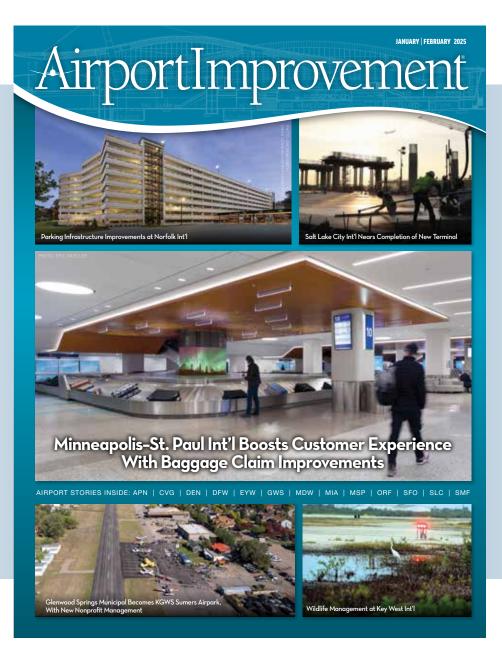
2026 MEDIA KIT PRINT DIGITAL E-MAIL

AirportImprovement

The Show & Tell of Airport Project Work



Airports and their Consultants/Suppliers
Showcased in Every Story

Circulation

Who Says Print is Dead! 80% of subscribers choose print or print and digital.



AirportImprovement

Read by All Industry Players

AIRPORTS





CONSULTANTS



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

ALL AIRPORTS | ALL PROJECTS | ALL THE TIME

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

2026 Editorial Calendar

Issue	Bonus Distribution	Close Date	Ad Materials Due
January/February	IABSC, January 27-28, 2026 — Grapevine, TX ACC/AAAE - Design Build Symposium, March 4-6, 2026 — Indianapolis, IN	12/19/25	1/2/26
March/April	ACI-NA Airports@Work, March 24-27, 2026 — Chicago, IL April Buffalo Snow Symposium, April 24-29, 2026 — Buffalo, NY	2/13/26	2/18/26
May/June	AAAE Annual Conference, May 3-5, 2026 – Los Angeles, CA	4/10/26	4/15/26
July/August	Florida Airports Conference, July 26-29, 2026 – Fort Lauderdale, FL	6/5/26	6/10/26
September	ACI-NA Annual, September 14-17, 2026 — Philadelphia, PA SWIFT, September 14-17, 2026 — Edmonton, AB	7/31/26	8/5/26
October	Runway & Ramp Special Edition IES ALC Technology Meeting, October	9/11/26	9/16/26
November/December	ACC, November Airports Going Green, November	10/19/26	10/14/26

2026 Advertising



2026 RATES

Net Full Color Rates

(all rates include eMagazine placement)

Full Page	\$5,650
Two-Thirds	\$4,325
Half Page	\$3,500
Third Page	\$2,825
Quarter Page	\$2,150
Sixth Page	\$1,400
To guarantee a special positio	n add 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.



REACH 4,000+ VERIFIED AVIATION PROFESSIONALS

Airport Improvement Magazine's **Custom E-Blast Service delivers** your message to decision-makers and influencers in the airport industry.

WHY CHOOSE US:

Verified Audience - 4,000+ personally verified industry professionals

EXCEPTIONAL ENGAGEMENT - Open and click rates well above industry standards

PERFORMANCE METRICS - Detailed tracking on every campaign

NEW: PACKAGE DISCOUNTS AVAILABLE Purchase up to 4 e-blasts and save—the more you buy, the more you save.

AirportImprovement

FOLLOW YOUR AUDIENCE ACROSS THE WEB





Airport Improvement Magazine's Retargeting Campaign keeps your brand in front of our qualified visitors after they leave our website.

WHY CHOOSE RETARGETING:

Guaranteed Clicks - your campaign will run until it has received the agreed-upon clicks - ensuring your campaign receives the attention you want.

QUALIFIED AUDIENCE

Target visitors who've already shown interest in AirportImprovement.com

EXTENSIVE REACH

Your ads follow users across Google's Search and Display Networks, reaching 90% of internet users worldwide

FLEXIBLE TESTING

Run up to 12 different banner designs in one campaign to optimize your messaging

Retargeting – Google Program

Travel with them! Retargeting campaigns allow you to deliver your banner ads to our website visitors AFTER they have left our website. Once visitors have been to AirportImprovement.com, they become a member of our retargeting lists. This program allows you VIP access to market directly to this highly qualified audience!

When your banners are placed in our retargeting program, your ads "follow" our visitors while they perform Google searches and visit other partner websites within Google's expansive Search and Display Networks. Google Search is the gold standard of internet search engines. The Google Display Network reaches 90% of internet users worldwide and includes more than 2 million publishers, including websites like nytimes.com and weather.com and Google-owned websites like Gmail, Blogger, and YouTube and more.

Retargeting campaigns are an excellent way to "nudge" Airport Improvement's qualified audience by remaining relevant in their online activity, thereby building brand awareness and shortening the amount of time necessary for conversion. This is also an excellent opportunity to test multiple banner designs and marketing messaging - you can run up to 12 different banners in one campaign!

PLACEMENT TYPE	2025 RATE	\$/CLICK
400 clicks	\$2,000	\$5/click
800 clicks	\$3,200	\$4/click
1200 clicks	\$4,000	\$3.33/click

Retargeting campaigns are sold on a cost-per-click (CPC) basis. Purchase as many clicks as you need, and the program will run until that quota is fulfilled.

Web and Email

Make a big impression with our industry-leading website which contains current and 1,103 archived stories...all searchable by keyword or airport code.

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

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

DIGITAL 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.

Connect with us! M X in f









WEBSITE BANNER ADVERTISING

Ad Unit	Dimensions Pixels (W x H)	Locations	Maximum File Size	Rich Media	Monthly Rate
Video	480 x 300	ROS	100K	Yes	\$250/month
Leaderboard	728 x 90	ROS	100K	Yes	\$250/month
Rectangular	300 x 250	ROS	100K	Yes	\$250/month
Skyscraper	120 x 600	ROS	100K	Yes	\$250/month

CUSTOM E-BLAST

2 for \$3,500 | 3 for \$4,500 4 for \$5,000 1 for \$2,000

OTHER OPPORTUNITIES

Products	Size	Rate	
Show & Tell Video	480 x 300	\$2,500	
E-Newsletter Sponsor	728 x 90 pixels	\$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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