

Journal of Aerospace and Defense Industry News • Lancaster-Palmdale, CA

2018 ADVERTISING RATES

Black & White Rates

SIZE	Single Issue rate	6 Issue rate w/contract	13 Issue rate w/contract	26 Issue rate w/contract
Bus. card (2col.x2")=4"	\$55.60 per issue	\$48.00 per issue	\$47.00 per issue	\$46.00 per issue
1/8 pg. (2col.x5")=10"	\$134.00 per issue	\$114.50 per issue	\$111.00 per issue	\$106.00 per issue
1/4 pg. (3col.x6.5")=19.5"	\$258.38 per issue	\$218.40 per issue	\$213.53 per issue	\$203.78 per issue
1/2 pg. (6col.x6.5")=39"	\$505.05 per issue	\$425.10 per issue	\$415.35 per issue	\$395.85 per issue
Full pg. (6col.x13")=78"	\$1010.10 per issue	\$850.20 per issue	\$830.70 per issue	\$791.70 per issue

Full Color Rates

SIZE	Single Issue rate	6 Issue rate w/contract	13 Issue rate w/contract	26 Issue rate w/contract
Bus. card (2col.x2")=4"	\$95.60 per issue	\$88.00 per issue	\$87.00 per issue	\$86.00 per issue
1/8 pg. (2col.x5")=10"	\$194.00 per issue	\$174.50 per issue	\$171.00 per issue	\$166.00 per issue
1/4 pg. (3col.x6.5")=19.5"	\$358.38 per issue	\$318.40 per issue	\$313.53 per issue	\$303.78 per issue
1/2 pg. (6col.x6.5")=39"	\$705.05 per issue	\$625.10 per issue	\$615.35 per issue	\$595.85 per issue
Full pg. (6col.x13")=78"	\$1360.10 per issue	\$1200.20 per issue	\$1180.70 per issue	\$1141.70 per issue

Pre-printed Flyer Insertion Rates:

- Single Sheet (8.5 x 11 inches) \$40 per thousand
- 4-8 tabloid pages \$42 per thousand
- 12-24 tabloid pages \$46 per thousand
- 28+ tabloid pages \$52 per thousand

Max size is 10 x 13 inches. 2,000 minimum run, \$85 min charge. Shipping address: News West Publishing, 2435 Miracle Mile Bullhead City, AZ 86442. All inserts must be received by Mon., 3 pm, week of insertion

Readership:

Published first & third Friday of each month, Aerotech News and Review is distributed into aerospace companies in the CA high desert including AF Plant 42, Edwards AFB, Mojave Airport, and surrounding communities. Available online at www.aerotechnews.com.

Print Edition: 8500

Digital Edition - Email Subscribers: 5,473

Digital Edition - Facebook Subscribers: 4,549

Total: 18,522

Digital edition monthly average reach: 21,413

Digital edition annual average reach: 256,953

Mechanical Requirements:

Page size: 6 columns x 13 inches – Image area 10.25" x 13" tall
 1 column: 1.5625" 2 columns: 3.325" 3 columns: 5.00"
 4 columns: 6.75" 5 columns: 8.50" 6 columns: 10.25"

Electronic File Requirements:

Please submit files as a pdf, 300dpi as CMYK, no 4/c black

Advertising Space Reservation Deadline:

Monday at Noon for that Friday's publication.

On Line Advertising

www.aerotechnews.com

Web ad pricing is per client, per site, per week.
 Web ads rotate among ten clients.

Full Banner	468 x 60 pixels	\$75
Leaderboard	728 x 90 pixels	\$75
Square	250 x 250 pixels	\$75
Medium Rectangle	300 x 250 pixels	\$65

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