



AIR FORCE ASSOCIATION

2019 MEDIA KIT

- *Air Force Magazine*
- AirForceMag.com
- **Daily Report**
- AFA.org



USAF photo

ADVERTISING SALES REPRESENTATIVE

Kirk Brown

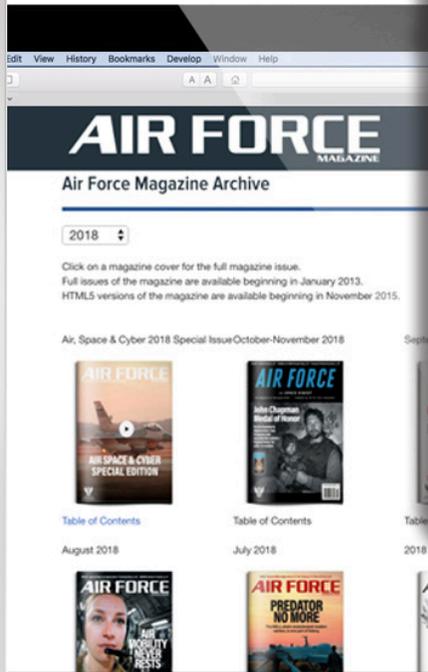
Director, Advertising Sales

1501 Lee Highway, Suite 400, Arlington, VA 22209

703-247-5829 office • 301-938-8363 cell

kbrown@afa.org

Revised 1/28/19 • Subject to change



Air Force Magazine is the news and information resource for leaders, influencers and decision makers involved with the US Air Force. An insightful newsmagazine, daily breaking news site and the authoritative by-the-numbers source for all things USAF, *Air Force Magazine* is a must-read for the entire Air Force community.

No other publication has more Air Force decision-maker readership.





AIRFORCEMAG.COM

AirForceMag.com is *Air Force Magazine* unleashed. Featuring a comprehensive feed of breaking daily news, opinions and features, AirForceMag.com extends beyond the space and time limits of print to deliver news and insight as it happens.



THE DAILY REPORT NEWS ABOUT THE AIR FORCE—DELIVERED DIRECTLY

Hitting over 90,000 inboxes before dawn, the Daily Report delivers the first breath of agenda-setting news to Air Force leaders and insiders worldwide. Featuring news from the Pentagon, Capitol Hill and all around the Air Force, it's the Air Force communities' first read every morning.

CUSTOM CONTENT

Thought leadership is content delivered in context. Let *Air Force Magazine* help you inform and shape debate and deliver your expertise to the Air Force community. We can help you develop, package and deliver your sponsored content for the Air Force audience.

CONTACTS:

Director, Corporate Relations: Fred Ullman
Director, Advertising Sales: Kirk Brown
Print and digital ads Magazine: Eric Lee
Print ads event guides: Zaur Eylanbekov

email: fullman@afa.org
email: kbrown@afa.org
email: elee@afa.org
email: zaur@afa.org



ISSUE DISTRIBUTION DATE	RESERVE SPACE	ARTWORK DUE	ISSUE LEADER	NOTES/TOPICS
Jan/Feb 1/23/19	1/2/19	1/7/19	Building a Bigger Air Force	B-52 Upgrades
March 2/19/19	1/28/19	2/4/19	Unlocking Innovation	C4ISR (Bonus distribution at Air Warfare Symposium)
April 3/25/19	3/1/19	3/11/19	AI and Information Dominance	Stealth vs. Hypersonics and Air Warfare Symposium Report
May 4/22/19	3/29/19	4/8/19	Multi Domain Operations	Supply Chain & Logistics
June 5/28/19	5/6/19	5/13/19	Air Force ALMANAC	The indispensable desk reference used year-round by the Air Force and industry
July/Aug 7/22/19	6/24/19	7/1/19	50 Top USAF Suppliers	The New Space Race
September 8/26/19	7/29/19	8/5/19	Air Force Net Assessment	Combat Cloud (Bonus distribution at Air, Space & Cyber Conference)
October 9/23/19	9/3/19	9/9/19	Operationalizing Cyber	Joint and Coalition Ops
November 10/23/19	10/1/19	10/7/19	Top Air Forces Compared	3D Printing Rapid Prototyping
December 11/25/19	10/28/19	11/4/19	Multi-Mission Aircraft	Predictive Maintenance



BONUS DISTRIBUTION

Air Force Magazine will be distributed at the following AFA events:

Air Warfare Symposium

(March issue)

3,000 expected registrants

Orlando, FL, February 27- March 1, 2019

Air, Space & Cyber Conference

(September issue)

12,000 expected registrants

National Harbor, MD, September 16-18, 2019



AIR FORCE MAGAZINE ADVERTISING RATES (PRINT)

General Advertising Gross Rates

Unit	x 1	x 3	x 6	x 12	x 18
Full Page	\$12,072	\$11,371	\$11,006	\$10,403	\$9,816
2/3	9,059	8,822	8,570	8,431	8,194
1/2 Vertical	8,688	8,487	8,240	7,792	7,334
1/2 Horizontal	7,550	7,380	7,159	6,772	6,376
1/3	5,866	5,701	5,572	5,315	4,990
Cover 2	13,890	13,081	12,664	11,969	11,289
Cover 3	13,282	12,515	12,118	11,443	10,794
Cover 4	14,492	13,648	13,215	12,489	11,778

Rates are based on ads bought during the term of an advertiser's contract within a 12-month period. Each page of spread ads will be counted as one ad toward earning frequency rate. Advertisers not fulfilling a contract will be short-rated to the actual earned frequency amount.

Bleed Page: no charge.

No Agency Commission. No cash discount. All guaranteed positions for ads require a 10 percent premium.

COPY & CONTRACT REGULATIONS

Publisher Approval: The acceptance or execution of an order is subject to publisher's approval of copy, text, display, and illustrations.

Publisher Liability: The liability of the publisher for any error for which it may be held legally responsible will not exceed the cost of the space ordered or occupied by the error. The publisher specifically assumes no liability for errors in key numbers. The publisher will not, in any event, be liable for loss of income or profits or any consequential damages or extra contractual relief.

Cancellations: Cancellations not accepted after the closing date.

MECHANICAL REQUIREMENTS (PRINT)

AIR FORCE MAGAZINE, AIR, SPACE & CYBER and AIR WARFARE SYMPOSIUM GUIDES

Space	Width	Height
Full Page	8.125"	10.875" trim (7" x 10" safety)
2/3 page	4.5625"	9.777"
1/2 page	7"	4.5625" (vert or horz)
1/3 page Square	4.5625"	4.5625"
1/3 page Vertical	2.125"	9.72"

Trim page size: 8.125" x 10.875"

Trim spread size: 16.25" x 10.875"

Bleed size: 0.125" all around

Page size with bleed: 8.375" x 11.125"

Spread size with bleed: 16.5" x 11.125"

Gutter bleed spread size: 15.125" x 10"

Maintain 3/8" safety from publication trim for live matter. Bleed insertions should be designed to run on either left or right pages. Position instructions are required for specified left or right pages, bleeds, and under-normal-size ads.

MATERIAL ACCEPTED

Media: CD, DVD.

For files larger than 20 MB use WeTransfer or comparable).

Color: CMYK. File Format: PDF/X-1a; Print Ready PDF.

Inserts: Furnished by advertisers (shipped prepaid) ready for binding. May be applied as page units in earning frequency rates. Specifications, costs, and delivery information on request.

PRINTING SPECIFICATIONS

Body and covers: Printed on web offset.

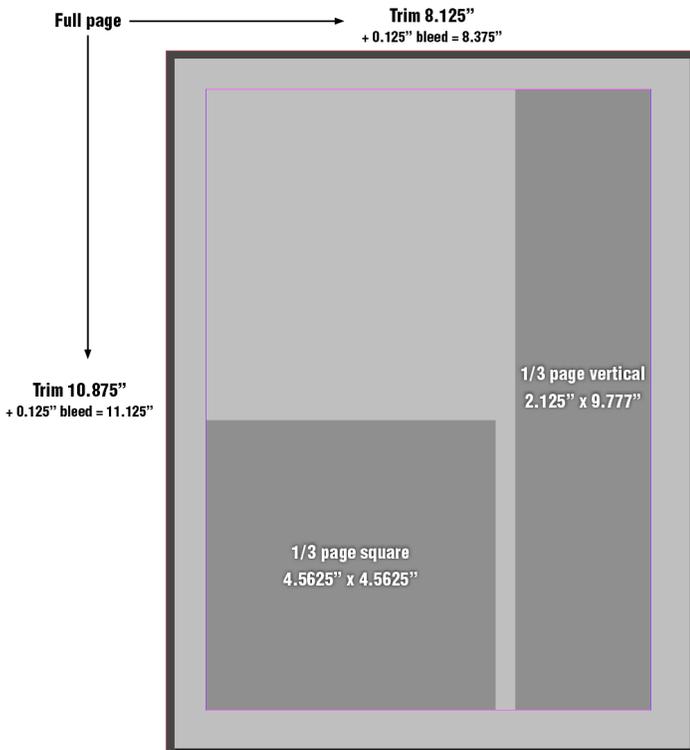
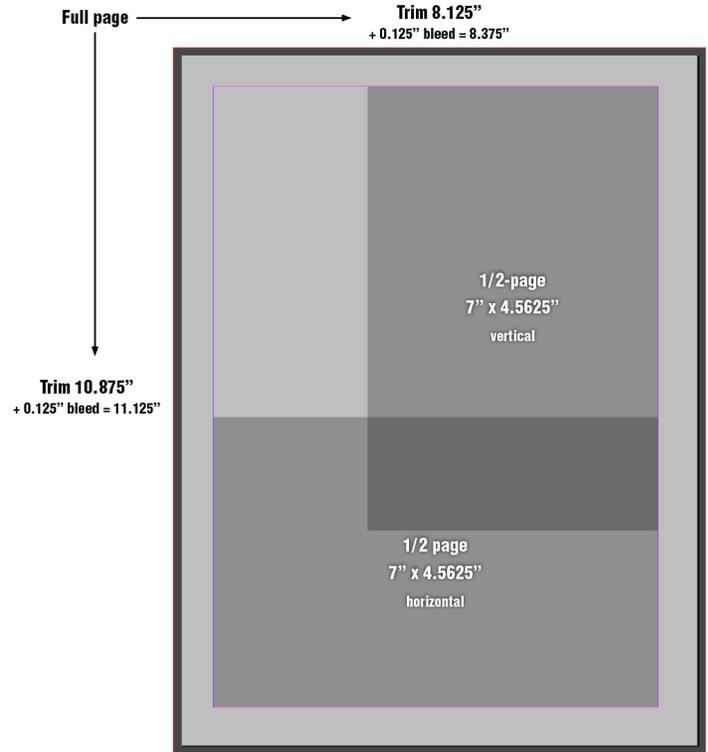
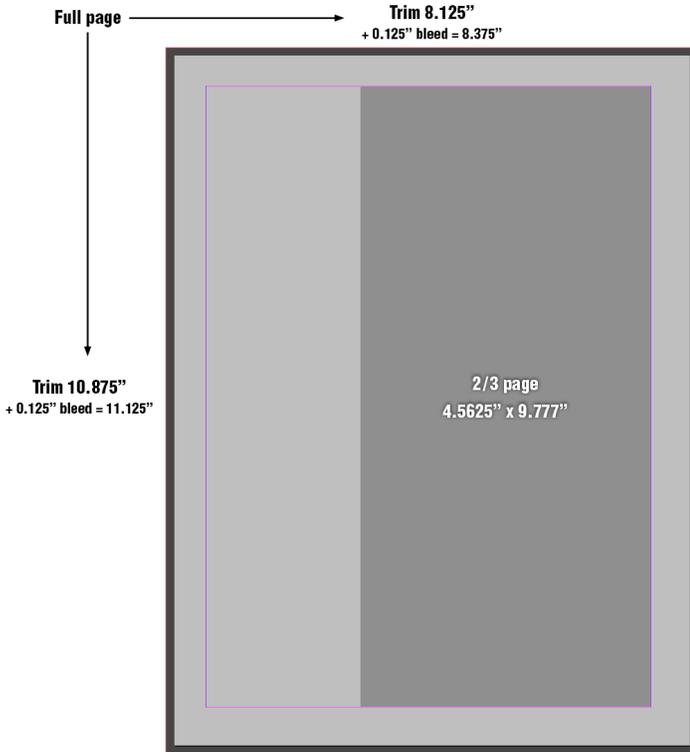
Binding: Saddle stitched (except Almanac).

Line screen: 175 lpi cover, 150 lpi body.

Ink density: 300 percent.

See Standard Rate and Data Service Print Media for details.

All ads must be accompanied by a SWOP standard color proof.



- Trim page size:** 8.125" x 10.875"
- Trim spread size:** 16.25" x 10.875"
- Bleed size:** 0.125" all around
- Page size with bleed:** 8.375" x 11.125"
- Spread size with bleed:** 16.5" x 11.125"
- Gutter bleed spread size:** 15.125" x 10"

- Maintain 3/8" safety from publication trim for live matter. Bleed insertions should be designed to run on either left or right pages. Position instructions are required for specified left or right pages, bleeds, and under-normal-size ads.



AFA.ORG

The Air Force Association website, AFA.org, is a valuable resource for our 97,000+ members providing professional development opportunities, event information, government relations and legislative updates, news and information about the Air Force and Airmen, and links to our programs including the Wounded Airman Program, CyberPatriot, StellarXplorers, and our think tank, The Mitchell Institute. Information on awards, scholarships, and grants can also be accessed on our website.

AFA.org is also used by military leaders across services, teachers, students, aerospace and defense industry representatives, the media, and the general public seeking to support AFA and our mission.

AFA.org receives a monthly average of 30,000 unique users with over 160,000 page views. Visitors to our website average four pages per session and typically spend over two minutes on the site. Moreover, 70 percent of monthly visitors are new to the website.

Advertising on AFA.org puts your company's products, services, and thought leadership in front of Air Force decision makers and the aerospace community as a whole.

Ads are run-of-site, appearing on more than 200 AFA.org pages. Two responsive ad locations are available on each page and no more than three ads will rotate in either position.

AFA.ORG RATES (DIGITAL)

Position (width x height in pixels)	1 month	3 months	6 months	12 months
Position 1 (525 x 438)	\$2,240	\$2,125	\$2,048	\$1,970
Position 2 (525 x 438)	2,000	1,913	1,844	1,773