

2022

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 more than 34,000 AIAA members



EFFECTIVE 1 JANUARY 2022



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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 site 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 more than 34,000 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

34,600+

Print: 16,930* | Digital: 17,670*

GEOGRAPHIC DISTRIBUTION**

85.5%

United States

14.5%

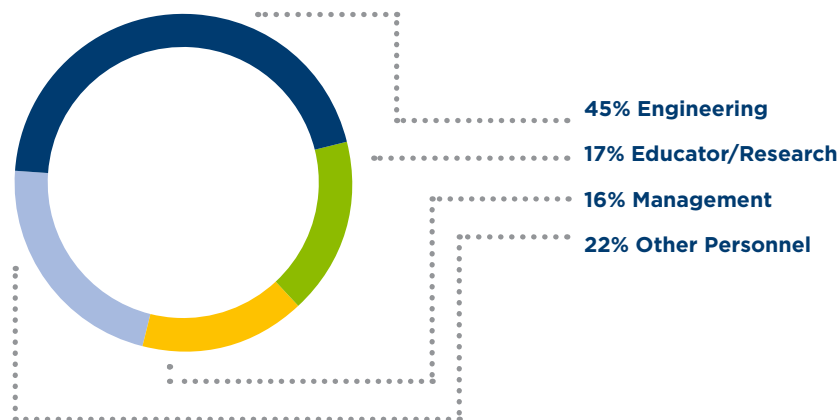
International
(80+ countries)

*USPS Statement of Ownership | *Student and international members

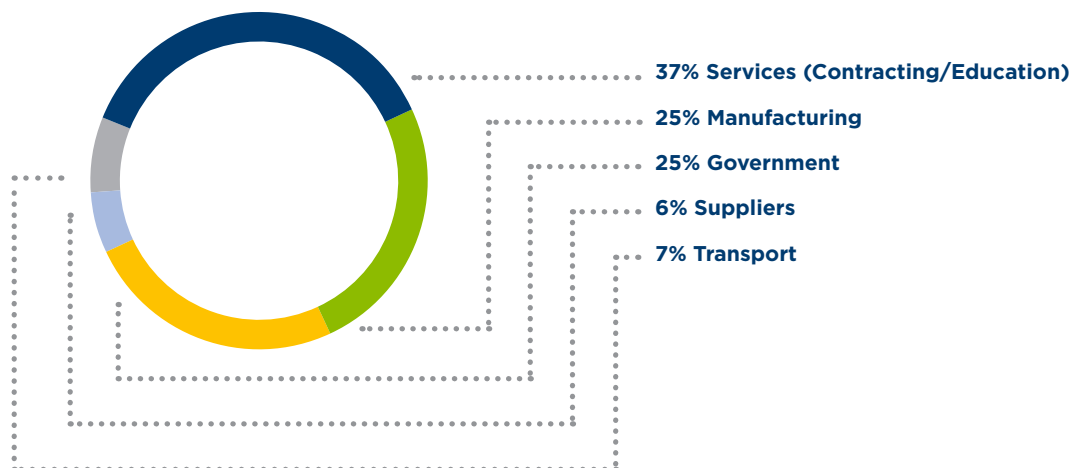
** AIAA Membership Data, NetForum

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"> › Hydrogen for aviation › Green space launch 	<ul style="list-style-type: none"> › AIAA SciTech Forum, San Diego, 3-7 January 	13 December 2021	17 December 2021
February	<ul style="list-style-type: none"> › Hypersonic weapons › Energy in space 		17 January 2022	21 January 2022
March	<ul style="list-style-type: none"> › Space traffic management › Advanced manufacturing 	<ul style="list-style-type: none"> › Satellite 2022, Washington, D.C., 21-24 March 	15 February 2022	18 February 2022
April	<ul style="list-style-type: none"> › Space debris special report › Autonomous military aircraft 	<ul style="list-style-type: none"> › Space Symposium, Colorado Springs, CO, 4-7 April › AUVSI XPONENTIAL, Orlando, FL, 25-28 April › AIAA DEFENSE Forum, Laurel, MD, 5-7 May 	16 March 2022	21 March 2022
May	<ul style="list-style-type: none"> › eVTOLS › Hypersonic flight 	<ul style="list-style-type: none"> › VFS Forum 78, Fort Worth, TX, 10-12 May 	14 April 2022	19 April 2022
June	<ul style="list-style-type: none"> › Transformative flight › Fire fighting aircraft 	<ul style="list-style-type: none"> › AIAA AVIATION Forum, Chicago, IL, 27 June-1 July 	16 May 2022	20 May 2022
July/August	<ul style="list-style-type: none"> › Avionics › Electric propulsion 	<ul style="list-style-type: none"> › EAA AirVenture Oshkosh, WI, 25-31 July › Farnborough International Airshow, 18-22 July 	20 June 2022	24 June 2022
September	<ul style="list-style-type: none"> › Facilities › Academic R&D 	<ul style="list-style-type: none"> › ICAS 2022, Stockholm, Sweden, 4-9 September › IAC 2022, Paris, France, 18-22 September 	19 August 2022	22 August 2022
October	<ul style="list-style-type: none"> › Pilot aides › Biz jet tech 	<ul style="list-style-type: none"> › National Business Aviation Symposium, Orlando, FL, 18-22 October › ASCEND 2022, Las Vegas, NV, 24-26 October 	14 September 2022	19 September 2022
November	<ul style="list-style-type: none"> › Space entrepreneurs › Artificial intelligence 		13 October 2022	18 October 2022
December	<ul style="list-style-type: none"> › Year-In-Review 		10 November 2022	15 November 2022

**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.*

2022 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 PAST 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				
Full page	\$4,200	\$3,910	\$3,810	\$3,680
2/3 page	\$3,165	\$2,950	\$2,880	\$2,790
1/2 page	\$2,900	\$2,690	\$2,625	\$2,550
1/3 page	\$2,240	\$2,090	\$2,055	\$1,995
1/6 page	\$1,800	\$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.

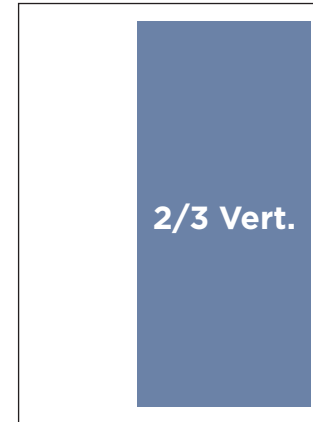
Bleed	8-3/8" x 11-1/8"
Trim size	8-1/8" x 10-7/8"
PDF document size	9-1/8" x 11-7/8"
Live area	7" x 10"
Number of columns	3
Column width	2-1/8"
Column height	10"
Binding	Perfect bound
Process	Heatset web offset

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

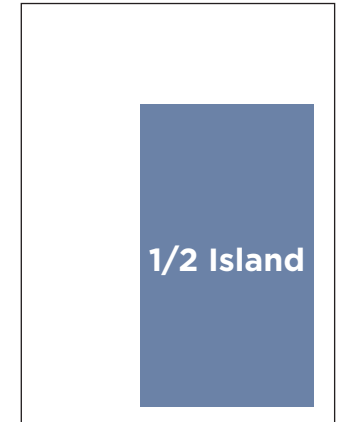
SIZE DIMENSIONS



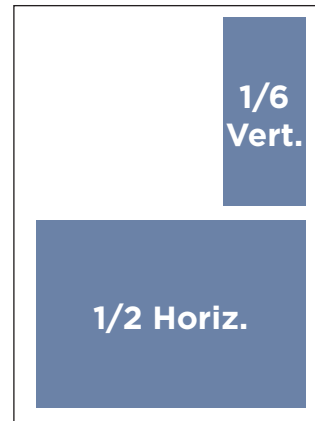
Full page: 8-1/8" x 10-7/8"



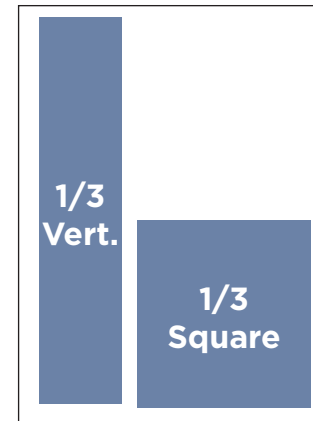
2/3 Vertical: 4-1/2" x 10"
Only available for Career Opportunity Advertising



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:
jcalhoun@smithbucklin.com

PUBLICATION FREQUENCY: Published 11 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 Jaril Calhoun at **jcalhoun@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 supersede 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

John Heiser
202.367.2393
jheiser@smithbucklin.com

AEROSPACE AMERICA ONLINE

Advertising on 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 16,000 users per month
- › Over 18,000 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

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 to request a custom advertising package today.

2022 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

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

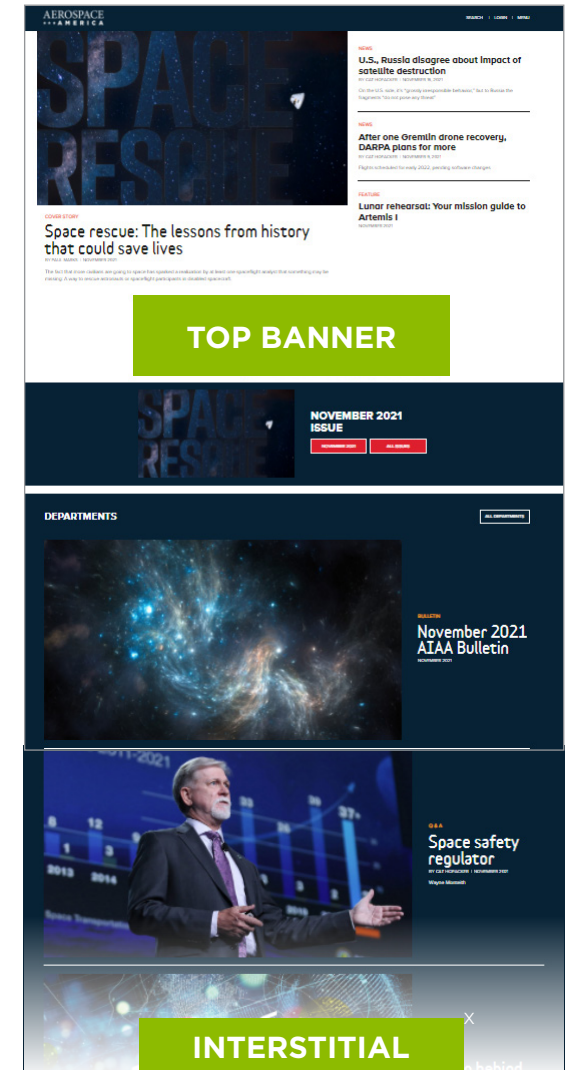
AD SIZES

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:
jcalhoun@smithbucklin.com



Source: Google Analytics, July 1, 2020 to June 30, 2021

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 39,000 users per month
- Over 125,000 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.

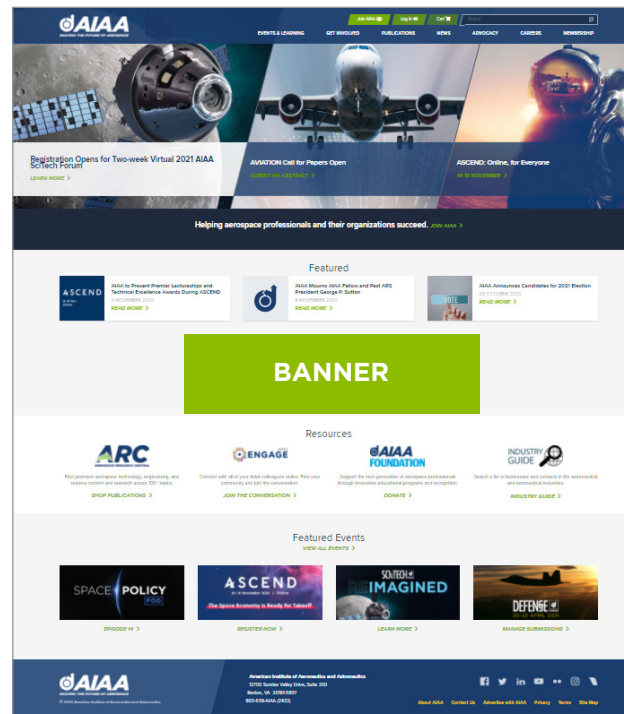
2022 ONLINE ADVERTISING RATES

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

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.

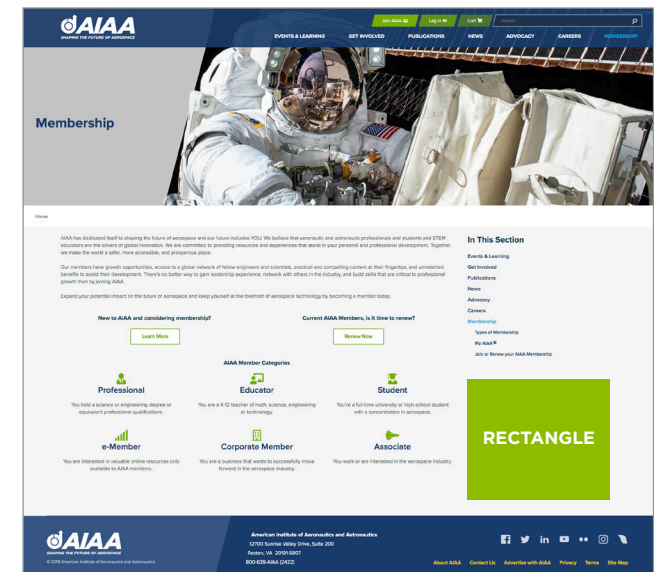
AD SIZES

Banner	970 x 250px
Rectangle	300 x 250px

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:
jcalhoun@smithbucklin.com



SUBPAGE RECTANGLE AD OPPORTUNITIES

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

- Membership (landing page)
Over 5,600 pageviews per month
- Publications (landing page)
Over 4,100 pageviews per month
- Events & Learning (landing page)
Over 3,400 pageviews per month

Source: Google Analytics, July 1, 2020 to June 30, 2021



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 182,000 users per month (75% are new users)
- Over 819,000 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.**

Source: Google Analytics, July 1, 2020 to June 30, 2021

NEW! AIAA VIDEO LIBRARY

Advertising on AIAA's Video Library, video.aiaa.org, gives your company valuable exposure to dedicated professionals looking to gain insight from over 3,700 curated video recordings captured during AIAA events or submitted by a network of professional contributors.

2022 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

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

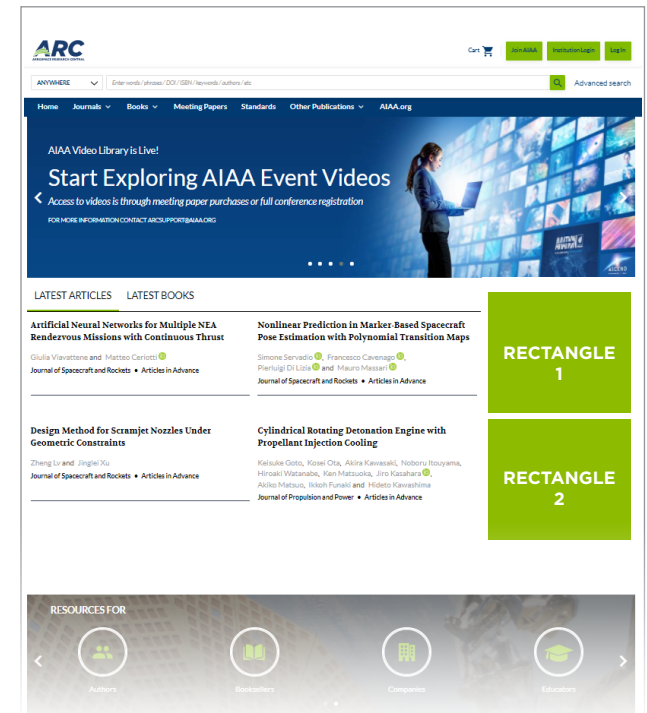
AD SIZE

Rectangle	300 x 250px
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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:
jcalhoun@smithbucklin.com



RECTANGLE
1

RECTANGLE
2

ADDITIONAL WAYS TO REACH AIAA MEMBERS

AIAA AEROSPACE PERSPECTIVES WEBINAR - \$20,000

Join AIAA online to get a behind-the-scenes look on current projects that are shaping the future of aerospace. This webinar series explores significant topics across the air and space industry that provides organizations the ability to share their perspectives and advancements with AIAA members world-wide, select government and military officials, and the general public. Available to AIAA Corporate Members only.

View upcoming and archived webinars by visiting <https://www.aiaa.org/events-learning/aiaa-webinars/aerospace-perspectives-series>

[Learn More](#)

AIAA SPONSORED WEBINAR - \$12,000

Establish your organization as an industry thought-leader by sponsoring a webinar! You provide the content and subject matter experts and we'll manage the entire process from start to finish, including marketing, hosting and moderating. There's no better way to generate leads and grab the attention of industry professionals who need your products and services.

[Learn More](#)

FOR MORE INFORMATION CONTACT:

Companies 1-L

Andrew Haigh
312.673.5442
ahaigh@smithbucklin.com

Companies M-Z

John Heiser
202.367.2393
jheiser@smithbucklin.com

RECRUITMENT

For more information on career center online job postings and virtual career fairs, please contact

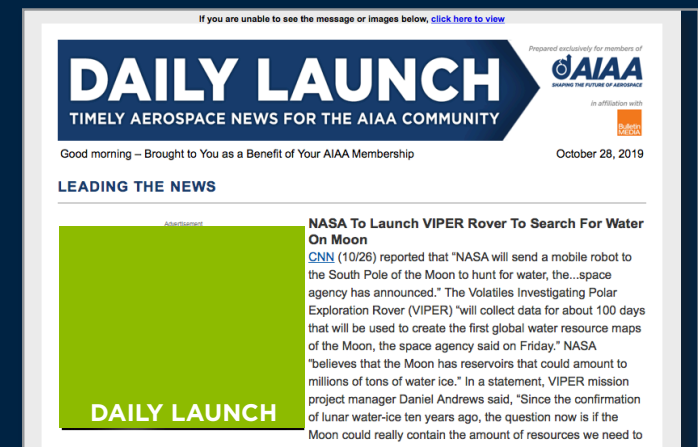
Nancy Hillard, nancyh@aiaa.org.

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



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

Companies 1-L
Andrew Haigh
312.673.5442
ahaigh@smithbucklin.com

Companies M-Z
John Heiser
202.367.2393
jheiser@smithbucklin.com

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AEROSPACE *** AMERICA ***

AEROSPACE AMERICA

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Meet our Editor-in-Chief, Ben Iannotta

Ben Iannotta has more than 30 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. Since 2013, Iannotta has been the Editor-in-Chief of *Aerospace America* and his work has been published by *Aerospace America*; *Air and Space Smithsonian*; *New Scientist*; *Popular Mechanics*; and Reuters News Service.