Consultants & Suppliers: Every Project Profiled Includes You!
Circulation

Airport Improvement is read by all industry players

BROAD CIRCULATION. Our distribution is tops of all airport publications; we make it easy by including all key groups and decision-makers with just one buy. No need to choose one association or the other, as we reach AAAE, ACI-NA, and ACC members. Plus, we distribute to airport consultants, FAA, TSA, and key suppliers.
Salt Lake City Int’l Tests Designs & Components for Redevelopment Program

The editorial content of both the publication and website focuses exclusively on airport projects. All significant areas of construction and renovation are covered, including:

- Terminals
- Parking
- Cargo
- IT/Communications
- Security
- Concessions/Retail
- Runway/Ramp
- Hangars
- Passenger Transport
- Ground Support
- Fuel Storage
- Baggage

2020 Editorial Calendar

<table>
<thead>
<tr>
<th>Issue</th>
<th>Bonus Distribution</th>
<th>Close Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>January/February</td>
<td>ACC/AAAE Airport Planning, Design Symposium, RNO, Feb. 19 – 21</td>
<td>12/13/19</td>
</tr>
<tr>
<td>March/April</td>
<td>SMART Airports, SAT, April 15 – 17; Buffalo Snow Symposium, BUF, April 26 – 29;</td>
<td>2/14/20</td>
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<tr>
<td></td>
<td>Airports@Work, SEA, April 27 – 30</td>
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<tr>
<td>May/June</td>
<td>AAAE Annual, DEN, May 10 – 13</td>
<td>4/10/20</td>
</tr>
<tr>
<td>July/August</td>
<td>Florida Airports Conference, MCO, July 19 – 21; ACC Technical Workshop; ACC Security Capacities Workshop</td>
<td>5/29/20</td>
</tr>
<tr>
<td>October</td>
<td>Runway &amp; Ramp Special Edition; IES Airfield Lighting</td>
<td>8/28/20</td>
</tr>
<tr>
<td>November/December</td>
<td>ACC Annual Meeting, PIE, Nov. 9 – 11; Airports Going Green</td>
<td>10/2/20</td>
</tr>
</tbody>
</table>

Salt Lake City Int’l Tests Designs & Components for Redevelopment Program

Stories include interviews with:

- Airport projects
- Editorial

- Issue Bonus Distribution Close Date
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- October Runway & Ramp Special Edition; IES Airfield Lighting 8/28/20
- November/December ACC Annual Meeting, PIE, Nov. 9 – 11; Airports Going Green 10/2/20
2020 RATES
Net Full Color Rates
(all rates include eMagazine placement)
- Full Page $5,025
- Two-Thirds $3,800
- Half Page $3,080
- Third Page $2,475
- Quarter Page $1,900
- Sixth Page $1,100
- Special Positions To guarantee a special position add 15% to rate.
- Cover Positions add 20% to rate.

TERMS & CONDITIONS
30 days from the invoice date. Production charges may be billed at a rate of $100 per hour if applicable. Interest will be charged if invoice is not paid within 30 days. Changes and cancellations must be made in writing. Changes and cancellations must be made in writing and received prior to issue close date. Publisher is not responsible for either the content or the opinions expressed within paid advertisements, or for any errors they may contain. Publisher reserves the right to reject any advertisement deemed unsuitable for publication. Rates shown are net. Recognized advertising agencies must add commission to billing or bill clients directly.

PARTNERS’ PROGRAM
Run in all 7 issues and receive:
- Rate protection
- One double-up ad per year

INSERTS/OUTSETS
Half Page False Cover $4,500
- 1 Page (2 sides) $6,000
- 2 Pages (4 sides) $7,000
- 3 Pages (6 sides) $8,000
- 4 and 8 Page inserts available Call for rates

AD SIZES
Dimensions Width x Height
- Magazine Trim Size 8.375” x 10.875”
- Full Page Bleed 8.625” x 11.125”
- Full Page Live 7.375” x 9.875”
- Full Page Trim 8.375” x 10.875”
- 2/3 Vertical 4.625” x 9.875”
- 1/2 Standard 4.625” x 7.188”
- 1/2 Horizontal 8.125” x 5.375”
- 1/3 Vertical 2.25” x 9.875”
- 1/3 Standard 4.625” x 4.625”
- 1/4 Standard 3.375” x 4.875”
- 1/6 Standard 2.375” x 4”

GENERAL REQUIREMENTS
All banners should be sized at 72 dpi resolution.
We reserve the right to reject advertising based on content, user impact, distraction factors and other situations as determined by the staff.
All banners that are submitted to AIRPORT IMPROVEMENT via e-mail must be uncompressed (not zipped).
ALT (Mouseover) text should be no greater than 10 words.
Advertisers must understand that all banners, when clicked, will launch the linked site in a new browser window.
Banners must be designed so that interaction with the users only takes place if the user places the mouse within the advertisement area.
Advertisers may make banner or other creative changes or additions every two weeks, although we prefer advertisers to send us multiple banners at one time and have them scheduled any way you would like throughout your campaign.
Flash banners must be Netscape/IE 4+ compliant as well as published out as Flash version 5.00. All SWF files should include embedded clickthrough URLs.
Each animated GIF frame must display for at least 2 seconds.

CANCELLATION POLICY
Cancellations will not be accepted by the Publisher after the close date.

RATE PROTECTIVE CLAUSE
If and when new rates are announced, advertisers will be protected throughout the duration of their annual schedules, provided the schedule is placed prior to the announcement.

FTP INSTRUCTIONS
Server: ftp.airportimprovement.com
Port: 21
Username: airportupload@airportimprovement.com
Password: Airport1!

Flash banners must be Netscape/IE 4+ compliant as well as published out as Flash version 5.00. All SWF files should include embedded clickthrough URLs.
Each animated GIF frame must display for at least 2 seconds.

Airport Improvement.com
Make a big impression with our industry-leading website which contains current and 935 archived stories…all searchable by keyword or airport code.

- E-mail Blasts
- Custom Online Surveys
- E-Newsletter Sponsorship
- E-Newsletter Banners

LEAD GENERATION PROGRAMS

We’re experienced and happy to help you tell your story or be a part of a general educational program on a predetermined topic.

- Webcast
- Podcasts
- PowerPoint

Whitepaper download channel: Supply an industry white paper (optionally, have us author one for you) and we will turn it into qualified leads. $50/lead. Print advertiser $30/lead. Minimum commitment of 50 leads.

CUSTOM PUBLISHING

Create your own magazine. We’ll partner with you.

ADVERTISING SPECIFICATIONS

We accept ads in GIF, JPEG, animated GIF, HTML5 and Flash (SWF) formats. Other formats must be tested and approved on a case-by-case basis.

**BANNER ADVERTISING**

<table>
<thead>
<tr>
<th>Ad Unit</th>
<th>Dimensions (W x H)</th>
<th>Locations</th>
<th>Maximum File Size</th>
<th>Rich Media</th>
<th>Monthly Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>728 x 90</td>
<td>ROS</td>
<td>45K</td>
<td>Yes</td>
<td>$1,500. Print Advertiser $750</td>
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<tr>
<td>Rectangular</td>
<td>300 x 250</td>
<td>ROS</td>
<td>45K</td>
<td>Yes</td>
<td>$1,100. Print Advertiser $550</td>
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<td>Skyscraper</td>
<td>120 x 600</td>
<td>ROS</td>
<td>45K</td>
<td>Yes</td>
<td>$1,100. Print Advertiser $550</td>
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</table>

**OTHER OPPORTUNITIES**

<table>
<thead>
<tr>
<th>Products</th>
<th>Size</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Video Network</td>
<td>N/A</td>
<td>$1,000 per month</td>
</tr>
<tr>
<td>E-Mail Blast</td>
<td>N/A</td>
<td>$1,600 per e-mail</td>
</tr>
<tr>
<td>Video Streaming Ads</td>
<td>480 x 300 pixels</td>
<td>$1,500 per month</td>
</tr>
<tr>
<td>Eyeblaster Floating Ads</td>
<td>N/A</td>
<td>$500 per month</td>
</tr>
<tr>
<td>E-Newsletter Sponsor</td>
<td>728 x 90 pixels</td>
<td>$1,500 per issue</td>
</tr>
<tr>
<td>Webinar Sponsor</td>
<td>Exclusive</td>
<td>$6,900</td>
</tr>
<tr>
<td>Surveys</td>
<td>N/A</td>
<td>$.035 per email</td>
</tr>
</tbody>
</table>
How does an airport project become a story?

Nominations for stories can be made on www.airportimprovement.com/nominations. Stories are centered on airport projects, not people, companies or products; although each is a supporting element of any project/story.

Nominations may be submitted by anyone. The following criteria are needed to pursue any story:

- The project is complete
- All major parties involved are willing to discuss the project
- Great photography is available

Want to sell to airports? Join our team.

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