

# 2021

## ADVERTISING RATES & MEDIA INFORMATION

### FEATURED INSIDE

- › Digital and print advertising opportunities
- › Reach aerospace professionals where they work with Aerospace America, AIAA.org and Aerospace Research Central/ARC while accessing nearly 30,000 AIAA members



EFFECTIVE 1 JANUARY 2021



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### 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](https://aiaa.org) site and digital banners on the [aerospaceamerica.aiaa.org](https://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/Orbital Mechanics  
Astrophysics  
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  
Meshing, Visualization & Computational Environments  
General Aerospace Sciences

## Space and Missiles 22%

Life Sciences and Systems  
Missile Systems  
Space Operations and Support  
Microgravity & Space Processes  
Space Systems  
Space Transportation  
Space Exploration  
Space Sciences & Astronomy  
Space Automation & Robotics  
Directed Energy Systems Weapons  
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  
Space Traffic Management  
Space Commercialization  
General Space & Missiles

## Aircraft and Atmospheric Systems 15%

Air Transportation Systems  
Transformation Flight  
On Demand Mobility  
Aircraft Design  
Aircraft Noise & Emissions  
Aircraft Operations  
Aircraft Safety  
Balloon Systems  
General Aviation  
Helicopter Design  
Lighter-Than-Air 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  
Electric Aircraft  
General Aircraft & Atmospheric Systems

## Propulsion and Energy 15%

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  
Propulsion Air-frame Integration  
Hybrid Electric Propulsion  
General Propulsion & Energy

## Systems Integration 15%

Survivability  
Design Engineering  
Design Technology  
Materials  
Structural Dynamics  
Structures  
Adaptive Structures  
Radar Absorbing Materials & Structures  
Gossamer Spacecraft  
Non-Deterministic Approaches  
Multidisciplinary Design Optimization  
Advanced/Additive Manufacturing  
Green Aerospace Engineering  
Complex Aerospace Systems  
General Aerospace Design & Structures

## Information Systems 11%

Aerospace Electronics  
Cyber-Security of Aerospace Systems  
Robotics  
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  
Systems Engineering  
General Information Systems

## Aerospace Design & Structures 6%

Aerospace Traffic Management  
CFD Vision 2030  
Digital Engineering  
Directed Energy Systems  
Energy Optimized Aircraft  
Green Engineering  
Space Exploration  
Transformational Flight  
Unmanned Systems

## Business Management 6%

Society and Aerospace Technology  
Economics  
Legal Aspects of Aeronautics & Astronautics  
Management  
Technical Information Services  
Environmental Assurance/Compliance  
Computer-Aided Enterprise Solutions  
General Business, Management & Aerospace Outreach

Our readers are your company's customers.

## TOTAL CIRCULATION

# 28,700+

Print: 16,880\* | Digital: 11,840^

## GEOGRAPHIC DISTRIBUTION\*\*

# 85.5%

United States

# 14.5%

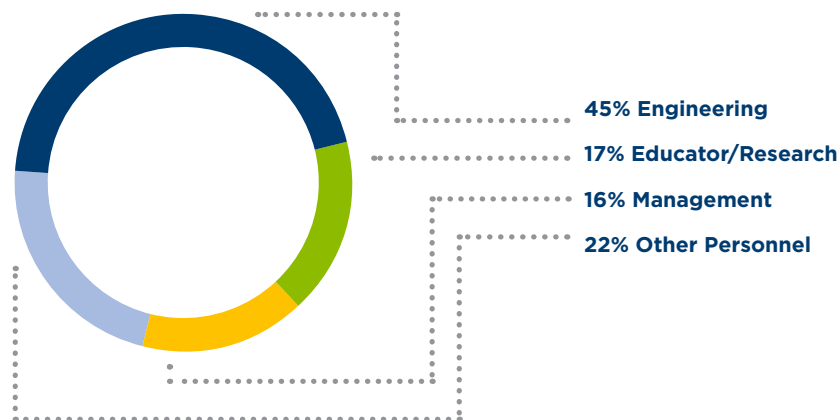
International  
(80+ countries)

\*USPS Statement of Ownership | ^Student and international members

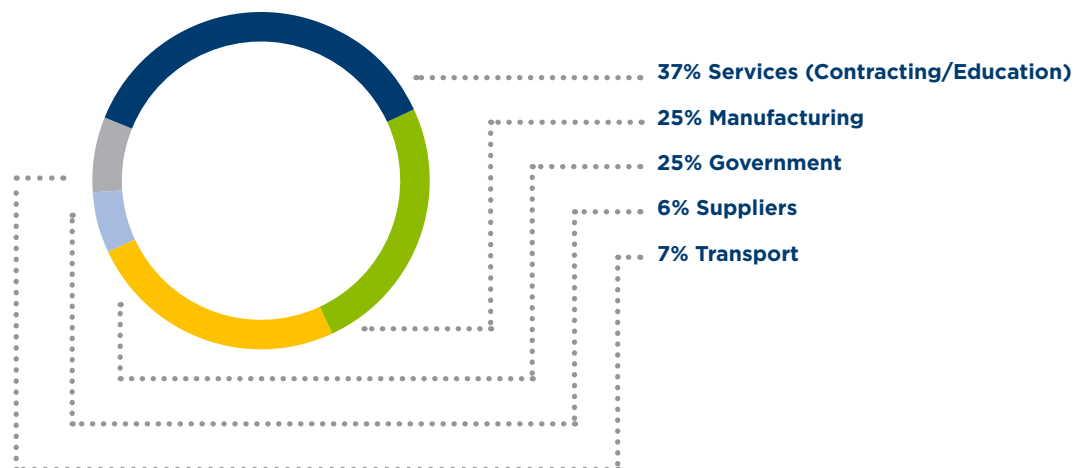
\*\* AIAA Membership Data, NetForum

Here's what they do:

## JOB FUNCTION\*\*



## INDUSTRY SEGMENTS\*\*



ISSUE	FEATURING*	INDUSTRY EVENTS CALENDAR	SPACE CLOSE	ARTWORK DUE**
January	<ul style="list-style-type: none"> <li>› Artificial Intel</li> <li>› Manufacturing Engineering</li> <li>› CFD</li> </ul>	› AIAA SciTech Forum, Virtual, 11-15 and 19-22 January	4 December 2020	11 December 2020
February/ March	<ul style="list-style-type: none"> <li>› Aircraft Design Tools</li> <li>› Close Air Support</li> <li>› Automation</li> </ul>	› Air Warfare Symposium, Orlando, FL, Virtual, 24-26 February	8 January 2021	22 January 2021
April	<ul style="list-style-type: none"> <li>› Climate Science</li> <li>› Missile Defense</li> </ul>		15 March 2021	22 March 2021
May	<ul style="list-style-type: none"> <li>› Cybersecurity</li> <li>› Unmanned Aircraft</li> <li>› Hypersonic Flight</li> </ul>	<ul style="list-style-type: none"> <li>› AUVSI XPONENTIAL, Atlanta, GA, 3-6 May</li> <li>› RSA, Virtual, 17-20 May</li> </ul>	12 April 2021	19 April 2021
June	<ul style="list-style-type: none"> <li>› Transformative Flight</li> <li>› Air Safety</li> <li>› Air Travel Infrastructure</li> </ul>	› AIAA AVIATION Forum, Washington, D.C., 7-11 June	7 May 2021	14 May 2021
July/August	<ul style="list-style-type: none"> <li>› Satellite Communications</li> <li>› Propulsion Tech</li> <li>› General Aviation</li> </ul>	<ul style="list-style-type: none"> <li>› Space Symposium, Colorado Springs, CO, 23-26 August</li> <li>› AIAA Propulsion &amp; Energy Forum, Denver, CO, 9-11 August</li> <li>› Satellite 2021, Washington, D.C., 26-29 July</li> <li>› EAA AirVenture, Oshkosh, WI, 26 July-1 August</li> <li>› U.S. Navy League Sea-Air-Space, National Harbor, MD, 1-4 August</li> </ul>	9 June 2021	16 June 2021
September	<ul style="list-style-type: none"> <li>› Cybersecurity</li> <li>› Missile Technology</li> <li>› Future Fighters</li> </ul>	<ul style="list-style-type: none"> <li>› Air, Space and Cyber Conference, National Harbor, MD, 20-22 September</li> <li>› AIAA DEFENSE Forum, Laurel, MD, 14-16 September</li> </ul>	27 July 2021	6 August 2021
October	<ul style="list-style-type: none"> <li>› Rotorcraft</li> <li>› Future Business Jets</li> <li>› Space Science</li> </ul>	<ul style="list-style-type: none"> <li>› AUSA Annual Meeting, Washington, D.C., 11-13 October</li> <li>› NBAA Business Aviation Convention &amp; Exhibition, Las Vegas, NV, 12-14 October</li> <li>› International Astronautical Congress 2021, Dubai, 25-29 October</li> </ul>	13 September 2021	20 September 2021
November	<ul style="list-style-type: none"> <li>› Space Entrepreneurs</li> <li>› Space Law</li> <li>› Artificial Intelligence</li> </ul>	› ASCEND, Location TBD, 15-17 November	12 October 2021	18 October 2021
December	› Year-In-Review		8 November 2021	15 November 2021

\*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 artwork dates above.

## 2021 PRINT DISPLAY ADVERTISING RATES

Four-Color	1x	3x	6x	10x
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.

\*Rate applies to 1/2 horizontal ads. 1/2 island ads are available for a 20% premium

## AIAA ADVERTISERS

- Auburn University
- CalPoly
- ClickBond
- dSpace
- Intelligent Light
- MIT
- NRO
- Penn State University
- Purdue University
- The Boeing Company
- USC
- Siemens PLM Software



## 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

Includes Four-Color					Word Count Recomm.	
Full page	\$4,200	\$3,910	\$3,810	\$3,680	Full page	1,000 words
2/3 page	\$3,165	\$2,950	\$2,880	\$2,790	2/3 page	720 words
1/2 page	\$2,900	\$2,690	\$2,625	\$2,550	1/2 page	500 words
1/3 page	\$2,240	\$2,090	\$2,055	\$1,995	1/3 page	330 words
1/6 page	\$1,800	\$1,690	\$1,660	\$1,625	1/6 page	150 words

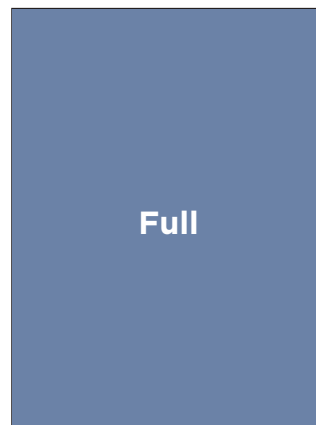
## AD SPECIFICATIONS

PDF files are required. PDFx/1a preferred.

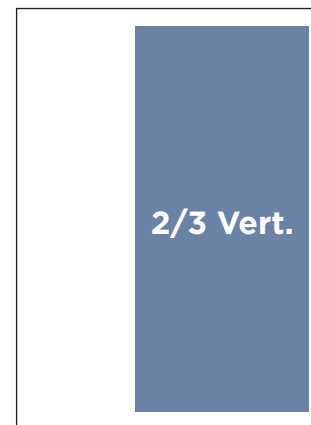
Bleed	8-3/8" x 11-1/8"
Trim size	8-1/8" x 10-7/8"
PDF document size	9-1/8" x 11-7/8"
Live area	7" x 10"
Number of columns	3
Column width	2-1/8"
Column height	10"
Binding	Perfect bound
Process	Heatset web offset

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

## SIZE DIMENSIONS



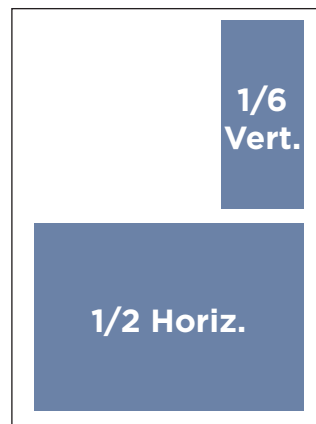
**Full page: 8-1/8" x 10-7/8"**



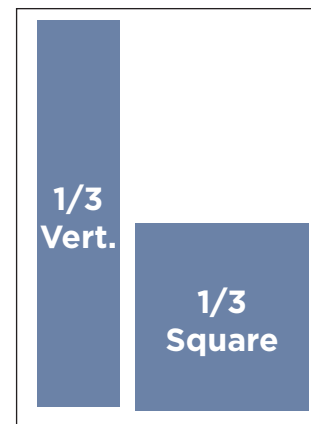
**2/3 Vertical: 4-1/2" x 10"**  
*Only available for Career Opportunity Advertising*



**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:  
**kgivan@smithbucklin.com**



**PUBLICATION FREQUENCY:** Published 10 times a year, issued on the first of the month of the cover date of publication.

**COMMUNICATION:** Contracts, insertion orders, correspondence, request a quote, and special requests, should be addressed to **advertising@aiaa.org**. Please email artwork, proofs, and copy to Katherine Givan at **kgivan@smithbucklin.com**.

## **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.

## **SALES CONTACTS:**

### **Companies 1-L**

Andrew Haigh  
312.673.5442  
**ahaigh@smithbucklin.com**

### **Companies M-Z**

Kevin McDonnell  
202.367.1259  
**kmcdonnell@smithbucklin.com**



## AEROSPACE AMERICA ONLINE

Advertising on [aerospaceamerica.aiaa.org](https://aerospaceamerica.aiaa.org) provides valuable exposure to key decision makers employed throughout the aviation and aerospace industry, government agencies, and research institutes worldwide. Our readers rely on the feature stories and columns that appear in *Aerospace America Online* to keep them informed of the latest trends and issues directly affecting them, their colleagues, projects, and future.

- › Over 11,100 users per month
- › Almost 20,000 pageviews per month

All prices are based on a fixed 30-day exposure on the home page. Ads are available as a banner and each ad placement is exclusive. **AIAA does not guarantee number of impressions or click throughs.** Availability is limited.

### SPONSORED CONTENT

New for 2021! Please inquire about placement options, pricing, and availability.

### 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.

## 2021 ONLINE ADVERTISING RATES

	30 Days Exclusive*
Top Banner	\$1,500
Anchor Banner	\$900
Interstitial Banner	\$4,000

\*Call for pricing and availability for 15-day buys.

## ARTWORK SPECIFICATIONS

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

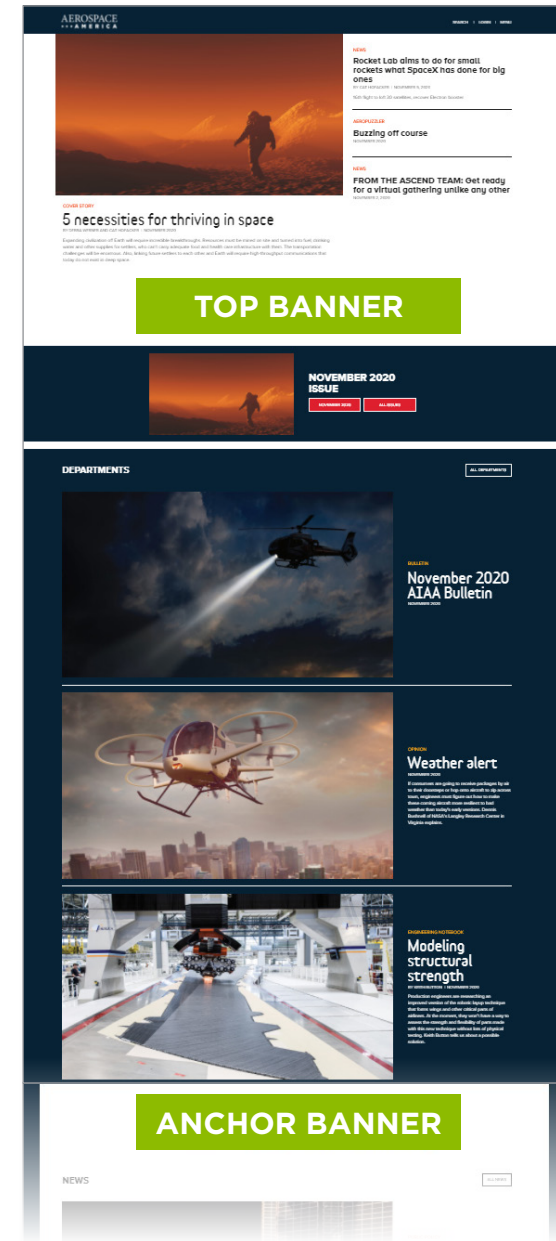
## AD SIZES

Top or Anchor Banner	970 x 250 px
Interstitial Banner	728 x 90 px

Web-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:  
[kgivan@smithbucklin.com](mailto:kgivan@smithbucklin.com)



Source: Google Analytics, November 1, 2019 to October 31, 2020

## AIAA.ORG

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 188,000 pageviews per month

All prices are based on a fixed 30-day exposure. Ads are available either as a home page banner or subpage rectangle and advertising can be purchased as exclusive or rotating with either one or two other ads. **AIAA does not guarantee number of impressions or click throughs.** Availability is limited.

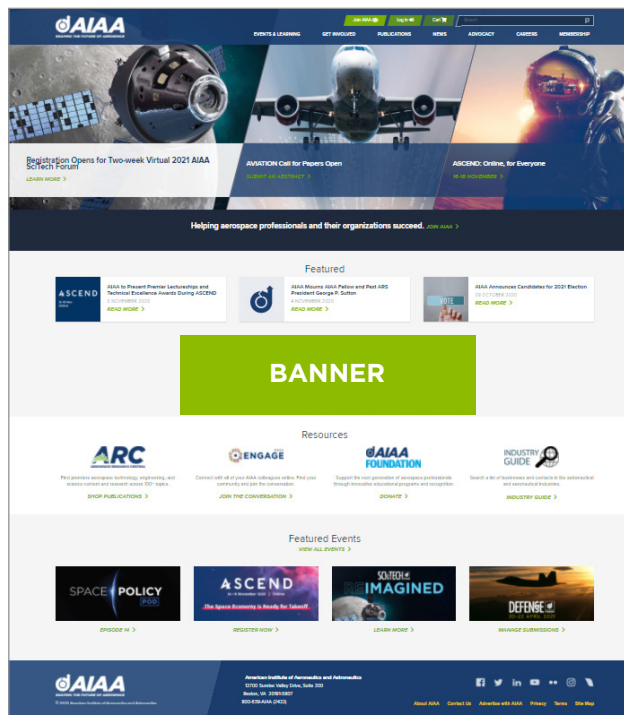
## 2021 ONLINE ADVERTISING RATES

30 Days	Homepage
Exclusive Banner	\$3,500
Rotates w/ 1 other Advertiser	\$2,500

30 Days	Subpage
Exclusive Rectangle (Choice of Membership, Publications, or Events & Learning landing page)	\$900

## ARTWORK SPECIFICATIONS

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



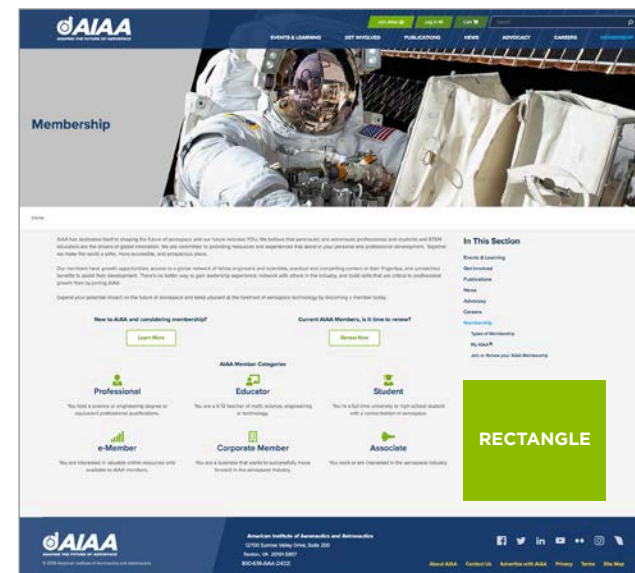
**Note:** Ads are responsive on mobile devices and retain banner dimensions.

## AD SIZES

Banner	970 x 250px
Rectangle	300 x 250px

## SHIPPING INFORMATION

Email all files, text, graphics, and photos to:  
**kgivan@smithbucklin.com**



## SUBPAGE RECTANGLE AD OPPORTUNITIES

Top subpages of AIAA average more than 4,400 pageviews per month.

- Membership (landing page)  
Over 5,400 pageviews per month
- Publications (landing page)  
Over 4,400 pageviews per month
- Events & Learning (landing page)  
Over 3,500 pageviews 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 147,000 users per month (79% are new users)
- › Over 758,000 pageviews per month

All prices are based on a fixed, 30-day exposure on the home page. Ads are available either as a banner or rectangle. 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.**

## 2021 ONLINE ADVERTISING RATES

30 Days	Homepage
Exclusive Rectangle 1 or 2	\$3,000

## ARTWORK SPECIFICATIONS

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

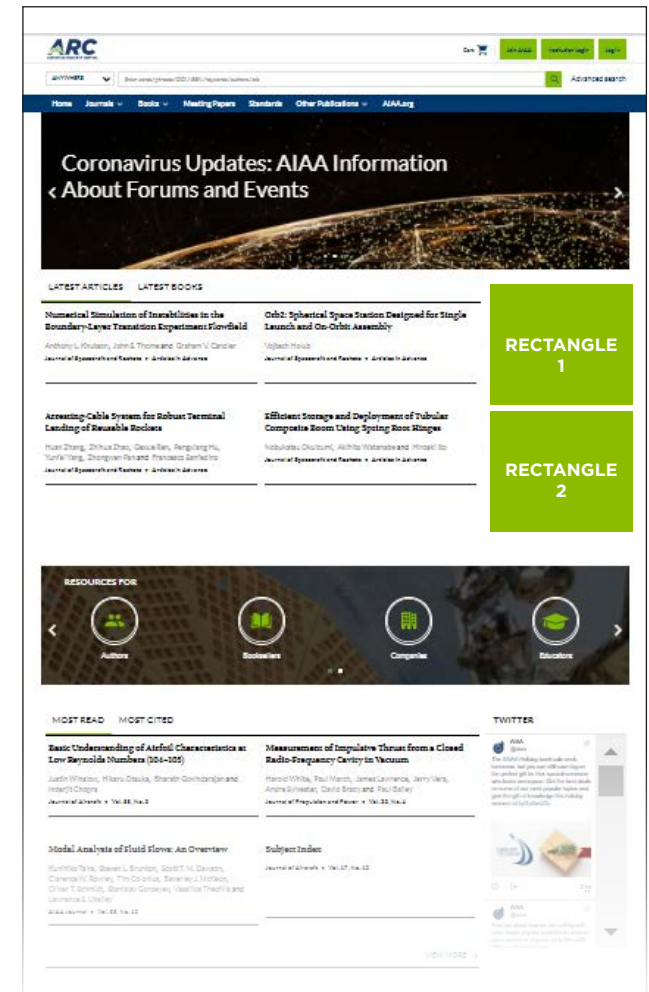
## AD SIZE

Rectangle	300 x 250px
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## SHIPPING INFORMATION

Email all files, text, graphics, and photos to:  
**kgivan@smithbucklin.com**

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



Source: Google Analytics, November 1, 2019 to October 31, 2020



# ADDITIONAL WAYS TO REACH AIAA MEMBERS

## RECRUITMENT

For more information on career center online job postings and virtual career fairs, please contact **Nancy Hillard**, [nancyh@aiaa.org](mailto:nancyh@aiaa.org).

## WEBINARS & PODCASTS

AIAA offers a series of webinar and podcast opportunities. Select from the options below and get in touch for additional details.

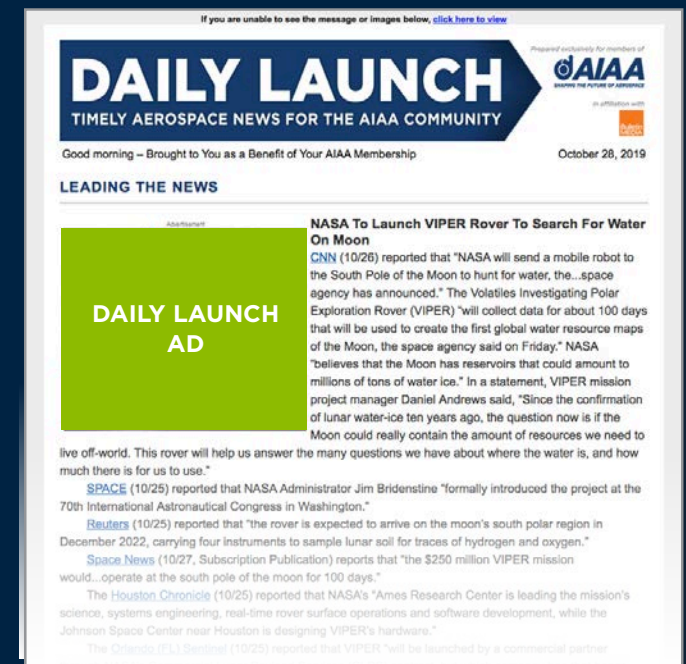
- Aerospace Perspectives, AIAA's sponsored content webinar series, please contact **Chris Semon**, [chriss@aiaa.org](mailto:chriss@aiaa.org)
- AIAA hosted webinars, produced and brought to you by AIAA, please contact **Paul DoCarmo**, [pauld@aiaa.org](mailto:pauld@aiaa.org)
- Public Policy webinars and the role of public policy in aerospace, please contact **Steve Sidorek**, [steves@aiaa.org](mailto:steves@aiaa.org)
- Aerospace Insiders podcasts and webinars, please contact **Ben Iannotta**, [beni@aiaa.org](mailto:beni@aiaa.org)

## 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)



**Daily Launch Ad: 300px x 250px**

# CONTACT INFORMATION

## ADVERTISING SALES OFFICE

Information requests, package discounts, contracts, insertion orders, correspondence, request a quote, special requests, proofs and copy should be addressed to SmithBucklin:

### SALES CONTACTS

General Inquiries  
[advertising@aiaa.org](mailto:advertising@aiaa.org)

Companies 1-L  
Andrew Haigh  
312.673.5442  
[ahaigh@smithbucklin.com](mailto:ahaigh@smithbucklin.com)

Companies M-Z  
Kevin McDonnell  
202.367.1259  
[kmcdonnell@smithbucklin.com](mailto:kmcdonnell@smithbucklin.com)

### PRODUCTION CONTACT

Katherine Givan  
202.367.2424  
[kgivan@smithbucklin.com](mailto:kgivan@smithbucklin.com)



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

### 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](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.