

AeroSafetyWORLD The Journal of Flight Safety Foundation



E-mail or fax completed form to the Emerald Media sales team:
 Cheryl Goldsby, cheryl@emeraldmediaus.com
 or Kelly Murphy, kelly@emeraldmediaus.com
 fax: +1 703.649.3532

Company Name _____ Contact _____

Billing Address _____

City _____ State/Province _____

Country _____ ZIP/Postal Code _____

Telephone _____ Fax _____ E-mail _____

ASW 2012 PRINT Media

PRINT Advertising											
Position	February	March	April	May	June	July	August	September	October	November	December/January
Full Page											
Half Page (horz.)											
Half Page (vert.)											
2-Page Spread											
Back Cover											
Inside Front Cover											
Inside Back Cover											
Comments/ Requests:										Total US\$ _____	

ASW 2012 E-MEDIA

e-Newsletter Advertising											
Position	February	March	April	May	June	July	August	September	October	November	December/January
Vertical Banner											
Button 1											
Button 2											
Web Site Advertising											
Skyscraper											
Poster Board											
Comments/ Requests:										Total US\$ _____	

Terms and Conditions

All contents of advertisements are subject to the Publisher's approval. The Publisher reserves the right to reject or cancel any advertisement if the Publisher deems it to be unacceptable for any reason. The term "advertiser" includes any advertiser's advertising agency. All advertisements must be clearly identifiable as such. If the Publisher decides any advertisement creates the illusion of editorial matter, the Publisher reserves the right to decline such advertisement and/or to place the word "Advertisement" in it. The advertiser's sole remedy for the failure to print any advertisement or the appearance of any errors in the advertisement not in the submitted version will be the right to place a "make-good" advertisement. The Publisher will not be liable for any delays affecting the timing or cancellation of any advertisement scheduled to be published in the event of an act of God, action by any governmental entity, fire, flood, accidents, insurrection, act of terrorism or war, embargo, legal or illegal strikes, labor or materials shortages, transportation interruption of any kind, work slowdown, or any other condition beyond the control of the Publisher affecting production or delivery in any manner.

Signature _____ Date _____

Acceptable Formats for PRINT Ads

AeroSafety World is printed direct-to-plate. Digital files are required.
Film will not be accepted.

- Press-ready PDF
- InDesign CS3 or later (include all imported files and fonts)
- Adobe Illustrator (version CS5.5 or earlier), turn fonts to outlines, save as .ai (version 8 or later)
- Encapsulated PostScript (.eps) file, turn fonts to outlines

Imported or Embedded Images:

Minimum resolution required is 300 ppi for full-color or grayscale artwork at actual size and 1200 ppi for bitmap (black & white line art) at actual size. Images from Web sites are NOT acceptable.

Color: Convert all colors to CMYK.

Send PRINT materials to:

Ann Mullikin, art director and designer
E-mail: mullikin@flightsafety.org
Tel: +1 703.739.6700, ext. 120

Acceptable Formats for E-MEDIA Ads

72 dpi JPEG or GIF, exact size as indicated

Color: Convert all colors to RGB.

Send E-MEDIA materials to:

Karen Ehrlich, web master and production coordinator
E-mail: ehrllich@flightsafety.org
Tel: +1 703.739.6700, ext. 117

FTP: Information will be provided upon request.

A PDF of the *ASW Media Guide* is available on our Web site at flightsafety.org/files/asw_media_guide_2012.pdf

Please contact the Emerald Media sales team for more information.

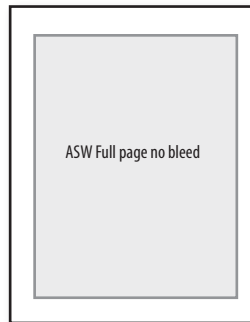
Cheryl Goldsby
cheryl@emeraldmediaus.com
tel: +1 703 737 6753

Kelly Murphy
kelly@emeraldmediaus.com
tel: +1 703 716 0503

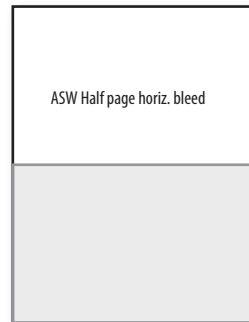
Ad Sizes (For specifications, refer to our 2012 Media guide at flightsafety.org/files/asw_media_guide_2012.pdf)



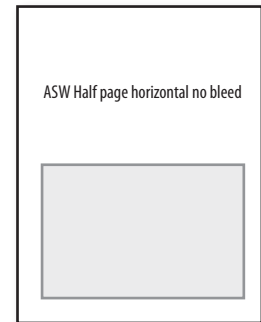
ASW Full page bleed



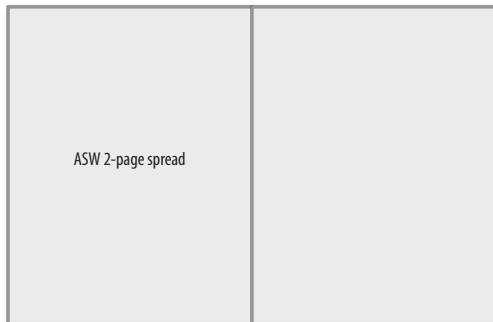
ASW Full page no bleed



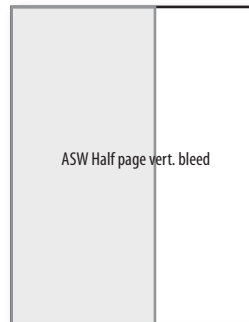
ASW Half page horiz. bleed



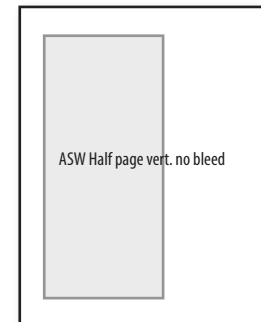
ASW Half page horizontal no bleed



ASW 2-page spread



ASW Half page vert. bleed



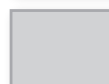
ASW Half page vert. no bleed



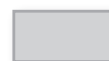
Web site
Skyscraper
160 x 600 pixels



Web site
Poster board
330 x 250 pixels



e-Newsletter
Button 1
120 x 90 pixels



e-Newsletter
Button 2
120 x 60 pixels



e-Newsletter
Vertical banner
120 x 240 pixels



801 N. Fairfax Street, Suite 400
Alexandria, VA 22314-1774 USA
+1 703.739.6700
+1 703.739.6708 fax
flightsafety.org