BUSINESS AVIATION INSIDER

NBAA’s Magazine Readers Are the Industry’s Decision-Makers

*Business Aviation Insider* is the ideal advertising partner to help you reach a select group of business aviation leaders and purchasing decision-makers. NBAA’s award-winning bimonthly magazine is mailed in print to a targeted list of more than 24,000 subscribers and distributed to thousands more NBAA Members in digital and mobile app editions. It also has bonus distribution at major industry events like NBAA’s flagship Business Aviation Convention & Exhibition.

The readers of *Business Aviation Insider* are the same people who are attending NBAA’s annual convention – the industry professionals who make the decisions for their companies about which aircraft, equipment, services and tools they need to effectively and efficiently keep their executives, management teams and other passengers in the air and on the move. When you advertise with *Business Aviation Insider*, you reach business aviation professionals involved in all aspects of operations, including:

- Company owners, presidents, CEOs and other aviation executives
- Flight department managers and aviation directors
- Chief pilots and pilots
- Maintenance managers and technicians
- Schedulers and dispatchers

More than 75 percent of readers work for companies with at least one business aircraft; nearly 25 percent of reader flight departments have five or more aircraft.

For the best value, consider **NBAA’s Market Access Program**, which pairs *Business Aviation Insider* print, digital and mobile app offerings with a menu of other NBAA products to give your organization a high-value, low-cost way of keeping your name in front of the business aviation community all year long.

### AD RATES & MECHANICAL SPECS

<table>
<thead>
<tr>
<th>Ad Size/Position</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cover 2 and 4</td>
<td>$5,415</td>
<td>$4,775</td>
<td>$4,565</td>
</tr>
<tr>
<td>Cover 3</td>
<td>$5,095</td>
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</tr>
<tr>
<td>Full page</td>
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<td>$4,335</td>
<td>$4,105</td>
</tr>
<tr>
<td>2/3 page</td>
<td>$3,820</td>
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<td>$3,440</td>
</tr>
<tr>
<td>1/2 page</td>
<td>$2,840</td>
<td>$2,695</td>
<td>$2,555</td>
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<tr>
<td>1/3 page</td>
<td>$2,175</td>
<td>$2,070</td>
<td>$1,955</td>
</tr>
<tr>
<td>1/6 page</td>
<td>$1,340</td>
<td>$1,265</td>
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<tr>
<td>1/8 page</td>
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</tr>
<tr>
<td>Digital Leaderboard</td>
<td>$2,000</td>
<td></td>
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</tr>
<tr>
<td>Digital Skyscraper</td>
<td>$1,500</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*All rates are net. Print ads automatically carry over to the digital web and mobile app editions with hyperlinks, free of charge. For additional digital edition and mobile app positions, see the *Business Aviation Insider* media kit. Cover advertisers automatically receive a 240x400 run-of-site banner on the NBAA.org website for the issue period.

### CONTACTS

**Send inquiries and insertion orders to:**

Melissa Murphy  
(830) 608-9888  
mmurphy@idc.nbaa.org

Robert Silverstein  
(240) 498-9674  
rsilverstein@idc.nbaa.org

**Send artwork to:**

Amy Stalzer  
(202) 783-9261  
pub-ads@nbaa.org

**Copy and Contract Regulations**

Advertiser and/or advertiser’s agency assume all liability for message content, including representation and illustrations, and also assume responsibility for any claims arising therefrom made against NBAA. NBAA reserves the right to refuse any advertisement.

**Billing Terms and Refunds**

Advertisers will be billed after publication. Payment is due 30 days from receipt of invoice. NBAA will bill an advertising agency directly, only on the condition that the advertiser accepts dual responsibility for payment within 30 days of billing. In the case of prepayments, refunds will be given only for cancellations made prior to the insertion order deadline.
# BUSINESS AVIATION INSIDER

## 2015 Editorial Calendar

<table>
<thead>
<tr>
<th>Issue</th>
<th>Editorial Focus</th>
<th>Bonus Distribution</th>
<th>Orders Due</th>
<th>Artwork Due</th>
</tr>
</thead>
</table>
| Jan./Feb.   | **Industry Trends** – Industry leaders and experts comment on trends affecting business aviation in the coming year, including a regulatory and legislative outlook  
**Dispatch** – Spotlight on scheduling and dispatching issues | **NBAA Schedulers & Dispatchers Conference (SDC2015), San Jose, CA, Feb. 3–6**  
**NBAA Regional Forum, West Palm Beach, FL, Feb. 19**  
| March/April | **7th Annual Safety Issue** – Expert guidance and insider tips to promote safety within flight departments and among owner-flown operations  
**Quick Turns** – Spotlight on maintenance issues  
| May/June    | **International Issue** – Operational, regulatory and real-life information critical for anyone involved in business aircraft planning, operations and flying in the international arena  
**Dispatch** – Spotlight on scheduling and dispatching issues  
**Special Report** – Cabin technology connectivity | **NBAA Maintenance Management Conference (MMC2015), Portland, OR, May 5–7**  
**NBAA Regional Forum, Teterboro, NJ, June 25** | March 25, 2015 | April 1, 2015 |
| July/Aug.   | **Technology** – The latest information and trends on how aircraft operators are using technology in the cockpit, cabin, hangar and flight department office to improve the efficiency and effectiveness of their operations.  
| Sept./Oct.  | **Management Issue** – Focus on flight department administration, personnel issues, financial planning  
**Dispatch** – Spotlight on scheduling and dispatching issues  
**Navigator** – Tips on airspace issues, provided by NBAA Air Traffic Services  
**Special Report** – Aircraft acquisition planning and financing | **NBAA Regional Forum, St. Louis, MO, Sept. 17** | July 24, 2015 | July 31, 2015 |
| Nov./Dec.   | **Convention Issue**  

Editorial calendar subject to change. Contact your advertising sales representative for more information.
NBAA UPDATE

Reach Key Business Aviation Stakeholders Every Week

NBAA Update is business aviation’s “go-to” e-newsletter every week. Readers are the decision makers in flight departments and corner offices – the owners and operators of business aircraft ranging from jets and helicopters to turboprops and piston aircraft. Your premium leaderboard, skyscraper or banner ad positions can reach companies of all sizes that need products and services to enable their business aviation operations.

Advertising in NBAA Update will ensure you have maximum visibility for your message before your targeted industry audience. When you advertise with NBAA Update, you reach more than 25,000 professionals each week, including:

- Company owners, presidents and CEOs
- Chief pilots and pilots
- Maintenance managers and technicians
- Schedulers and dispatchers
- Flight attendants and technicians
- Safety officers and aviation attorneys

Published every Monday, NBAA Update’s editorial provides a synopsis of the latest operational, regulatory and legislative news for the business aviation community, as well as information about NBAA activities and upcoming events.

For the best value, consider NBAA’s Market Access Program, which pairs NBAA Update with a menu of other NBAA products, including Business Aviation Insider magazine and NBAA.org website ads, to give your organization a high-value, low-cost way of keeping your name in front of the business aviation community all year long.

AD RATES & MECHANICAL SPECS

Your company can choose from the following ad sizes and positions:

- **Leaderboard**: Premium 728x90-pixel ad appearing at the very top of each issue.
- **Skyscraper**: 240x400-pixel display ad appearing adjacent to the top news stories.
- **Vertical Banners**: 240x200-pixel positions appearing adjacent to the news, immediately following the skyscraper. (Two verticals can be combined into a second 240x400 skyscraper position, if desired.)
- **Horizontal Banner**: 468x60-pixel ads appear between issue sections, with top positions priced higher than lower positions (four per issue).

<table>
<thead>
<tr>
<th>Ad Size/Position</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>$5,000</td>
<td>$4,750</td>
<td>$4,510</td>
<td>$4,285</td>
</tr>
<tr>
<td>Skyscraper</td>
<td>$3,220</td>
<td>$3,060</td>
<td>$2,905</td>
<td>$2,760</td>
</tr>
<tr>
<td>Vertical Banner 1</td>
<td>$2,880</td>
<td>$2,735</td>
<td>$2,595</td>
<td>$2,465</td>
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<tr>
<td>Vertical Banner 2</td>
<td>$2,505</td>
<td>$2,380</td>
<td>$2,260</td>
<td>$2,150</td>
</tr>
<tr>
<td>Horizontal Banner 1</td>
<td>$2,145</td>
<td>$2,040</td>
<td>$1,935</td>
<td>$1,840</td>
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<tr>
<td>Horizontal Banner 2</td>
<td>$1,790</td>
<td>$1,700</td>
<td>$1,615</td>
<td>$1,535</td>
</tr>
</tbody>
</table>

File Requirements: Banner ads must be GIF or JPG format with 20K maximum file size. NBAA Update is unable to accept rich media ads (using Flash, Java, etc.) and discourages the use of animated GIFs, which do not display properly in all e-mail clients.

Publication Schedule and Deadlines: NBAA Update is published every Monday, including holidays. Insertion orders must be received by the 25th of the month prior to publication. Artwork and clicktag must be received by the Wednesday prior to initial publication. Failure to submit artwork in a timely manner may result in loss of space.

CONTACTS

Send inquiries and insertion orders to:
Melissa Murphy  Robert Silverstein
(830) 608-9888  (240) 498-9674
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NBAA.ORG

The Premier 24-Hour Resource for Business Aviation

NBAA.org is the most comprehensive online source of information for business aviation industry professionals. The award-winning website provides the most current news and information for all of NBAA’s 10,000 Member Companies – which range from operators of single-pilot airplanes to those that use jet aircraft to fly internationally, aircraft manufacturers, and aviation products and services suppliers – as well as the industry at large.

As the premier buyers of aviation products and services worldwide, NBAA.org visitors come to the site regularly for products and services information, as well as as news and resources about flight department administration, aircraft equipment and operations, professional development, advocacy and more.

NBAA.org delivers visitors who are highly engaged in the industry, including company CEOs, aviation department managers, chief pilots and other decision-makers. It attracts more than 100,000 users per month and 6 million page views annually.

For the best value, consider NBAA’s Market Access Program, which pairs NBAA.org advertising with a menu of other NBAA products, including Business Aviation Insider magazine and the NBAA Update e-newsletter, to give your organization a high-value, low-cost way of keeping your name in front of the business aviation community all year long.

AD RATES

NBAA.org advertisers have two banner ad position opportunities with guaranteed impression options. All ads appear in rotation on the home page plus all general pages of the site (events pages and Business Aviation Insider pages not included).

<table>
<thead>
<tr>
<th>Ad</th>
<th>Size in Pixels</th>
<th>Guaranteed Impressions</th>
<th>1x Rate</th>
<th>3x Rate</th>
<th>6x Rate</th>
<th>12x Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tier 1</td>
<td>240x400</td>
<td>40,000</td>
<td>$2,500</td>
<td>$2,350</td>
<td>$2,200</td>
<td>$2,070</td>
</tr>
<tr>
<td>Tier 2</td>
<td>240x400</td>
<td>20,000</td>
<td>$1,500</td>
<td>$1,410</td>
<td>$1,100</td>
<td>$1,040</td>
</tr>
</tbody>
</table>

Schedule and Deadlines: Send artwork to pub-ads@nbaa.org at least three business days prior to initial ad display date. Invoices are generated monthly. Failure to make timely payment on advertising fees will result in the loss of future reservations.

MECHANICAL SPECS

• 40 KB maximum file size.
• All display ads are 240x400 pixels.
• Accepted formats include JPG, GIF, Flash (SWF) and third-party ad tag. Note: Flash吸附 will not be displayed on iPads or iPhones.
• Flash Requirements: SWF file must be exported as Flash 10.1 or lower using ActionScript 2.0 or lower.
  • A backup GIF or JPG file must be submitted with all SWF files.
• Frames per second (FPS) may not exceed 31.
• 21 and 31 FPS may be preferable for cross-platform support.
• Ads may not expand or contain sound.
• SWF file must contain the following clicktag:
  on (release) {
    if (clickTAG.substr(0,5) == “http”) {
      getURL(clickTAG, “_blank”);
    }
  }

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NBAA FLIGHT PLAN

Podcast Sponsorship Expands Your Online Reach

New Opportunity for 2015! For the first time, NBAA invites companies to sponsor issues of NBAA Flight Plan, the Association’s regular podcast featuring business aviation news and information for people on the go.

To give sponsors maximum exposure, every podcast edition is published and promoted in several places:

- On the NBAA Flight Plan website at www.nbaa.org/flight-plan, with stories given high-visibility promotion on the NBAA.org home page and NBAA Twitter, Facebook and other social media sites during the week of publication
- In the same day’s issue of the NBAA Update e-newsletter, which mails to a targeted audience of more than 25,000 business aviation stakeholders every week
- On Apple’s iTunes site

As part of your sponsorship, your company’s name will be recognized at the beginning of the podcast, and your 30-second commercial will be placed midway through the edition. Editions will be published every Monday during 2015 except for the following dates:


For the best value, consider NBAA’s Market Access Program, which pairs NBAA Flight Plan with a menu of other NBAA products, including NBAA Update and NBAA.org display ads, to give your organization a high-value, low-cost way of keeping your name in front of the business aviation community all year long.

AD RATES

<table>
<thead>
<tr>
<th>Length of Commercial</th>
<th>Per Single Issue</th>
</tr>
</thead>
<tbody>
<tr>
<td>30-Second Spot</td>
<td>$500</td>
</tr>
</tbody>
</table>

Publication Schedule and Deadlines: NBAA Flight Plan is published every Monday, except for holidays and other dates noted above. Deadline for audio files/scripts is one week prior to initial publication date. Invoices are generated monthly. Failure to submit creative in a timely manner may result in loss of reservation.

MECHANICAL SPECS

- Option 1: Audio Provided – Sponsor must provide audio as either a 44100 kHz, 64 bit MP3 file (do not use audio compression) or a stereo .WAV file. Length up to 30 seconds (plus or minus 2 seconds).
- Option 2: Script Provided – Sponsor may provide a 30-second script to be read on-air by NBAA podcast host.

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E-NEWSLETTERS FOR NBAA SHOWS
Reach Tens of Thousands of Attendees in Advance of Key Shows

In support of its international exhibitions, NBAA produces a series of report newsletters to provide news and highlights for attendees in advance of its three biggest shows. In 2015, the NBAA events offering report newsletters are:

- **ABACE2015**, April 14 to 16, 2015, in Shanghai, China
- **EBACE2015**, May 19 to 21, 2015, in Geneva, Switzerland
- **NBAA2015**, Nov. 17 to 19, 2015, in Las Vegas, NV

For all three shows, each report issue is emailed to tens of thousands of registered attendees and non-registered prospects, with the flagship *NBAA Convention Report* mailing to more than 120,000 individuals per issue. Further, the *ABACE Report* is distributed in both English and Chinese to reach the maximum number of industry decision-makers in the fast-expanding Asian market.

Your sponsorship includes issues distributed on a biweekly basis leading up to the show week. The mailing dates in advance of each 2015 show are:

- **ABACE Report**: Feb. 11 and 25; March 11 and 25; and April 8 (five issues)
- **EBACE Report**: March 18; April 1, 15 and 29; and May 13 (five issues)
- **NBAA Convention Report**: Aug. 19; Sept. 2, 16 and 30; Oct. 14 and 28; and Nov. 11 (seven issues)

For the best value, consider **NBAA’s Market Access Program**, which can pair your e-newsletter placement with advertising in printed advance programs and show guides, as well as in show mobile apps and websites.

**MECHANICAL SPECS**

- Sponsor banner: 180 x 150 pixels, 40 KB maximum file size, GIF or JPG format. Animated banners (including Flash) will not be accepted. (NBAA reserves the right to add a second sponsor banner position.)
- Optional display ad: 240 x 400 pixels and all other specs same as above.

<table>
<thead>
<tr>
<th>ABACE Report (Chinese and English)</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sole Sponsor Banner (five issues)</td>
<td>$6,000</td>
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<tr>
<td>Optional Display Ad – ABACE2014 Run-of-Site</td>
<td>$1,000</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>EBACE Report (English only)</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sole Sponsor Banner (five issues)</td>
<td>$4,000</td>
</tr>
<tr>
<td>Optional Display Ad – EBACE2014 Run-of-Site</td>
<td>$1,000</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>NBAA Convention Report (English only)</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sole Sponsor Banner (seven issues)</td>
<td>$4,000</td>
</tr>
<tr>
<td>Optional Display Ad – NBAA2014 Run-of-Site</td>
<td>$1,000</td>
</tr>
</tbody>
</table>

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NBAA2015 SHOW DAILY E-NEWSLETTER

Convention Highlights Delivering Highly Engaged Readers

The NBAA Business Aviation Convention & Exhibition is the world’s largest and most important business aviation trade show. During each day of the convention, NBAA emails the show highlights to more than 120,000 highly engaged readers – both the registered attendees on-site and thousands of others in the industry who are interested in what’s happening at this industry-leading event.

Formerly known as the NBAA Update Daily Editions, the NBAA2015 Show Daily issues will be published on each of the three days of NBAA’s 2015 convention:

- Tuesday, Nov. 17, 2015
- Wednesday, Nov. 18, 2015
- Thursday, Nov. 19, 2015

Several high-visibility positions are available to display your company’s brand and marketing message to this audience of industry professionals playing a central role in the purchase process for their companies.

For the best value, consider NBAA’s Market Access Program, which can pair your NBAA2015 Show Daily placement with the regular editions of the weekly NBAA Update e-newsletter; the seven-issue NBAA Convention Report e-newsletter; the NBAA2015 Show Guide, website and mobile app; and more.

AD RATES & MECHANICAL SPECS

Your company can choose from the following ad sizes and positions:

- **Leaderboard**: Premium 728x90-pixel ad appearing at the very top of each issue (one available).
- **Skyscraper**: 240x400-pixel display ad appearing adjacent to the top news stories (two maximum).
- **Vertical Banner**: 240x200-pixel position adjacent to the news, immediately following the skyscraper positions (one available).
- **Horizontal Banner**: 468x60-pixel ad appearing in the main body section immediately under the top news stories (one available).

### Ad Size/Position

<table>
<thead>
<tr>
<th>Ad Size/Position</th>
<th>3-Issue Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard (728x90)</td>
<td>$3,750</td>
</tr>
<tr>
<td>Skyscraper (240x400)</td>
<td>$2,415</td>
</tr>
<tr>
<td>Vertical Banner (240x200)</td>
<td>$2,160</td>
</tr>
<tr>
<td>Horizontal Banner (468x60)</td>
<td>$1,610</td>
</tr>
</tbody>
</table>

**File Requirements**: Banner ads must be GIF or JPG format with 20K maximum file size. NBAA2015 Show Daily is unable to accept rich media ads (using Flash, Java, etc.) and discourages the use of animated GIFs, which do not display properly in all e-mail clients.

**Publication Schedule and Deadlines**: The NBAA2015 Show Daily e-newsletter is published each day of NBAA2015 (three issues total). Failure to submit artwork in a timely manner may result in loss of space.

CONTACTS

Send inquiries and insertion orders to:
Melissa Murphy
(830) 608-9888
mmurphy@idc.nbaa.org

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NBAA2015 SHOW GUIDE
Official Show Guide & Directory of Exhibiting Companies

Don’t miss this opportunity to communicate your company’s message to thousands of decision-makers who influence the business aviation purchasing process. The NBAA Show Guide & Directory of Exhibiting Companies is the only printed guide to the 2015 NBAA Business Aviation Convention & Exhibition (NBAA2015), the premier marketplace for business aviation products and services.

Distributed to convention attendees with their credentials, the NBAA2015 Show Guide includes pertinent information relative to exhibits, education sessions, social gatherings, bus schedules and other happenings at the world’s largest civil aviation trade show.

NBAA2015 Show Guide advertisers also have an exclusive opportunity to purchase large, prominent display ads that will rotate within the official show website. Each display ad will receive a guaranteed minimum of 15,000 impressions/views.

Ask about the NBAA2015 mobile app and e-newsletters! With support for iPad, iPhone and Android devices, the official NBAA2015 mobile app contains an exhibitor directory with booth locations and company descriptions, interactive exhibit floor plan and more. Offering premium ad positions, the NBAA Convention Report and NBAA2015 Show Daily e-newsletters provide convention highlights to tens of thousands of readers, both leading up to the show and during each of the three show days. Create an advertising package that works for you.

AD RATES
- Four-color cover position: $5,800
- Four-color tab page: $4,250
- Full-page, four-color, run of book: $3,025
- Full-page, black/white, run of book: $2,100
- Four-color belly band: $12,565
- Web display ad (on show site): $750

MECHANICAL SPECS
Full-page ad:
- Publication trim size: 4” x 9” (102 mm x 228 mm)
- Bleed page size: 4.25” x 9.25” (108 mm x 234 mm)
- Area for live matter: 3.5” x 8.5” (89 mm x 216 mm)

Tabbed divider page:
- Coated card stock trimmed to 4”x 9” with fold-out tab extension

- For print ads, allow .375” on all sides for bleed and keep live matter to within .375” from final trim. Artwork must be converted to CMYK with fonts embedded and supplied as press-quality (350 dpi) digital files. No PMS colors or spot varnish. PDFs preferred; JPG, EPS, TIF, INDD, QXD accepted. Color proofs must be supplied; printer is not responsible for matching color.
- Web display ads are 240x400 pixels, GIF or JPG format, 40K maximum file size. Ads may not feature sound or expand.

CONTACTS
Send inquiries and insertion orders to:
Melissa Murphy Robert Silverstein
(830) 608-9888 (240) 498-9674
mmurphy@idc.nbaa.org rsilverstein@idc.nbaa.org

Send artwork to:
Emily Nielsen
(202) 783-9366
enielson@nbaa.org

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EBACE2015 SHOW GUIDE

Official Show Guide & Directory of Exhibiting Companies

Jointly presented by the European Business Aviation Association and NBAA, the European Business Aviation Convention & Exhibition (EBACE2015) is the flagship event for the business aviation community in Europe. EBACE2015 will draw participants not only from Europe, but also from Africa, Asia, the Middle East and North America.

Share your company’s message with nearly 15,000 industry decision-makers from Europe by advertising in the EBACE2015 Show Guide & Directory of Exhibiting Companies, the only official on-site guide for this marketplace. Distributed to EBACE attendees with their credentials, the printed Show Guide includes pertinent information relative to exhibits, education sessions, social gatherings, shuttle bus schedules and other happenings.

EBACE2015 Show Guide advertisers also have an exclusive opportunity to purchase large, prominent display ads that will rotate within the official show website. Each EBACE display ad will receive a guaranteed minimum of 15,000 impressions/views.

Ask about the EBACE2015 mobile app and e-newsletter! With support for iPad, iPhone and Android devices, the official EBACE2015 mobile app contains an exhibitor directory with booth locations and company descriptions, interactive exhibit floor plan and more. The EBACE Report e-newsletter provides show highlights to tens of thousands of readers in the weeks leading up to the show.

AD RATES

- Four-color cover position: $3,900
- Four-color tab page: $3,700
- Full-page, four-color, run of book: $2,750
- Full-page, black/white, run of book: $1,900
- Four-color belly band: $8,500
- Web display ad (on show site): $750

MECHANICAL SPECS

Full-page ad:
- Publication trim size: 4” x 9”
  (102 mm x 228 mm)
- Bleed page size: 4.25” x 9.25”
  (108 mm x 234 mm)
- Area for live matter: 3.5” x 8.5”
  (89 mm x 216 mm)

Tabbed divider page:
- Coated card stock trimmed to 4”x9” with fold-out tab extension
- For print ads, allow .375” on all sides for bleed and keep live matter to within .375” from final trim. Artwork must be converted to CMYK with fonts embedded and supplied as press-quality (350 dpi) digital files. No PMS colors or spot varnish. PDFs preferred; JPG, EPS, TIF, INDD, QXD accepted. Color proofs must be supplied; printer is not responsible for matching color.
- Web display ads are 240x400 pixels, GIF or JPG format, 40K maximum file size. Ads may not feature sound or expand.

CONTACTS

Send inquiries and insertion orders to:
Melissa Murphy
(830) 608-9888
mmurphy@idc.nbaa.org
Send artwork to:
Emily Nielsen
(202) 783-9366
enielson@nbaa.org
Robert Silverstein
(240) 498-9674
rsilverstein@idc.nbaa.org

Copy and Contract Regulations
Advertiser and/or advertiser’s agency assume all liability for message content, including representation and illustrations, and also assume responsibility for any claims arising therefrom made against NBAA. NBAA reserves the right to refuse any advertisement.

Billing Terms and Refunds
Advertisers will be billed after publication. Payment is due 30 days from receipt of invoice. NBAA will bill an advertising agency directly, only on the condition that the advertiser accepts dual responsibility for payment within 30 days of billing. In the case of prepayments, refunds will be given only for cancellations made prior to the insertion order deadline.
ABACE2015 SHOW GUIDE
Official Show Guide & Directory of Exhibiting Companies

The Asian Business Aviation Conference & Exhibition (ABACE2015) is largest and most successful business aviation event in Asia and a catalyst for the industry in China and the broader region. Held in partnership with the Shanghai Airport Authority and jointly hosted by NBAA, the Asian Business Aviation Association and the Shanghai Exhibition Center, ABACE2015 will be located on Shanghai Hongqiao International Airport at the magnificent Shanghai Hawker Pacific Business Aviation Service Centre.

Distributed to ABACE attendees with their credentials, the printed ABACE2015 Show Guide & Directory of Exhibiting Companies includes pertinent information relative to exhibits, meetings, social gatherings, shuttle bus schedules and other events. The Show Guide is helpful in familiarizing visitors with the happenings at Asia’s most important business aviation event, and it is the only official on-site guide for this marketplace.

Ask about ABACE.aero display ads! In conjunction with ABACE2015 Show Guide print ads, advertisers have the exclusive opportunity to purchase high-visibility display ads that rotate throughout ABACE.aero, the official show site.

AD RATES

- Four-color cover position: $3,500
- Full-page, four-color: $2,200
- Full-page, black/white: $1,500
- Half-page, four-color: $1,300
- Half-page, black/white: $1,050
- Web display ad (on show site): $750
- Ask for details about belly band or tab positions

MECHANICAL SPECS

Full-page ad:
- Publication trim size: 5” x 8”
  (127 mm x 203 mm)
- Bleed page size: 5.25” x 8.25”
  (133 mm x 209.5 mm)
- Area for live matter: 4.5” x 7.5”
  (114 mm x 190.5 mm)

Half-page horizontal ad:
- Publication trim size: 5” x 4”
- Bleed page size: 5.25” x 4.25”
- For print ads, allow .125” on all sides for bleed and keep live matter to within .25” from final trim. No PMS colors or spot varnish. Artwork supplied as press-quality digital files. PDFs preferred; JPG, EPS, TIF, INDD accepted.
- Web display ads are 240x400 pixels, GIF or JPG format, 40K maximum file size. Ads may not feature sound or expand.

CONTACTS

Send inquiries and insertion orders to:
Melissa Murphy  Robert Silverstein
(830) 608-9888   (240) 498-9674
mmurphy@idc.nbaa.org rsilverstein@idc.nbaa.org

Send artwork to:
Emily Nielson
(202) 783-9366
enielson@nbaa.org

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Billing Terms and Refunds
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Enhancing the Schedulers & Dispatchers Conference Experience

Exhibitors can enhance their visibility at the NBAA Schedulers & Dispatchers Conference (SDC2015) by placing an ad in the one “must have” conference tool that every attendee and exhibitor receives and uses – the NBAA Conference Program and Directory. This 170-page reference is the attendee’s guide to everything at the conference, from a complete conference agenda and exhibit hall layout to a buyer’s guide and complete listing of all exhibitors. The Conference Program will make an excellent addition to your company’s marketing communications plan.

Your message in this publication will be seen all year, as it becomes an essential desk reference that attendees and exhibitors will access year round to contact product and service suppliers for flight departments from around the world.

Ask about the SDC2015 mobile app! With support for iPad, iPhone and Android devices, the official SDC2015 mobile app will contain a digital exhibitor directory with booth locations, company descriptions, and product and service categories, as well as an interactive exhibit floor plan, education session schedule, RSS and Twitter feeds, and more.

AD RATES
- Cover position: $3,500
- Full-page, four-color ad: $2,200
- Full-page, black-and-white ad: $1,500
- Half-page, four-color ad: $1,300
- Half-page, black-and-white ad: $1,050
- Web display ad (on conference site): $350
- Special Positions: Ask for details about fold-out, belly band or tab positions

MECHANICAL SPECS
Full-page ad:
- Publication trim size: 5” x 8” (127 mm x 203 mm)
- Bleed page size: 5.25” x 8.25” (133 mm x 209.5 mm)
- Area for live matter: 4.5” x 7.5” (114 mm x 190.5 mm)

Half-page horizontal ad:
- Publication trim size: 5” x 4”
- Bleed page size: 5.25” x 4.25”
- For print ads, allow .125” on all sides for bleed and keep live matter to within .25” from final trim. No PMS colors or spot varnish. Artwork supplied as press-quality digital files. PDFs preferred; JGP, EPS, TIF, INDD accepted.
- Web display ads are 240x400 pixels, GIF or JGP format, 40K maximum file size. Ads may not feature sound or expand.

KEY DATES
- insertion orders Nov. 14, 2014
- artwork Nov. 22, 2014
- conference Feb. 3–6, 2015
- San Jose, CA

CONTACTS
Send inquiries and insertion orders to:
Melissa Murphy Robert Silverstein
(830) 608-9888 (240) 498-9674
mmurphy@idc.nbaa.org rsilverstein@idc.nbaa.org

Send artwork to:
Dina Green
(202) 783-9357
dgreen@nbaa.org

Copy and Contract Regulations
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