on the **AIAA.org** site, buttons within the AIAA Daily Launch, and digital banners on the **AerospaceAmerica.AIAA.org** site. In addition, AIAA offers print advertising in *Aerospace America*, which is our flagship monthly magazine. *Aerospace America* reaches nearly 30,000 aerospace professionals and students in print and online—including every AIAA member, congressional offices on Capitol Hill, and hundreds of engineering and aerospace libraries.

# 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  
Plasmdynamics 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

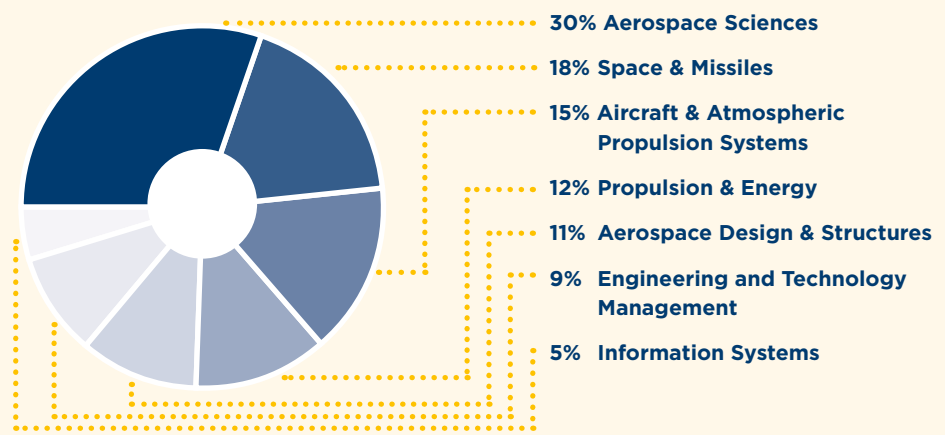
## Engineering and Technology Management 9%

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

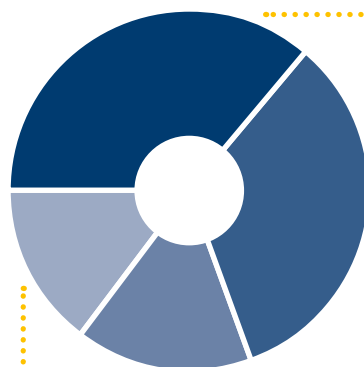
**11%**

International  
(80+ countries)

*\*combined print and digital*

Here's what they do:

## JOB FUNCTION



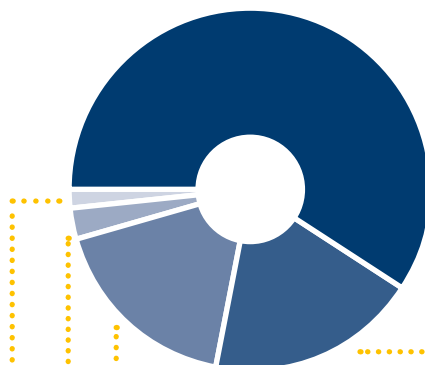
36% Engineering

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	<ul style="list-style-type: none"> <li>› Aircraft Design Tools</li> <li>› Artificial Intelligence</li> <li>› Earth Sciences</li> </ul>	› AIAA SciTech Forum, Orlando, FL, 6-10 January	10 December 2019
February	<ul style="list-style-type: none"> <li>› Technology for Close Air Support</li> <li>› Materials</li> </ul>		14 January 2020
March	<ul style="list-style-type: none"> <li>› Advanced Manufacturing</li> <li>› Communications Satellites</li> </ul>	› AIAA International Space Planes and Hypersonic Systems and Technologies Conference, Montreal, Canada, 10-12 March	11 February 2020
April	<ul style="list-style-type: none"> <li>› Cybersecurity</li> <li>› Military Space</li> <li>› Environment and Aerospace</li> </ul>	› Space Symposium, Colorado Springs, CO, 30 March-2 April	9 March 2020
May	<ul style="list-style-type: none"> <li>› Hypersonic Flight</li> <li>› Unmanned Aircraft</li> <li>› Vertical Takeoff and Landing</li> </ul>	› AIAA DEFENSE Forum, Laurel, MD, 5-7 May	14 April 2020
June	<ul style="list-style-type: none"> <li>› Air Safety</li> <li>› Transformative Flight</li> </ul>	› AIAA AVIATION Forum, Reno, NV, 15-19 June	12 May 2020
July/August	<ul style="list-style-type: none"> <li>› Civil Aviation</li> <li>› Electric Propulsion</li> <li>› General Aviation</li> </ul>	› AIAA Propulsion and Energy Forum, New Orleans, LA, 24-26 August	11 June 2020
September	<ul style="list-style-type: none"> <li>› Cybersecurity</li> <li>› Hypersonics Research</li> </ul>		11 August 2020
October	<ul style="list-style-type: none"> <li>› Business Jet Technology</li> <li>› Military Aviation</li> </ul>		14 September 2020
November	<ul style="list-style-type: none"> <li>› Materials</li> <li>› Space Entrepreneurs</li> </ul>	› ASCEND, Las Vegas, NV, 16-18 November	13 October 2020
December	› Year-In-Review Issue		11 November 2020

*\*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.*

## 2020 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.



**For Vahana, a study coping with complex**

Urban air mobility concepts tend to be odd-looking birds. The innovations promise maneuverability and energy efficiency, but they also face significant challenges. How does one control such a vehicle in the air? The answer lies in the design of the vehicle itself. The Vahana project, led by NASA and the University of California, San Diego, is a multi-robot system that can fly in a swarm. The robots are small, autonomous, and can fly in a coordinated manner. They are designed to be able to fly in a swarm, and they are designed to be able to fly in a swarm. The Vahana project is a multi-robot system that can fly in a swarm. The robots are small, autonomous, and can fly in a coordinated manner. They are designed to be able to fly in a swarm, and they are designed to be able to fly in a swarm.

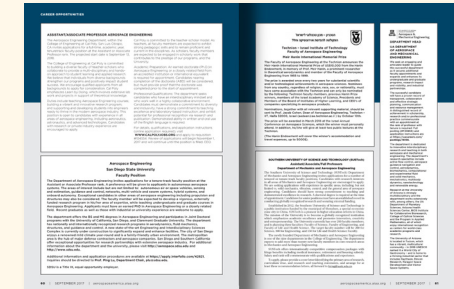


**Advertise here**

## 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

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

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

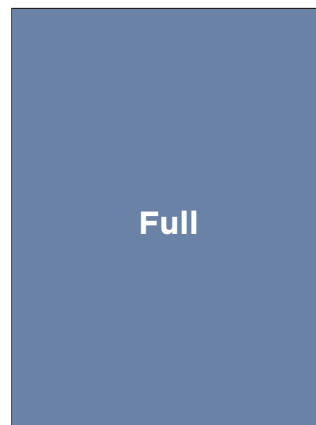
## AD SPECIFICATIONS

PDF files are required. PDFx/1a preferred.

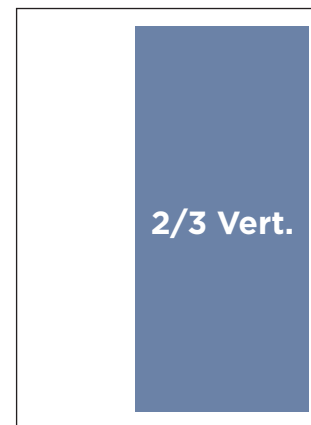
Bleed	8-3/8" x 11-1/8"
Trim size	8-1/8" x 10-7/8"
PDF document size	9-1/8" x 11-7/8"
Live area	7" x 10"
Number of columns	3
Column width	2-1/8"
Column height	10"
Binding	Perfect bound
Process	Heatset web offset

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

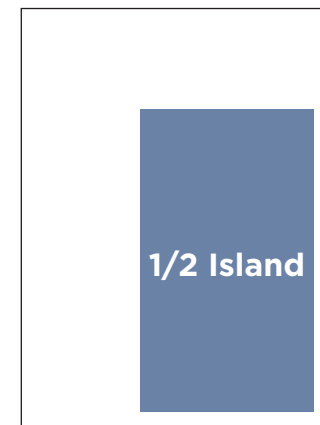
## SIZE DIMENSIONS



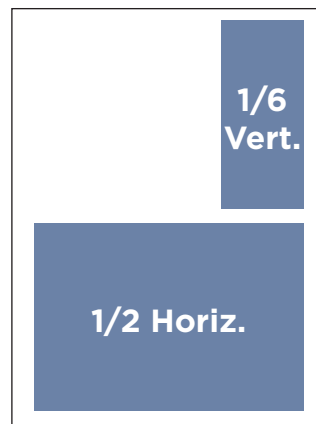
**Full page: 8-1/8" x 10-7/8"**



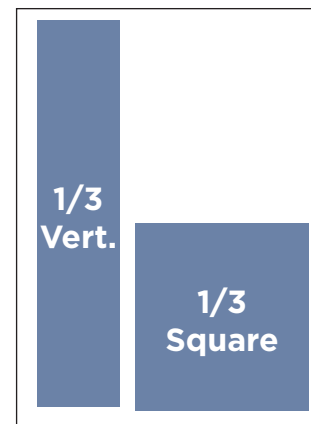
**2/3 Vertical: 4-1/2" x 10"**  
*Only available for Career Opportunity Advertising*



**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](mailto: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

➤ Reach over 11,500 monthly users

### 2020 ONLINE ADVERTISING RATES

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

[aerospaceamerica.aiaa.org](https://aerospaceamerica.aiaa.org)

### PRODUCTION SPECIFICATIONS

Maximum file size	50kb
File format	GIF or JPEG Animated GIF files accepted
Flash files	Not Accepted

### SIZES

AA Banner	Standard	1200px x 200px
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. **AIAA does not guarantee impressions or track click throughs.**

### SHIPPING INFORMATION

Email all files, text, graphics, and photos to:  
[advertising@aiaa.org](mailto: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](mailto:advertising@aiaa.org) to request a custom advertising package today.

The screenshot shows the Aerospace America website interface. At the top, there's a navigation bar with 'AEROSPACE AMERICA' and links for 'SEARCH', 'LOGIN', and 'MENU'. Below this, there are several news articles with images and headlines. A large green banner with the text 'AA BANNER' is prominently displayed in the center. Below the banner, there's a section for 'DEPARTMENTS' with various articles. At the bottom, another green banner with 'AA BANNER' is visible.

## 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](mailto:ktorun@bulletinmedia.com)

The screenshot shows the AIAA Daily Launch newsletter. At the top, there's a header with 'DAILY LAUNCH' and 'TIMELY AEROSPACE NEWS FOR THE AIAA COMMUNITY'. Below this, there's a large green banner with the text 'DAILY LAUNCH AD'. To the right of the banner, there's a news article titled 'NASA To Launch VIPER Rover To Search For Water On Moon'. The article includes a quote from NASA Administrator Jim Bridenstine and mentions the rover's mission to the South Pole of the Moon.

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 35,000 users per month
- › Over 4,000 page views per day
- › Over 125,000 page views per month

All prices are based on a fixed 30-day exposure on the home page. Ads are available either as a 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 throughs.** Availability is limited.

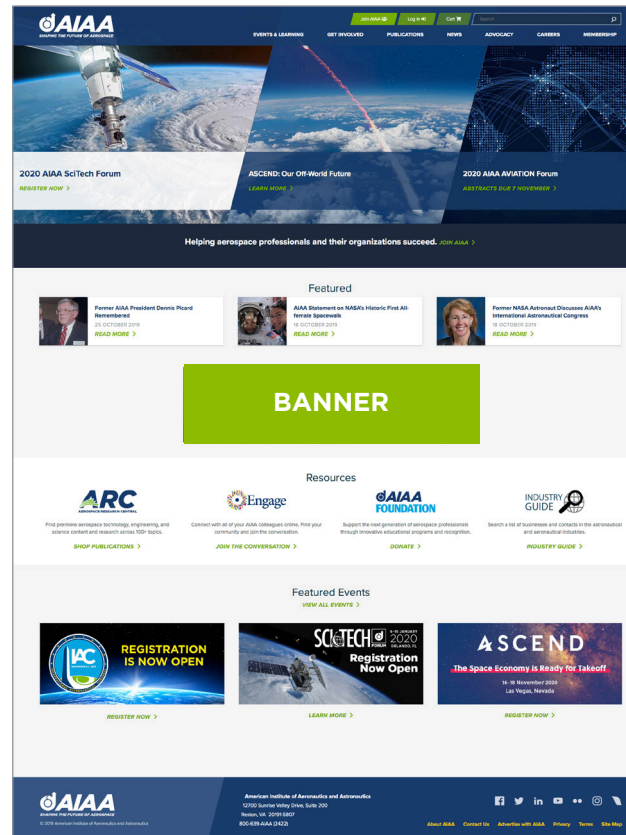
## 2020 ONLINE ADVERTISING RATES

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	50kb
File format	GIF or JPEG Animated GIF files accepted
Flash files	Not Accepted

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

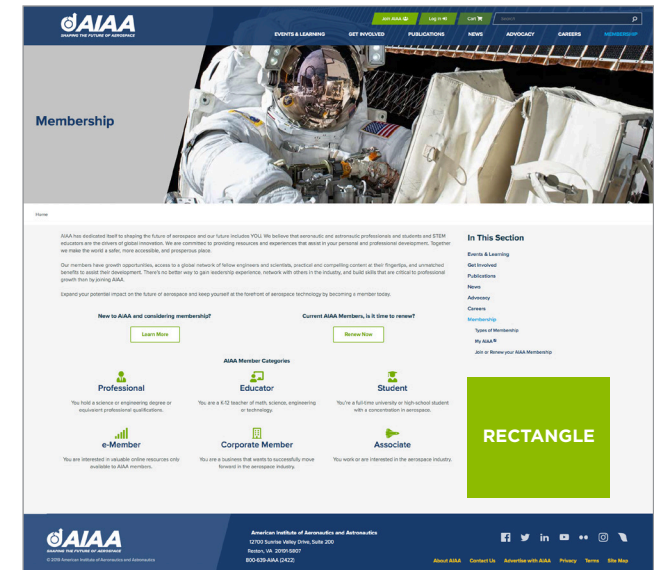


## SIZES

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

## SHIPPING INFORMATION

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



## SUBPAGE RECTANGLE AD OPPORTUNITIES

Top subpages of AIAA average more than 5,000 page views per month.

- › Membership (landing page)  
Over 6,500 page views per month
- › Publications (landing page)  
Over 5,500 page views per month
- › Events & Learning (landing page)  
Over 4,500 page views per month



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 throughs.

## 2020 ONLINE ADVERTISING RATES

30 Days	Banner	Rectangle
Exclusive ONLY	\$3,200	\$2,800

## PRODUCTION SPECIFICATIONS

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

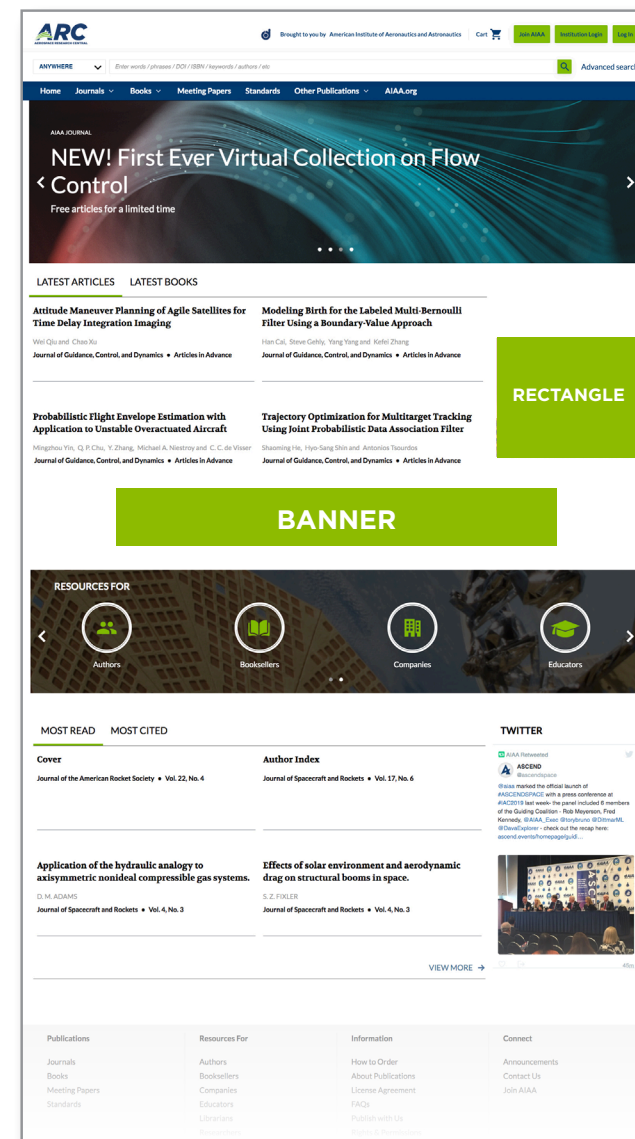
## SIZES

Banner	970px x 125px
Rectangle	300px x 250px

## 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](mailto:advertising@aiaa.org)



## AEROSPACE \*\*\* AMERICA \*\*\*

### **AEROSPACE AMERICA**

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

### **EDITORIAL CONTACTS**

#### **Ben Iannotta**

Editor-in-Chief

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Email: [beni@aiaa.org](mailto:beni@aiaa.org)

#### **Karen Small**

Associate Editor

Phone: 703.264.7569

Email: [karens@aiaa.org](mailto: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.