WEB

AirportImprovement

ALL AIRPORTS | **ALL PROJECTS** | **ALL THE TIME**



Project Consultants/Suppliers are Listed in Every Story

Circulation

Airport Improvement is read by all industry players

AIRPORTS

AAAE MEMBERS

ACC MEMBERS/CONSULTANTS

ACI-NA MEMBERS

GOV'T OFFICIALS

SUPPLIERS

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.











Editorial

Airport projects

Stories include interviews with:



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

2023 Editorial Calendar

Issue	Bonus Distribution	Close Date
January/February	IABSC Annual BHS Summit, Dallas, January 24 – 25 ACC/AAAE Airport Planning Design Symposium, Anaheim, March 1 – 3	12/16/22
March/April	Buffalo Snow Symposium, Buffalo, April 21 – 26, ACI-NA Airports@Work, Seattle, April 25 – 28	2/10/23
May/June	AAAE Annual, Denver, June 3 – 5	4/14/23
July/August	Florida Airports Conference, Palm Beach, July 22 – 26	5/26/23
September	ACI-NA Annual, Long Beach, Sept 30 – Oct. 3; SWIFT, Winnipeg Future Travel Experience (FTE) Global 2023, Los Angeles, Sept 19 – 21	7/14/23
October	Annual Runway & Ramp Special Edition; 2023 IES Aviation Lighting Technology Meeting, Scottsdale, AZ, Nov $5-10$	8/25/23
November/December	ACC Annual Conference & Exposition Airports Going Green®	10/6/23

2023 Advertising



2023 RATES

Net Full Color Rates

(all rates include eMagazine placement)

Full Page	\$5,225
Two-Thirds	\$3,965
Half Page	\$3,200
Third Page	\$2,575
Quarter Page	\$1,975
Sixth Page	\$1,175
To guarantee a special position ad	dd 15% to rate.

Cover Positions add 20% to rate.

PARTNERS' PROGRAM

Run in all 7 issues and receive:

- · Rate protection
- · One double-up ad per year

INSERTS/OUTSERTS

Half Page False Cover	Call for rates
1 Page (2 sides)	Call for rates
2 Page (4 sides)	Call for rates
4 – 20 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"

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.

TERMS & CONDITIONS

Payment due 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.

GENERAL REQUIREMENTS

All banners are subject to Publisher approval. We reserve the right to reject advertising based on content, visual impact, or distraction factor as determined by staff.

All banners that are submitted to Airport Improvement via e-mail must be uncompressed (only HTML5 content should be 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.

Each animated gif frame must display for at least 2 seconds.

Advertisers may make banner or other creative changes or additions every two weeks, following the time guidelines below, although we prefer advertisers to send multiple banners at once and schedule in advance. Multiple banners can be run simultaneously (A/B testing) at no additional cost.





AirportImprovement.com The ONLY industry website dedicated to airport projects

Connect with us!











Web and Email

Make a big impression with our industry-leading website which contains current and 1,019 archived stories...all searchable by keyword or airport code.

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

LEAD GENERATION PROGRAMS

Whitepaper download channel: Supply an industry white paper (optionally, have us author one for you) and we will turn it into qualified leads.

CUSTOM PUBLISHING

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

ADVERTISING SPECIFICATIONS

We accept static ads in GIF, JPEG and PNG formats. We accept animated ads in GIF or HTML5 formats. No FLASH, PDF or EPS banner creative is allowed.

BANNER ADVERTISING

Ad Unit	Dimensions Pixels (W x H)	Locations	Maximum File Size	Rich Media	Monthly Rate
Video	480 x 300	ROS	100K	Yes	\$1,500 per month
Leaderboard	728 x 90	ROS	100K	Yes	\$1,500. Print Advertiser \$250
Rectangular	300 x 250	ROS	100K	Yes	\$1,100. Print Advertiser \$200
Skyscraper	120 x 600	ROS	100K	Yes	\$1,100. Print Advertiser \$200

OTHER OPPORTUNITIES

Products	Size	Rate
Show & Tell Video	480 x 300	\$2,100
		Print Advertiser \$500
E-Mail Blast	N/A	\$1,700 per e-mail
E-Newsletter Sponsor	728 x 90 pixels	\$750 per issue Print Advertiser \$250

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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