

2022 - 2023 Advertising Rates

Aerotech News is a multi-media company that serves the military, aerospace and veterans of the southwest United States.



Edwards AFB
Air Force Plant 42
Mojave Air and Space Port
Greater Antelope Valley, CA

Website: <https://www.aerotechnews.com/>
Facebook: <https://www.facebook.com/AerotechNewsandReview>



Nellis & Creech AFBs
Las Vegas, NV

Website: <https://www.aerotechnews.com/nellisafb/>
Facebook: <https://www.facebook.com/NellisDesertLightningNews/>



Davis-Monthan AFB
Tucson, AZ

Website: <https://www.aerotechnews.com/davis-monthanafb/>
Facebook: <https://www.facebook.com/DesertLightningNews/>



Luke AFB
Glendale, AZ

Website: <https://www.aerotechnews.com/lukeafb/>
Facebook: <https://www.facebook.com/LukeThunderbolt/>



Fort Irwin
National Training Center

Website: <https://www.aerotechnews.com/ntcfortirwin/>
Facebook: <https://www.facebook.com/HighDesertWarrior/>

For advertising contact:

Sandy Bueltel
661-945-5634
sbueltel@aerotechnews.com

- **The aerospace and military markets we serve are the area's largest and MOST STABLE workforce and customer base you can reach!**
- **Our readers are passionate about the news, features, and information we provide!**
- **We provide our readers the news in any format they could possibly want:**
 - **Print**
 - **Website that is mobile friendly**
 - **Via email newsletter**
 - **Social media**
- **Aerotech is affordable, effective and everywhere you need to be!**



AEROTECH NEWS and REVIEW, Inc.

Aerotech News and Review



Digital Advertising Rates
Website: www.aerotechnews.com/edwardsafb/

Billboard	970 x 250 pixels	\$100/wk
Leaderboard	728 x 90 pixels	\$100/wk
Super Leaderboard	970 x 90 pixels	\$100/wk
Inline Story Ad	728 x 90 pixels	\$150/wk
Half Page	300 x 600 pixels	\$100/wk
Medium Rec.	300 x 250 pixels	\$65/wk
Business Directory		\$179/yr

Web ad pricing is per client, per news site, per week. Web ads rotate among 3 clients. Ads can be animated. Customers can provide custom code as well. Minimum two week run.

At a glance:

- Primary Industry Locations:

- Air Force Plant 42
- Edwards Air Force Base
- Armstrong Flight Research Center
- Air Force Research Laboratory
- Mojave Air and Space Port

- Print edition: 5,000 distributed the first Friday of each month.

- Total Payroll: \$1.216 billion

- Edwards AFB: \$560 million
- AF Plant 42: \$622.8 million
- Mojave Air and Space Port: \$33.2 million

- Total Personnel: 19,011

- Edwards AFB: 10,808
- AF Plant 42: 7,324
- Mojave Air and Space Port: 879

SIZE	Single Issue Rate		6 Issue Rate w/contract		13 Issue Rate w/contract		26 Issue Rate w/contract	
	COLOR	Black & White	COLOR	Black & White	COLOR	Black & White	COLOR	Black & White
Bus. Card (2col.x2")= 4"	\$111.54 per issue	\$69.90 per issue	\$102.74 per issue	\$56.10 per issue	\$101.64 per issue	\$55.00 per issue	\$100.54 per issue	\$53.90 per issue
1/8 pg. (2col.x5")= 10"	\$226.60 per issue	\$156.75 per issue	\$203.50 per issue	\$133.65 per issue	\$199.65 per issue	\$129.80 per issue	\$194.15 per issue	\$124.30 per issue
1/4 pg. (3col.x6.5")=19.5"	\$418.28 per issue	\$301.38 per issue	\$372.15 per issue	\$255.25 per issue	\$366.80 per issue	\$249.90 per issue	\$356.07 per issue	\$239.17 per issue
1/2 pg. (6col.x6.5")=39"	\$823.69 per issue	\$589.88 per issue	\$731.45 per issue	\$497.64 per issue	\$720.72 per issue	\$486.91 per issue	\$699.27 per issue	\$465.46 per issue
Full pg. (6col.x13")=78"	\$1,587.30 per issue	\$1,179.75 per issue	\$1,402.83 per issue	\$995.28 per issue	\$1,381.37 per issue	\$973.82 per issue	\$1,338.47 per issue	\$930.92 per issue

Desert Lightning News — Nellis and Creech AFB



Digital Advertising Rates
Website: <https://www.aerotechnews.com/nellisafb/>

Billboard	970 x 250 pixels	\$100/wk
Leaderboard	728 x 90 pixels	\$100/wk
Super Leaderboard	970 x 90 pixels	\$100/wk
Inline Story Ad	728 x 90 pixels	\$150/wk
Half Page	300 x 600 pixels	\$100/wk
Medium Rec.	300 x 250 pixels	\$65/wk
Business Directory		\$179/yr

Web ad pricing is per client, per news site, per week. Web ads rotate among 3 clients. Ads can be animated. Customers can provide custom code as well. Minimum two week run.

SIZE	Single Issue Rate		6 Issue Rate w/contract		12 Issue Rate w/contract		
	COLOR	Black & White	COLOR	Black & White	COLOR	Black & White	
Bus. Card (2col.x2")= 4"	\$111.54 per issue	\$69.90 per issue	\$102.74 per issue	\$56.10 per issue	\$101.64 per issue	\$55.00 per issue	AD Plans Include Plan A Includes 4 consecutive weeks of one medium rectangle. *Web AD location based on availability Plan B Includes 4 consecutive weeks of one: Leaderboard Billboard Half Page In story *Web AD location based on availability
1/8 pg. (2col.x5")= 10"	\$226.60 per issue	\$156.75 per issue	\$203.50 per issue	\$133.65 per issue	\$199.65 per issue	\$129.80 per issue	
1/4 pg. (3col.x6.5")=19.5"	\$418.28 per issue	\$301.38 per issue	\$372.15 per issue	\$255.25 per issue	\$366.80 per issue	\$249.90 per issue	
1/2 pg. (6col.x6.5")=39"	\$823.69 per issue	\$589.88 per issue	\$731.45 per issue	\$497.64 per issue	\$720.72 per issue	\$486.91 per issue	
Full pg. (6col.x13")=78"	\$1,587.30 per issue	\$1,179.75 per issue	\$1,402.83 per issue	\$995.28 per issue	\$1,381.37 per issue	\$973.82 per issue	

At a glance:

- Desert Lightning News is the digital news publication of Nellis and Creech Air Force Base.

- Total Economic Impact in NV: Approx. \$5.2 billion

- Total Personnel: 42,275

Desert Lightning News — Davis-Mothan AFB



- At a glance:**
- Desert Lightning News is the digital news publication of Davis-Monthan Air Force Base.
 - Payroll: Approximately \$596.9 million
 - Total Economic Impact in AZ: \$1.51 billion
 - Total Personnel: 24,000

Digital Advertising Rates

Website: <https://www.aerotechnews.com/davis-monthanafb/>

Billboard	970 x 250 pixels	\$100/wk
Leaderboard	728 x 90 pixels	\$100/wk
Super Leaderboard	970 x 90 pixels	\$100/wk
Inline Story Ad	728 x 90 pixels	\$150/wk
Half Page	300 x 600 pixels	\$100/wk
Medium Rec.	300 x 250 pixels	\$65/wk
Business Directory		\$179/yr

Web ad pricing is per client, per news site, per week. Web ads rotate among 3 clients. Ads can be animated. Customers can provide custom code as well. Minimum two week run.

SIZE	Single Issue Rate		6 Issue Rate w/contract		12 Issue Rate w/contract		
	COLOR	Black & White	COLOR	Black & White	COLOR	Black & White	
Bus. Card (2col.x2")= 4"	\$111.54 per issue	\$69.90 per issue	\$102.74 per issue	\$56.10 per issue	\$101.64 per issue	\$55.00 per issue	AD Plans Include Plan A Includes 4 consecutive weeks of one medium rectangle. *Web AD location based on availability Plan B Includes 4 consecutive weeks of one: Leaderboard Billboard Half Page In story *Web AD location based on availability
1/8 pg. (2col.x5")= 10"	\$226.60 per issue	\$156.75 per issue	\$203.50 per issue	\$133.65 per issue	\$199.65 per issue	\$129.80 per issue	
1/4 pg. (3col.x6.5")=19.5"	\$418.28 per issue	\$301.38 per issue	\$372.15 per issue	\$255.25 per issue	\$366.80 per issue	\$249.90 per issue	
1/2 pg. (6col.x6.5")=39"	\$823.69 per issue	\$589.88 per issue	\$731.45 per issue	\$497.64 per issue	\$720.72 per issue	\$486.91 per issue	
Full pg. (6col.x13")=78"	\$1,587.30 per issue	\$1,179.75 per issue	\$1,402.83 per issue	\$995.28 per issue	\$1,381.37 per issue	\$973.82 per issue	

Thunderbolt — Luke AFB



- At a glance:**
- The Thunderbolt is the official digital and print news publication of Luke Air Force Base.
 - Print edition: 5,000 distributed the first Friday of each month.
 - Payroll: Approximately \$633 million
 - Total Economic Impact in AZ: \$748 million
 - Total Personnel: 10,414

Digital Advertising Rates

Website: <https://www.aerotechnews.com/lukeafb/>

Billboard	970 x 250 pixels	\$100/wk
Leaderboard	728 x 90 pixels	\$100/wk
Super Leaderboard	970 x 90 pixels	\$100/wk
Inline Story Ad	728 x 90 pixels	\$150/wk
Half Page	300 x 600 pixels	\$100/wk
Medium Rec.	300 x 250 pixels	\$65/wk
Business Directory		\$179/yr

Web ad pricing is per client, per news site, per week. Web ads rotate among 3 clients. Ads can be animated. Customers can provide custom code as well. Minimum two week run.

SIZE	Single Issue Rate		6 Issue Rate w/contract		13 Issue Rate w/contract		26 Issue Rate w/contract	
	COLOR	Black & White	COLOR	Black & White	COLOR	Black & White	COLOR	Black & White
Bus. Card (2col.x2")= 4"	\$111.54 per issue	\$69.90 per issue	\$102.74 per issue	\$56.10 per issue	\$101.64 per issue	\$55.00 per issue	\$100.54 per issue	\$53.90 per issue
1/8 pg. (2col.x5")= 10"	\$226.60 per issue	\$156.75 per issue	\$203.50 per issue	\$133.65 per issue	\$199.65 per issue	\$129.80 per issue	\$194.15 per issue	\$124.30 per issue
1/4 pg. (3col.x6.5")=19.5"	\$418.28 per issue	\$301.38 per issue	\$372.15 per issue	\$255.25 per issue	\$366.80 per issue	\$249.90 per issue	\$356.07 per issue	\$239.17 per issue
1/2 pg. (6col.x6.5")=39"	\$823.69 per issue	\$589.88 per issue	\$731.45 per issue	\$497.64 per issue	\$720.72 per issue	\$486.91 per issue	\$699.27 per issue	\$465.46 per issue
Full pg. (6col.x13")=78"	\$1,587.30 per issue	\$1,179.75 per issue	\$1,402.83 per issue	\$995.28 per issue	\$1,381.37 per issue	\$973.82 per issue	\$1,338.47 per issue	\$930.92 per issue

High Desert Warrior — Fort Irwin NTC



Digital Advertising Rates
Website: <https://www.aerotechnews.com/ntcfortirwin/>

Billboard	970 x 250 pixels	\$100/wk
Leaderboard	728 x 90 pixels	\$100/wk
Super Leaderboard	970 x 90 pixels	\$100/wk
Inline Story Ad	728 x 90 pixels	\$150/wk
Half Page	300 x 600 pixels	\$100/wk
Medium Rec.	300 x 250 pixels	\$65/wk
Business Directory		\$179/yr

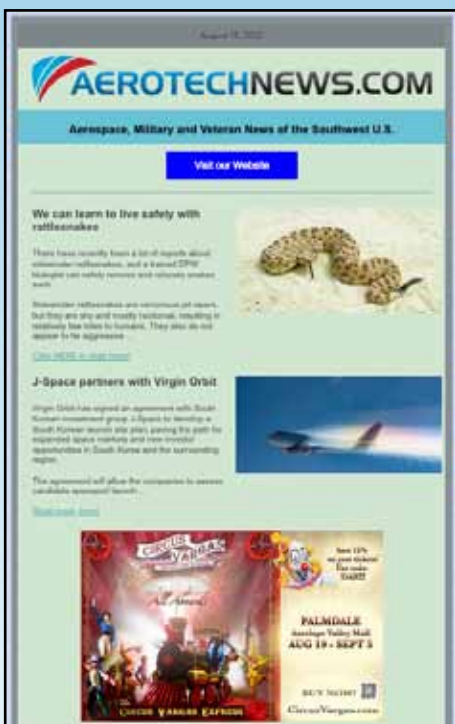
Web ad pricing is per client, per news site, per week. Web ads rotate among 3 clients. Ads can be animated. Customers can provide custom code as well. Minimum two week run.

At a glance:

- High Desert Warrior is the official digital news publication of Fort Irwin National Training Center.
- Approximately 50,000 service members train at Fort Irwin each year.
- Payroll: \$86.7 million military payroll, \$27.6 million civilian payroll, 42% of the economy in Barstow.
- Total Personnel: 24,666
- Average Daily Population Stationed at Fort Irwin: 28,672

SIZE	Single Issue Rate	6 Issue Rate w/contract	12 Issue Rate w/contract	
Bus. Card (2col.x2")= 4"	\$29.80 per issue	\$27.80 per issue	\$25.80 per issue	AD Plans Include
1/8 pg. (2col.x5")= 10"	\$74.50 per issue	\$64.50 per issue	\$57.00 per issue	<u>Plan A</u> Includes 4 consecutive weeks of one medium rectangle. *Web AD location based on availability
1/4 pg. (3col.x6.5")=19.5"	\$142.35 per issue	\$122.85 per issue	\$108.23 per issue	
1/2 pg. (6col.x6.5")=39"	\$278.85 per issue	\$239.85 per issue	\$204.75 per issue	<u>Plan B</u> Includes 4 consecutive weeks of one: Leaderboard, Billboard, Half Page, In story *Web AD location based on availability
Full pg. (6col.x13")=78"	\$557.70 per issue	\$479.70 per issue	\$409.00 per issue	

Email Newsletter Advertising



Newsletter Advertising Rates

\$50 per week
(Published 1x Week)

Minimum 2 week run

AD can change each week

Sponsored Content on Website

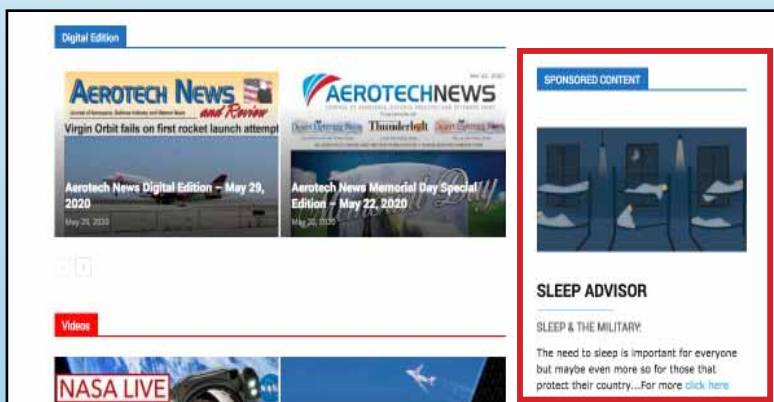
Sponsored content is an effective way to present your company as a trusted provider of relevant information on our website.

- All Content is subject to approval
- Limited space available
- Sponsored content links to advertiser's website.
- Studies show that readers read sponsored content stories just as they would read news stories.
- As low as \$300 per week.

Published Every Monday

Over 7,500 Subscribers!

Ads link directly to your website or email!



2023 Print Publication Schedule

Special Editions for

Aerotech News

High Desert Warrior- Fort Irwin NTC

Desert Lightning News- Nellis and Creech AFB

Thunderbolt- Luke AFB

Desert Lightning News- Davis-Monthan AFB

January

- 6th** ***Year In Review Special Editions***
Aerotech News
High Desert Warrior - Fort Irwin NTC
Desert Lightning News - Nellis and Creech AFB
Thunderbolt - Luke AFB
Desert Lightning News - Davis-Monthan AFB

February

- 3rd** Aerotech News
High Desert Warrior - Fort Irwin NTC (**E-Edition**)
Thunderbolt - Luke AFB

- 24th** ***Special Edition:***
Women in Military and Aerospace

March

- 3rd** Aerotech News
High Desert Warrior - Fort Irwin NTC (**E-Edition**)
Thunderbolt - Luke AFB

- 24th** ***Davis-Monthan AFB Air Show Special Edition***

April

- 7th** Aerotech News
High Desert Warrior - Fort Irwin NTC (**E-Edition**)
Thunderbolt - Luke AFB

May

- 5th** Aerotech News
High Desert Warrior - Fort Irwin NTC (**E-Edition**)
Thunderbolt - Luke AFB
Desert Lightning News - Davis-Monthan AFB

- 15th** ***Special Edition: PCS - Home is Where We're Sent***

June

- 2nd** Aerotech News
High Desert Warrior - Fort Irwin NTC (**E-Edition**)
Thunderbolt - Luke AFB

July

- 7th Aerotech News
High Desert Warrior - Fort Irwin NTC (E-Edition)
Thunderbolt - Luke AFB
- 24th *Special Edition: Museums & Aircraft Nose Art*

August

- 4th Aerotech News
High Desert Warrior - Fort Irwin NTC (E-Edition)
Thunderbolt - Luke AFB

September

- 1st Aerotech News
High Desert Warrior - Fort Irwin NTC (E-Edition)
Thunderbolt - Luke AFB
- 22nd *Special History Editions:*
Specific To Each Base

October

- 6th Aerotech News
High Desert Warrior - Fort Irwin NTC (E-Edition)
Thunderbolt - Luke AFB

November

- 3rd Aerotech News
High Desert Warrior - Fort Irwin NTC (E-Edition)
Thunderbolt - Luke AFB

December

- 10th *Special Edition: Veteran's Day*
- 7th Aerotech News
Desert Lightning News - Nellis and Creech AFB
Thunderbolt - Luke AFB
- 14th *Special Edition: X-Planes*

2022 YEAR IN REVIEW



On **January 6, 2023**, each of Aerotech News and Review's publications will publish their **Year In Review** edition. Don't miss out on being included in this special keepsake issue.

Advertising reservation deadline: **December 26, 2022**

Advertising material deadline: **December 29, 2022**



Antelope Valley and Edwards AFB



Nellis & Creech AFB - Las Vegas



Davis-Monthan AFB - Tucson



Luke AFB -Phoenix

Call 877-247-9288 or 661-855-6034

E-Mail: sbueltel@aerotechnews.com

Phone: 661-945-5634 • Toll free: 877-247-9288 • www.thinkmilitaryads.com
www.aerotechnews.com • www.facebook.com/AerotechNewsandReview



Women IN AEROSPACE AND MILITARY SPECIAL EDITION

March is **Women's History Month**: celebrating, honoring and educating Americans on the achievements of women throughout American history. On **February 24, 2023**, each of Aerotech News and Review's publications will publish a special edition dedicated to the achievements of women in the military and aerospace. These issues are sure to be informative, thought-provoking and wonderful keepsake editions.

Please join us in honoring the women in aviation and military history by placing your company's ad in this special edition. Call **(877) 247-9288** to place your ad, or email **Sandi Bueltel** at sbueltel@aerotechnews.com



Antelope Valley and Edwards AFB



Nellis & Creech AFB - Las Vegas



Davis-Monthan AFB - Tucson



Luke AFB -Phoenix

Phone: 661-945-5634 • Toll free: 877-247-9288 • www.thinkmilitaryads.com
www.aerotechnews.com • www.facebook.com/AerotechNewsandReview