

Avionics

— INTERNATIONAL —

PULSE OF AVIATION
TECHNOLOGY

20
20



MEDIA KIT

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The Access Intelligence Network

Avionics International is part of Access Intelligence. Under this umbrella, *Avionics International* has access to the database for all these unique brands!



DEFENSE DAILY

CUSTOM SERVICES & SOLUTIONS

We understand our audience's pain points, information needs, and industry challenges. Let us build content for you that will engage and inform our audience.

CUSTOM SERVICES:

- Writing Services
- Design
- Video
- Custom Events
- Research & Surveys



Solutions by Goal

CREATING CUSTOMIZED SOLUTIONS TAILORED TO YOUR INDIVIDUAL GOALS:

Deliver measureable audiences to build brand awareness, generate sales leads, and establish thought leadership both online and at in-person events.

LOOK FOR THESE ICONS THROUGHOUT THE MEDIA KIT TO SHOW YOU WHICH TOOLS OFFER THESE SOLUTIONS!



BRAND AWARENESS:

- Native Advertising
- Digital Display and High Impact Advertising
- Social Media Campaigns
- Sponsored Videos
- Trade Show Video Interview Sponsorships
- Trade Show Print Advertising
- E-Letter Advertising



LEAD GENERATION:

- Content Syndication
- Content Creation
- Industry Reports
- Behavioral Targeting by Audience or Content Topic
- Lead Nurture Campaigns
- Partner Content Programs
- Turn-Key Lead Generating Webinars
- Dedicated Emails



THOUGHT LEADERSHIP:

- Content Creation Programs
- Industry Reports
- Executive Summaries
- Trade Show Video Interview Sponsorships
- Video Insights Program
- Turn-Key Lead Generating Webinars
- Virtual Round Table Events
- In-Person Events



LIVE EVENTS:

- Global Connected Aircraft Summit
- Trade Show Round Table Events
- Trade Show Educational Seminars

Audience Breakdown

Reach Top Aviation Professionals

Avionics International is the leading aerospace publication for analyzing the evolution of avionics technologies, embedded computing, data analytics and EFBs among other disruptive technologies and concepts occurring across the global aviation electronics industry. *Avionics International* keeps readers up-to-date on critical developments within the aircraft electronics industry around the globe.



269,000+
Total Audience



21,220
Print/Digital
Subscribers



81,508
Website Traffic
Users/Month



32,500
Avionics International
Report E-Letter



122,000
Twitter
Followers

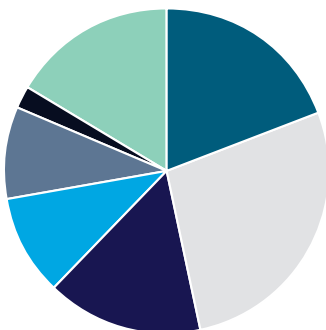


2,270
Linkedin
Group Members



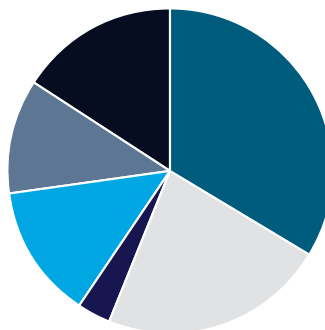
10,000
Facebook
Followers

BUSINESS & INDUSTRY



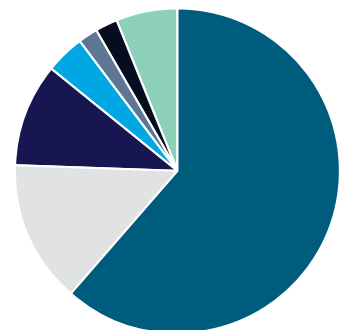
- 19% Military/Government
- 27% OEM, Prime Contractors/ System Integrators
- 15% Airline Operators
- 10% Helicopter Owners/ Operators, Users
- 9% Dealers
- 2% Air Traffic Control
- 18% Other

JOB FUNCTION



- 30% Corporate Management & Operations
- 20% Avionics Engineering
- 13% Rotor Engineering
- 12% Avionics Project/Maintenance Management
- 10% Pilots/Chief Pilots
- 15% Other

GEOGRAPHY



- 61% North America
- 14% Asia
- 10% Europe
- 4% South America
- 2% Middle East
- 2% Oceania
- 7% Other International

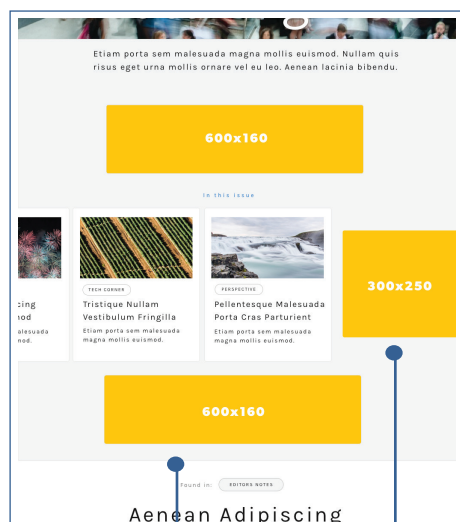
2020 Editorial Calendar

DECEMBER / JANUARY 2020					
ISSUE THEME: THE EMBEDDED ISSUE					
FEATURES	• SOSA's Impact on Future Military Aircraft Systems • Embedded Avionics: Security in Focus • New Approaches to Cooling Embedded Avionics • What's Trending: Artificial Intelligence for UAVs • Expanding Capabilities in Avionics Connectors	EVENTS	Embedded Tech Trends Embedded World		
		AD CLOSE	12/13/19	MATERIALS DUE	12/30/19
SPECIAL ISSUES/ REPORTS	HeliExpo Show Day Issue VFS eVTOL Symposium Show Report e-letter	AD CLOSE	12/13/19	MATERIALS DUE	1/2/20
FEBRUARY / MARCH 2020					
ISSUE THEME: THE AEROSPACE/TECHNOLOGY ISSUE					
FEATURES	• Asia Pacific Airliner Upgrade Programs • Cockpit Vision Systems • Test Equipment for Next Generation Avionics • Military Avionics Upgrade Programs • What's Trending: Avionics CTO Roundtable	EVENTS	Aerospace Technology Week Singapore Air Show AEA		
		AD CLOSE	1/3/20	MATERIALS DUE	1/14/20
APRIL / MAY 2020					
ISSUE THEME: THE AVIONICS MANDATES ISSUE					
FEATURES	• GADSS 2021: The Latest • Aircraft Data Link Regulation • Europe's Business Aviation Industry Progress on ADS-B • What's Trending: Asia Pacific Mandates and ATM Upgrades • ARINC Standards: Advancing Avionics Form, Fit and Function	EVENTS	AEEC EBACE ICNS		
		AD CLOSE	3/10/20	MATERIALS DUE	3/23/20
SPECIAL ISSUES/ REPORTS	VFS Annual Forum Show Report e-letter				
JUNE / JULY 2020					
ISSUE THEME: THE CONNECTED AIRCRAFT ISSUE					
FEATURES	• Predictive Maintenance: Real Operational Examples • Disruptive Connected Cabin IFEC Technologies • Connected Aircraft: Wire and Cable Enablement • Integrating EFBs Further into Connected Cockpits • What's Trending: Digitally Designing Connected Airplanes	EVENTS	Global Connected Aircraft Summit Farnborough Airline Passenger Experience EXPO EFB Users Forum		
		AD CLOSE	4/24/20	MATERIALS DUE	5/4/20
AUGUST / SEPTEMBER 2020					
ISSUE THEME: THE ARTIFICIAL INTELLIGENCE & MACHINE LEARNING ISSUE					
FEATURES	• Developing Regulation for AI in Avionics • Machine Learning: Status in Aircraft Systems Today • AI for Air Taxi Avionics? • AI in Aircraft Data Analytics Programs • What's Trending: Embedded AI for Military Aircraft Systems	EVENTS	Air Force Association Air, Space and Cyber Digital Avionics Systems Conference (DASC)		
		AD CLOSE	7/7/20	MATERIALS DUE	7/16/20
SPECIAL ISSUES/ REPORTS	APEX Show Day Issue	AD CLOSE	9/11/20	MATERIALS DUE	9/21/20
OCTOBER / NOVEMBER 2020					
ISSUE THEME: THE BUSINESS AVIATION ISSUE					
FEATURES	• Connected Business Jets: In-flight Troubleshooting • Business Jet Operators: Navigating Avionics Mandates • MROs Talk Business Case for Legacy BizJet Operators • What's Trending: In-flight Apps for Business & GA Pilots • The Status of Business Jet Health Monitoring	EVENTS	NBAA 2020		
		AD CLOSE	8/31/20	MATERIALS DUE	9/8/20

Editorial Note: Topics may change due to trends in the global industry, along with readership and advisory board feedback. Subscribers receive updates about editorial calendar via email.

Digital Magazine Ad Space

DIGITAL EDITION AD SIZES: Emailed to 21,000 inboxes 6 times per year



**PREMIUM
BANNER**

Equivalent to
Cover 2 in Mag

**TABLE OF
CONTENTS
SPACE**



MEDIUM

LARGE

SMALL



JUMBO

DIGITAL EDITION *All rates are net

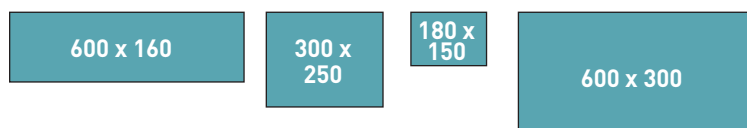
Width x Depth in Pixels	Print issue Equivalent	1x	3x	6x
970 x 600	Full page ad	\$6,000	\$5,500	\$5,000
600 x 300	1/2 page ad	\$4,500	\$4,000	\$3,500
300 x 250	1/3 page ad	\$3,500	\$3,000	\$2,000
180 x 150	1/4 page ad	\$3,000	\$2,500	\$2,000
Premium postions				
Above TOC 600 x 160	Cover 4	\$7,500	\$7,000	\$6,500
Under TOC 600 x 160	Cover 2	\$7,000	\$6,500	\$6,000
Within TOC 300 x 250		\$6,000	\$5,500	\$5,000

Mechanical Requirements

Questions regarding specs?
ATTN: Tony Campana,
Avionics,
Phone: +1-301-354-1689
Email: tcampana@accessintel.com
Access Intelligence, LLC,
9211 Corporate Boulevard,
4th Floor
Rockville, MD 20850

FILE FORMATS

- SWF, GIF or JPG file under 1 MB in size
- Supply URL the ad will link to
- Do not embed the click-through URL in the SWF file. Send the URL separately.



Width x Depth in Pixels	Print issue Equivalent	Mobile Ad Sizes
970 x 600 px	full page ad	320 x 600 px
600 x 300 px	1/2 page ad	320 x 480 px
300 x 250 px	1/3 page ad	
180 x 150 px	1/4 page ad	
Above TOC 600 x 160 px	cover 4	320 x 160 px
Under TOC 600 x 160 px	cover 2	320 x 160 px
Within TOC 300 x 250 px		

*Submit company logo for ad index ad jpg or eps. jpg must be at least 500px wide for logo

Content Syndication for Lead Generation

INTEGRATED MARKETING PLAN INCLUDED IN ALL PROGRAMS

YOUR CONTENT IN FRONT OF QUALIFIED AND ENGAGED AUDIENCE OF AVIATION/AEROSPACE INDUSTRY PROFESSIONALS.

DEDICATED REGISTRATION PAGE

- ▶ First and last name
- ▶ Title and company
- ▶ Address, city, state, zip
- ▶ Phone and Email
- ▶ Title and worksite demographics

LEAD DELIVERY

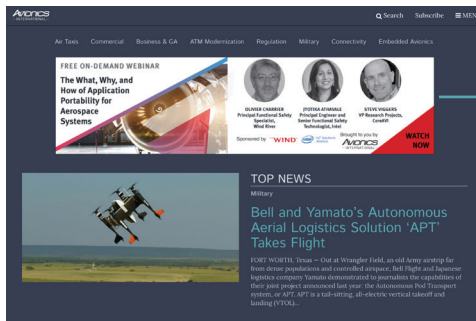
- ▶ Leads include full details from dedicated registration page
- ▶ Additional filtering will incur fees. Contact your area sales manager for filter fees.
- ▶ Standard programs run for 90 days.
- ▶ Avionics International reserves the right to reject content after a contract is signed. Content must be educational in nature.

Content Creation Services

- ▶ Our editorial team will create your custom content based on the message you want to deliver, topic of content and challenges you want to address.
- ▶ Production team will include covers, graphics, images, charts based on customized program.



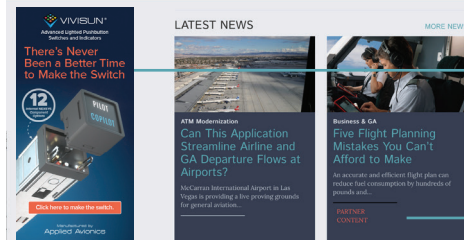
Website And Native Advertising



Billboard: 970x250 160 CPM

81,000 AVERAGE WEBSITE USERS

*Google Analytics, Aug. 2018 - Aug. 2019



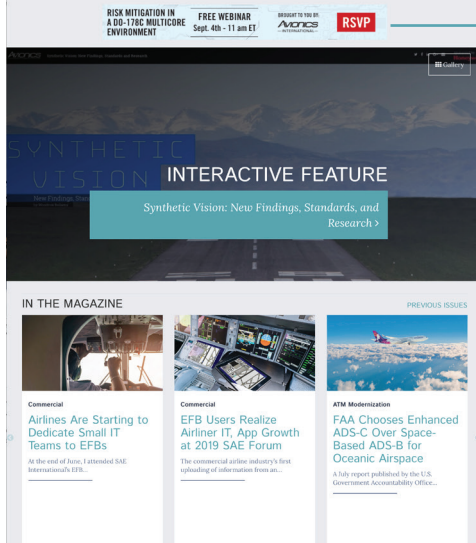
Half Banner: 300x600 160 CPM

NATIVE AD HOME PAGE EXPOSURE

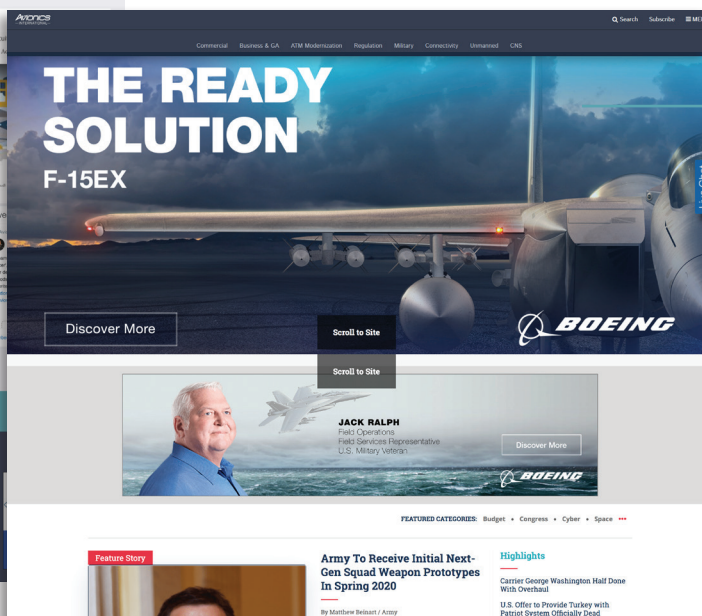
WHAT IS NATIVE ADVERTISING?

Native advertising is a form of paid media where the ad experience follows the natural form and function of the user experience in which it is placed.

Drive Thought Leadership and Awareness via Home Page or Topic Page



Lower Rail: 728x90 140 CPM



Fluid Banner: 1920x(921-929)

\$3,000 flat fee for every 2,500 impressions



Trade Show Marketing

EXPONENTIALLY EXPAND YOUR MARKET PRESENCE PRE-SHOW,
DURING SHOW AND POST-SHOW SURROUNDING TRADE SHOWS/EVENTS

IF THESE ARE YOUR GOALS FOR TRADE SHOWS, WE CAN HELP!

- More face-to-face time with attendees
- Promote new & innovative products
- Generate more qualified leads

PROMOTE YOUR COMPANY AT:

ABACE	AMC/AEEC
AEA	APEX
Aircraft Interiors	EBACE
Global Connected Aircraft Summit	NBAA

SOLUTIONS

We have created custom technology solutions to help maximize your presence at your industry events pre-show, during the show, and post-show

VIDEO INTERVIEW SPONSORSHIP

- One-on-one sponsored video interviews at event along with a professional interviewer to conduct the interviews.
- You provide 4-5 questions for the professional interviewer that will help you convey your message to our qualified audience.
- Video interviews will be promoted via post-event newsletter.

You will receive:

- Edited video file to re-use for your other sales/marketing initiatives.
 - Hosted on Avionics and Rotor & Wing for 1 year
- Only 6 Interview Sponsorships Available. First Come First Serve*



E-VITE DEDICATED EMAIL

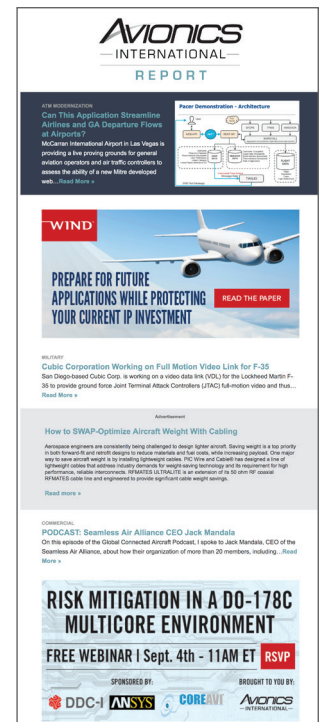
- Invite attendees to stop by your booth and help drive appointments with a targeted email pre-show, or follow up on big announcements with post-show e-blasts





The industry's most trusted daily source for the latest in global aviation electronics news. The Avionics editorial team compiles the most important stories our audience needs to be aware of in this e-letter and deploys first thing in the morning. Position your message in this e-letter to reach our audience of 32,500 aerospace professionals as they catch up on the latest news!

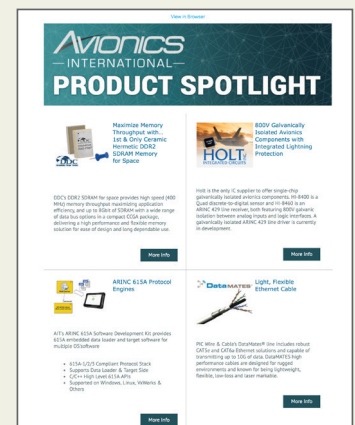
CIRCULATION: 32,500
DELIVERED: 3X PER WEEK (MONDAY, WEDNESDAY, FRIDAY)



AVIONICS PRODUCT SPOTLIGHT

Solely dedicated to your product announcements. This lead-generating tool is delivered to 32,500+ qualified Avionics International readers and gives you the perfect opportunity to highlight your company's latest products and technologies.

Upon delivery, you will be provided with a full report detailing the audience engagement with e-letter, including full contact information.



CUSTOM EMAIL BLAST

We've made it easy to get your message and brand in front of Avionics's opt-in and qualified readership. Simply create your message, put it in an HTML template and send it to our production team. Your email deployment will come directly from Avionics International, tying your organization's message with a credible, independent and respected information source in the industry. We offer custom email blast opportunities to fit your needs and budget.



The Skyport

The world of urban air mobility is moving fast. Over a billion dollars of investment has pumped into the space and more than 150 vehicle designs are in various stages of testing, with many companies publicly committed to going operational by as early as 2023.

A number of challenges must be solved between now and the dawn of the "air taxi future," such as: How will air taxis integrate into the airspace without disrupting existing traffic flows? How will regulatory agencies respond to the need for quick, safe paths to certification...and autonomous flight? What vehicle designs will prove most effective? And finally, will UAM providers be able to find a profitable business model before investment dries up?

In *Avionics International's* newest e-letter, *The Skyport*, we'll discuss these topics, blending news and analysis with scoops and interviews from across the industry. Our first few issues have been sent directly to members of our audience who requested more information on this evolving topic. Make sure your marketing message is heard by our highly engaged audience.

WHO'S READING THE SKYPORT:

- Airbus
- BAE
- Bell
- Collins
- Embraer
- FAA
- Garmin
- GE Aviation
- Honeywell
- Leonardo
- NASA
- Northrop Grumman
- Sikorsky
- Thales
- Uber

Highly Engaged Readership

48% Average Open Rates

7.6% Average Click Thru Rate

27% C-Suite, Owner, Founder, Chairman, VP, Director Level

SPONSORSHIP PACKAGE:

- With *The Skyport's* native advertising model, your message will be integrated with our editorial content.
- Native advertising includes one image (600 x 400 px recommended), 50 words of text and URL link provided by sponsor
- Copywriting assistance of sponsor content is available if requested

Package Cost: \$2,500 per ad unit

The Skyport brought to you by Avionics International

Switzerland's U-Space, Autopilot AI & More

Before we jump into it, some news: Unfortunately, former writer Nick Zazula is no longer with Avionics. We thank him for his in-depth coverage of this space and wish him the best moving forward.

My name is Brian Garrett-Glasser, and I will be serving as your new Skyport Editor. I look forward to digging into UAM to pull out the best nuggets of interest every two weeks.

Please feel free to get in touch. I look forward to meeting and speaking with many of you in the coming weeks and months.

What would you like to see more coverage of? What perspective is missing? Shoot me an email or reply to this one.

Also, a thought bubble: Amtrak announced plans to launch nonstop Acela trains between Washington, D.C. and New York. The route will only save 15 minutes versus an Acela that stops along the way, yet Amtrak sees a business case and is already considering launching more nonstops. Illustrates the value to be captured by this industry...

Are your coworkers signed up for The Skyport? Why not? Send them this link to join the mobility revolution.

As always, safe vertical flying.

Brian Garrett-Glasser
Skyport Editor
@bgarrettglasser

Switzerland Connects Drone Operators to ATM Nationwide

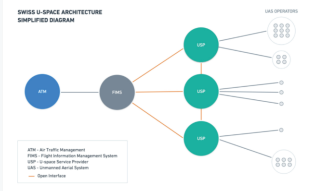


Photo: AirMap

Swiss Post's difficulties haven't stopped the country from leading the way on unmanned traffic management.

Switzerland has deployed a nationwide flight information management system (FIMS) for drones, in partnership with air navigation service provider Skyguide and airspace intelligence provider AirMap.

- What is it: The FIMS is a cloud-based data exchange hub that connects unmanned service providers — such as apps that allow drone operators to plan flights — with Skyguide's air traffic management system.
- Air traffic controllers can view UAS flight plans and flight activity in their airspace and manage authorization requests via UTM dashboards that draw from the FIMS, integrating unmanned operations into low-altitude airspace.
- Drone operators can receive airspace information, directives and real-time traffic via any unmanned service provider linking with the FIMS.

Currently, only two ATC locations — Lugano and Geneva — are plugged in and can provide flight authorizations to drone operators. "The goal is to be fully operational by early 2020 by integrating all other air traffic control locations nationwide," AirMap told me.

How this builds toward UAM. From Ben Marcus, co-founder and chairman of AirMap: "Like what is happening right now in Switzerland, UAM will require a complete, real-time view of low-altitude airspace and digital coordination among operators, authorities, and other manned and unmanned aircraft. As each new UTM capability is deployed, we are incrementally unlocking capabilities necessary for UAM."

Read the full story.

SPONSORED BY COMMERCIAL UAV EXPO

North America's Leading Commercial UAV Conference and Trade Show



Commercial UAV Expo Americas is North America's leading trade show and conference focusing on the integration and operation of commercial UAS, with over 3,000 attendees from 50 nations. Skyport readers can use the code 'SAVE100CB' for a \$100 conference discount.

Learn more about this year's event, taking place from Oct. 28-30 in Las Vegas.

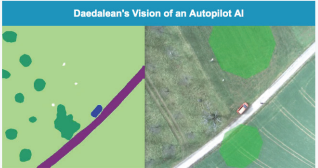


Photo: Daedalean

Heavily Swiss-centric newsletter today.

Zürich, Switzerland-based startup Daedalean (duh-DAY-lay-in) has raised \$12 million to fund the development of the aviation industry's first autopilot system to feature an advanced form of artificial intelligence.


Flight tests with German eVTOL manufacturer Volocopter (among others) demonstrated environmental perception capabilities for visual navigation and collision detection in landing and en-route scenarios, using three high-def cameras mounted on the nose of the aircraft.

Co-founder Luuk van Dijk, a software engineer alumnus of Google and SpaceX, says he believes future air taxis will need to be capable of not just autonomously maintaining a certain vector and speed level in airspace, but actually replicating a human pilot's level of decision-making and situational awareness.

Daedalean has partnered with EASA to propose a new form of design assurance for the artificial intelligence components of its system, with the goal of eventually achieving Design Assurance Level (DAL) A.

The startup's next goal is to release a DAL-C version — a lower level of safety critical certification for avionics than DAL-A — of its autopilot system by 2021, while continuing work on an eventual DAL-A version.

Read more on Daedalean's development of a neural network for air taxi avionics.




Data Bus Testing Update

F-35C to Use eCASS for Avionics Testing

The U.S. Navy's F-35C Lightning II Joint Strike Fighter (JSF) aircraft carrier variant will use Lockheed Martin's electronic Consolidated Automated Support Systems (eCASS) for avionics testing when it starts...

[Read More »](#)




Advertise with us

Avionics Communications Security: Security, Reliability, Latency and Bandwidth are Key
As the aviation industry enhances its connectivity capabilities for passengers, maintaining secure links is more important than ever for the in-flight passenger communicating with friends or managing e-commerce transactions. Aviation communications security has moved from the position of seldom-discussed to that of critical importance.
[Read more about SmartSky Networks' in-flight connectivity security solution.](#)

New Three-In-One Tool Helps Engineers Conquer 1553 Testing

Abaco Systems has unveiled a new hardware and software bundle capable of performing the type of MIL-8153 data bus visualization, analysis and recording that normally requires three different data bus-testing...

[Read More »](#)



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Catch up on the latest issue.
Synthetic vision can be a valuable tool for even new pilots to improve their ability to recover from engine failures and other hazardous in-flight situations.
[Subscribe to the magazine.](#)

Industry News

Reducing NFF and Addressing Cybersecurity in Avionics Bus Testing


Today's avionics testers are addressing the needs of complex boxes and architectures, but challenges remain in areas such as cyber protection, fiber optics, productivity, versatility, size and no-fault-found (NFFs).
Cyber...

[Read More »](#)

How Data Bus Testing is Meeting Fiber Optics Avionics Challenges

The U.S. military's gradual move from copper- to fiber-optic-based avionics communications in areas such as radar and electronic warfare poses challenges. One problem is that components such as optical transceivers,...

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YOU SELECT TOPIC!

ALL EDITORIAL ALIGNED
WITH TOPIC

**100% SOV
(SHARE OF VOICE)**

2- 300 X 250 DISPLAY ADS
2- TEXT ADS



SHOWCASE YOUR END-TO-END SOLUTION WITH A ONE-HOUR WEBINAR!

ESTABLISH THOUGHT LEADERSHIP:

Avionics International will create a 4 week integrated marketing campaign promoting your webinar to our audience of over 45,000 aerospace professionals. Campaign will include print ads, banners on website/e-letters, and weekly email efforts, along with post-webinar editorial coverage. Sponsors can provide marketing media to the following issue as well.

DRIVE LEAD GENERATION:

Each webinar registrant's full contact information is then added to a list and provided to the sponsoring company – a fresh group of sales prospects interested in your solution!

UTILIZE A LEAD NURTURE PROGRAM TO MAXIMIZE YOUR LEADS

This one month program will establish you as thought leaders on your specific end-to-end solution while driving qualified leads.



Interactive Features

Avionics International Interactive Digital Features offer an enhanced reading experience, complete with striking images and an innovative new 'endless scroll' format.

Establish your company as a thought leader on a particular subject with our Marquee product, a dazzling piece of content created by our editorial staff with your company logo, image and banner within the article.

Your article will be featured on the Avionics website via home page and promoted for a month via email and social media channels.

There are two platforms to choose from where you can sponsor an upcoming Avionics article, or we can take your content and rep it into our Interactive Feature format.

Marquee is our standard interactive feature which includes company logo, image and banner within the article.

Cascade is a more customized version allowing flexibility and input for design images, video, etc.

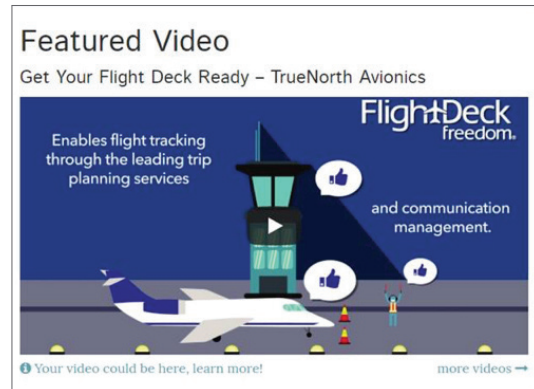
Talking about it does not do the Avionics Interactive Feature justice, click the link below to see for yourself –

[HTTP://INTERACTIVE.AVIONICSTODAY.COM/](http://interactive.avionicstoday.com/)

Insight Video Program

Do you have a great video that is a must-see for potential and current customers? Are you looking for an effective distribution outlet for that video that you worked so hard on? Well, we have just the program for you! The Avionics Insight Video Program takes your content and leverages our reach in the industry to give you a positive return on your video investment.

The Avionics Insight Video Program places your video in front of the global Avionics market through a variety of methods including weekly and monthly promotion in Avionics's e-newsletters.



- How-to Videos
- Training
- Company Profiles
- Product Demonstrations
- New Product Launch

Recommended video length: 2-3 minutes

SILVER PACKAGE

- ▶ Video hosted on home page of our site in Avionics Insight Video section for one month
- ▶ Video hosted on Avionics Insight Video landing page on our site for one year
- ▶ SEO benefits of video being featured on Avionicstoday.com
- ▶ Dedicated exclusive landing page for video
- ▶ Promotion of social media channels – Facebook, Twitter and LinkedIn for two weeks

GOLD PACKAGE

- ▶ Video hosted on home page in Avionics Insight Video section for one month
- ▶ Video hosted on Avionics Insight Video landing page for one year
- ▶ SEO benefits of video being featured on Avionicstoday.com
- ▶ Dedicated exclusive landing page for video
- ▶ Promotion of social media channels – Facebook, Twitter and LinkedIn for three weeks

PLATINUM PACKAGE

- ▶ Targeted exclusive e-mail blast to 5,000 emails promoting video
- ▶ Dedicated exclusive landing page for video
- ▶ Video hosted on home page of our site in Avionics Insight Video section for one month
- ▶ Video hosted on Avionics Insight Video landing page on our site for one year
- ▶ Promotion on Avionics social media channels—Facebook, Twitter and LinkedIn
- ▶ SEO benefits of video being featured on Avionicstoday.com
- ▶ Promotion of social media channels – Facebook, Twitter and LinkedIn for four weeks

Ad Specifications

ADVERTISING SPECIFICATIONS

FILE FORMATS

- PDF high resolution/Press or Print Optimized (300 dpi minimum)
- TIFF high resolution (300 dpi minimum)

GUIDELINES

- Set up documents to final size for output (For bleed ads, files should be set up for the bleed size of the magazine with crop marks set at the trim size. For non-bleed ads, set the file and crop marks to the actual ad size)
- If using Adobe Illustrator to create ad, save as a PostScript file then run through Acrobat Distiller 5.0/1.4 to create PDF that ensures proper conversion of transparencies or layered graphics
- Do not compress linked graphics files when preparing final PDF or TIFF
- All files must be converted to CMYK (not RGB or include any Spot Colors)
- All photos and art must be a minimum 300 dpi resolution—don't include low res images in hi-res PDFs or TIFFs
- Trapping must be completed prior to creating final files: 0.20 pt. value and overprint black
- Send materials thru email or FTP upload— contact Production Manager for instructions

DIGITAL EDITION AD SIZES

Width x Depth in Pixels	Print issue Equivalent	Mobile Ad Sizes
970 x 600 px	full page ad	320 x 600 px
600 x 300 px	1/2 page ad	320 x 480 px
300 x 250 px	1/3 page ad	
180 x 150 px	1/4 page ad	
Above TOC 600 x 160 px	cover 4	320 x 160 px
Under TOC 600 x 160 px	cover 2	320 x 160 px
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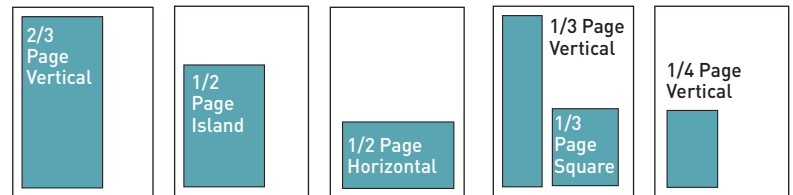
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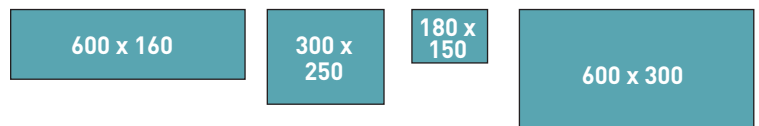
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