

Florida *aviation* b u s i n e s s



media kit



Advantages in Advertising

Florida Aviation Business is the official industry publication of those professionals involved in the aviation trades and services industry.

Reach an audience of more than 6,000 readers that can influence or make the purchasing decision on aviation fuel, maintenance equipment, specialized training and much more...

Enjoy quality access to a rapidly growing market – **already #2 in the nation** – that represents more than 2 billion dollars in annual purchasing power within the aviation service industry.

Reinforce your brand message to the decision makers who manage airports, airport-based facilities and corporate flight facilities.

Strengthen your business relationship with the readers of **Florida Aviation Business**, a key information source for the Florida aviation service community.

Readership Profile

Our readers depend upon **Florida Aviation Business** for the latest in-depth news and information affecting the aviation trades and services industry within Florida. Our magazine will be distributed to more than 3,500 professionals and organizations, representing all facets of the aviation trades industry, including air charter & air taxi companies, fixed base operators, aviation maintenance & service facilities, community airports, flight schools and key government agencies. Our readers are an integral part of the purchasing decisions representing the following positions:

Chief Executive Officers

Operation Managers

Presidents

Maintenance & Safety Managers

CFOs & Purchasing Officers

Senior Pilots

Facility Directors & Managers

Chief Flight Instructors

About Florida Aviation Trades Association

Since 1946 the Florida Aviation Trades Association has been actively promoting and protecting the rights, interests and development of Florida's aviation industry. Through active membership participation, FATA has strengthened and fostered the growth of Florida's valuable aviation industry by promoting the continued growth of community airports; advocating with State and Federal Governments on regulation that impacts the aviation industry; and serving as an effective business resource for members.

Editorial Calendar

Florida Aviation Business tracks industry trends, presenting new ideas and programs and monitoring changes in laws so readers are kept up to date. Vital issues regarding fuel & line services, facility management, aircraft maintenance, specialized training, airline service and much more will be presented between the covers.

Summer/Fall 2007

Advertising Deadline:

July 6, 2007

Publication Date:

August 24, 2007

FEATURES

Legislators Who Fly
How To Use Wbsites to
Your Advantage

IN THE SPOTLIGHT

Profile of FATA Member Airport:
Tallahassee

AVIATION LOGBOOK

Hall of Fame Inductees &
2007 Meeting Review
Scholorship Winner

Winter 2007/2008

Advertising Deadline:

September 2007

Publication Date:

November 2007

FEATURES

TBA

IN THE SPOTLIGHT

Profile of FATA Member Airport

AVIATION LOGBOOK

TBA

Spring 2008

Advertising Deadline:

February 22, 2008

Publication Date:

April 2008

FEATURES

TBA

IN THE SPOTLIGHT

Profile of FATA Member Airport

AVIATION LOGBOOK

TBA

In every edition...

"Inside Talk" will include the President's Message, a Legislative & Regulatory Update and a Political Update with FATAPAC Information.

"In the Spotlight" will provide useful information on FATA Membership as well as profile a FATA Member Airport.

"Aviation Logbook" will cover different topics within the industry in addition to updating readers regularly on Environmental News and the Next Generation Air Transportation System (NGATS).

Advertising Rates

Black/White

Size	1x	2x (or more)
Full Page	\$1,099.50	\$ 999.50
2/3 Page	\$ 899.50	\$ 829.50
1/2 (Island)	\$ 799.50	\$ 739.50
1/2 Page	\$ 699.50	\$ 669.50
1/3 Page	\$ 499.50	\$ 479.50
1/4 Page	\$ 429.50	\$ 409.50
1/6 Page	\$ 349.50	\$ 319.50
1/8 Page	\$ 289.50	\$ 279.50

Cover and Premium Positions

Size	1x	2x (or more)
Double Page Spread	\$1,899.50	\$1,809.50
Inside Front Cover	\$1,499.50	\$1,389.50
Inside Back Cover	\$1,399.50	\$1,299.50
Outside Back Cover	\$1,599.50	\$1,479.50

Guaranteed Position: 15% extra

Color Rates

One Process Color	\$300.00
Matched Color (CMYK)	\$400.00
Four Color	\$600.00

50% Color Discount for 1/2 page & smaller

Member Discount

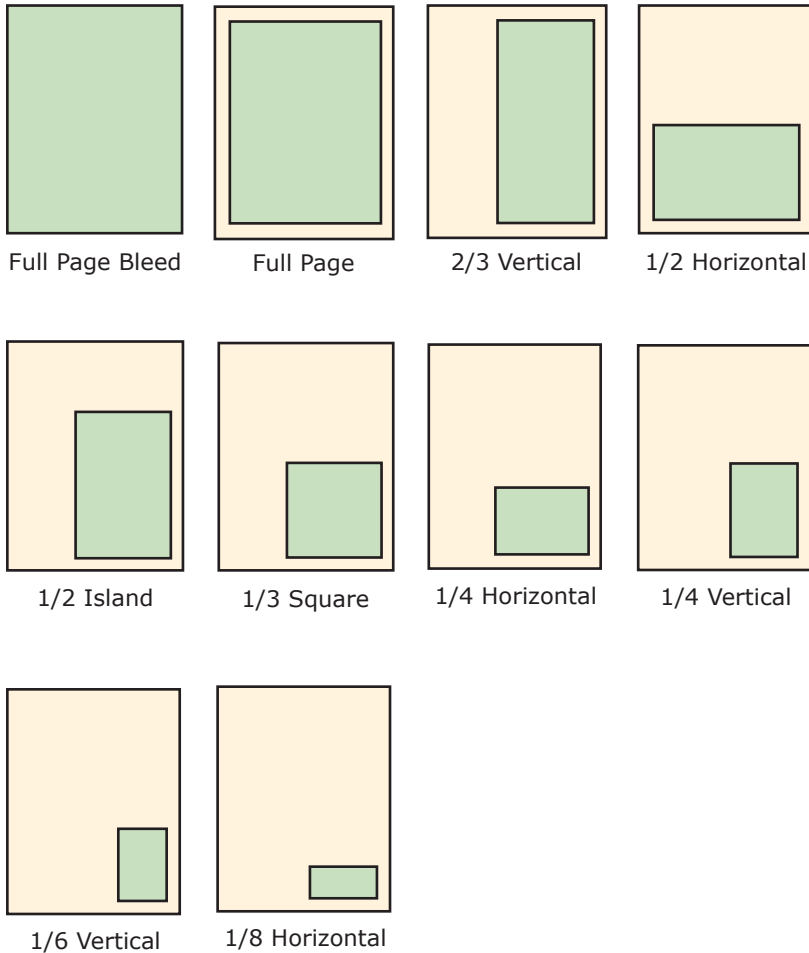
5% Discount to FATA Members

Advertising Agencies: please add 15%

Advertising Inserts: rates on request



Mechanical Requirements



Advertising Sizes

AD SIZE	WIDTH	DEPTH
DPS Bleed	17"	11.125"
DPS	15.417"	9.5"
Full Page Bleed	8.625"	11.125"
Full Page	7"	9.5"
2/3 Vertical	4.583"	9.5"
1/2 Horizontal	7"	4.583"
1/2 Vertical (Island)	4.583"	7"
1/3 Page Square	4.583"	4.583"
1/4 Horizontal	4.583"	3.333"
1/4 Vertical	3.33"	4.583"
1/6 Vertical	2.167"	4.583"
1/8 Horizontal	3.333"	2.167"

Production Specifications

Digital Files: Preferred formats are Indesign 2.0, Adobe Illustrator or PDF, provided all fonts are embedded, all color is converted to CMYK. Image files must be 300 DPI. Please include a laser copy for reference, as well as all image files and fonts used in document. All color files must be accompanied by color proofs or separated laser proofs. Publisher assumes no responsibility for accuracy where no proof is provided. Files larger than 10MB must be uploaded to our ftp site. Please contact your Sales Representative for instructions on uploading files.

Mechanical Requirements

size in inches	Width	Depth
Trim Size	8.375" x	10.875"
Bleed Size	8.625" x	11.125"



Contact Information:

Trevilynn Blakeslee Tel: 877-234-1863 Ext 6701
e-mail: trevilynn@mediaedgepublishing.com

Published by MediaEdge Publishing for the Florida Aviation Trades Association