

2012 LINE-UP AND CLOSING DATES

AeroSafetyWORLD The Journal of Flight Safety Foundation

FEB 2012

Close: Dec. 22, 2011 Materials due: Jan. 6, 2012



Safety Year in Review Equipping for SESAR Helicopter Operations

Event Distribution:

FSF European Aviation Safety Seminar (EASS), Dublin
23rd Women in Aviation International Conference, Dallas
Hell-Expo 2012, Dallas

MAR 2012

Close: Jan. 26, 2012 Materials due: Feb. 7, 2012



Maintenance Operations (Human Factors)

Event Distribution: MRO-Americas, Dallas

APR 2012

Close: Feb. 23, 2012 Materials due: Mar. 5, 2012



Business Aviation Flight Operations Airport Safety

Event Distribution:

FSF Corporate Aviation Safety Seminar (CASS)
San Antonio
AAAE Annual Conference and Exposition, Phoenix
RRSS, Bali

MAY 2012

Close: Mar. 26, 2012 Materials due: Apr. 6, 2012



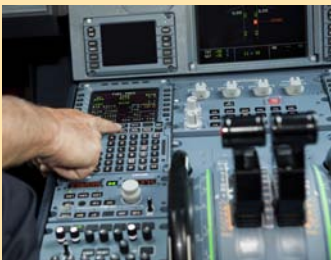
Electronic Flight Bag (EFB) Update EFB Data Security

Event Distribution:

Regional Airline Association Annual Convention,
Minneapolis
European Business Aviation Convention & Exhibition
(EBACE), Geneva, Switzerland

JUN 2012

Close: Apr. 27, 2012 Materials due: May 9, 2012



Safety Data Management

Event Distribution:

Farnborough International Airshow
Farnborough, England
Airports Conference of the Americas Costa Rica

JUL 2012

Close: May 25, 2012 Materials due: Jun. 7, 2012



Runway Safety Runway Excursion Prevention Technology

Event Distribution:

ALPA 58th Air Safety Forum, Washington, DC
ISASI, Baltimore, MD

AUG 2012

Close: Jun. 25, 2012 Materials due: Jul. 9, 2012



Training

Event Distribution:

ACI-NA/World Conference and Exhibition, Calgary, Canada
FlightGlobal Flight Safety Conference, London
ERA General Assembly, Dublin, Ireland
World Food Program Humanitarian Aviation
Conference, Jordan

SEP 2012

Close: Jul. 27, 2012 Materials due: Aug. 8, 2012



Outsourced Flight Planning

Event Distribution:

MRO Europe, Amsterdam, Netherlands
NBAA 65th Annual Meeting and Convention Orlando, FL
FSF International Air Safety Seminar (IASS), Santiago, Chile

OCT 2012

Close: Aug. 24, 2012 Materials due: Sep. 6, 2012



Winter Operations

Event Distribution:

ICAO 12th Air Nav Conference, Montreal, Canada
NBAA 65th Annual Meeting and Convention, Orlando, FL

NOV 2012

Close: Sep. 27, 2012 Materials due: Oct. 8, 2012



Personnel/Crew Selection Criteria

Event Distribution:

FAA International Safety Conference, Washington, DC

DEC/JAN 2013

Close: Oct. 26, 2012 Materials due: Nov. 7, 2012



System Software Updating

FLIGHT
SAFETY
FOUNDATION

2012
MEDIA GUIDE

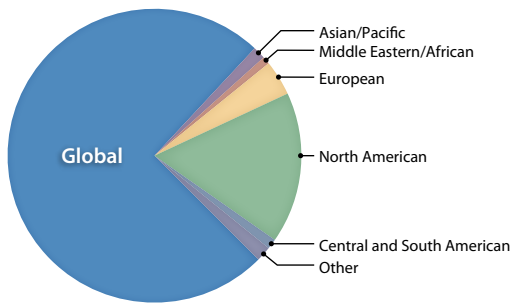
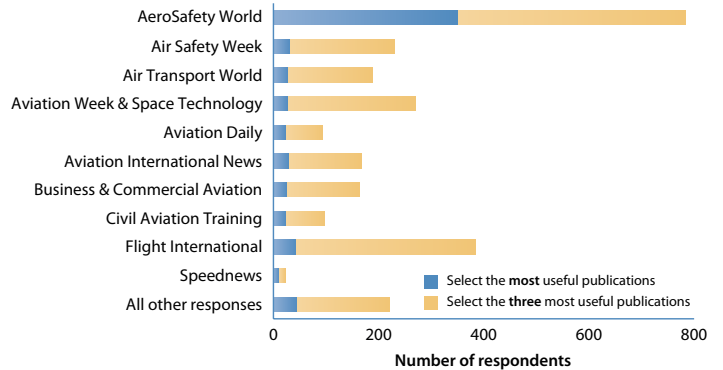
Show your company's support of aviation safety.

Advertise in *AeroSafety World*, read by industry stakeholders and decision makers around the world.

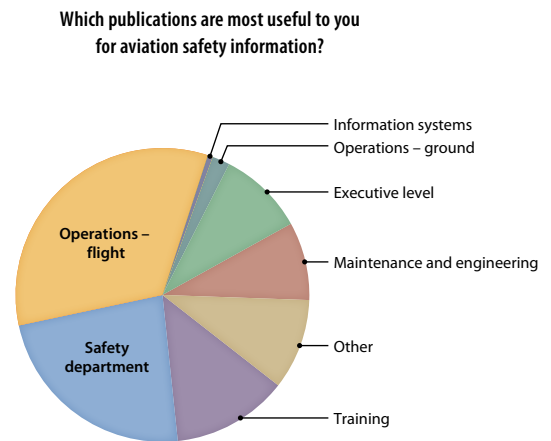
ASW readership survey results (of nearly 1,000 respondents in August 2011) underline the magazine's vital role as a valuable reference and information source for safety-related topics. Here are some highlights:

- After viewing an advertisement, 24% of readers visit the advertiser's Web site.
- The majority of readers spend at least one hour reading every issue.
- More than half of readers rank *ASW* as the most useful publication for aviation safety information compared with other industry trade publications.
- Some 62% save *ASW* for personal reference; 22% file it in a central location or library; and 28% route it to others in their company.

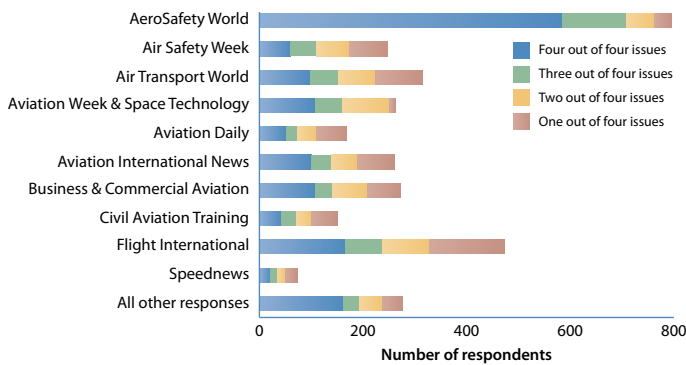
Safety is the number one priority for major and regional airlines, corporate and charter operators, training and maintenance facilities, as well as support and suppliers. With its global reach, *ASW* enables advertisers to get their message about their products or services to decision makers in virtually every segment of the aviation industry.



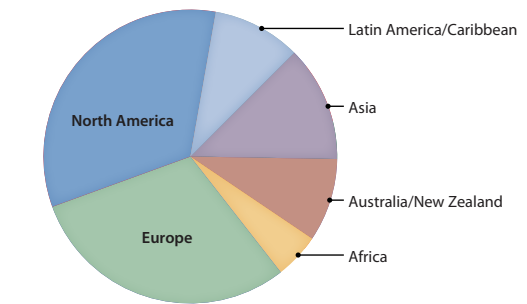
Which perspective best describes *AeroSafety World's* editorial coverage?



Who reads *AeroSafety World*?



How many of the four most recent issues of each publication have you read or looked through?



Where are *AeroSafety World* readers' companies located?

Support the mission of Flight Safety Foundation and other safety-minded companies around the globe by advertising in *AeroSafety World* magazine.

Flight Safety Foundation is an independent, non-profit, international organization engaged in credible research, auditing, education, advocacy and publishing to improve aviation safety. Established in 1947, the Foundation's mission is to pursue the continuous improvement of global aviation safety and the prevention of accidents. The Foundation is an official observer of the UN's International Civil Aviation Organization.

Visit our Web site: flightsafety.org | Follow FSF on Twitter @flightsafety | Find us on Facebook /flightsafetyfoundation

Flight Safety Foundation partners with the United Nations World Food Programme (WFP) to assist with improving the safety levels of their humanitarian flight operations. WFP is the world's largest humanitarian agency fighting hunger worldwide. Each year, on average, WFP feeds more than 90 million people in more than 70 countries.



"Quite simply, AeroSafety World is in a class by itself as the leading truly independent industry publication on aviation safety. This is why JetBlue has provided copies to front-line crewmembers who operate and support our operation every flight, every day."

— Dave Barger, CEO, JetBlue Airways

ASW Advertising Opportunities for PRINT Media

ASW 2012 PRINT Advertising Rates (per issue)

Position	1x		2–3x		4–7x		8–12x	
	FSF Member	FSF Non-Member	FSF Member	FSF Non-Member	FSF Member	FSF Non-Member	FSF Member	FSF Non-Member
Full Page	\$2,415	\$2,980	\$2,295	\$2,830	\$2,065	\$2,545	\$1,960	\$2,420
Half Page	\$1,810	\$2,310	\$1,720	\$2,195	\$1,550	\$1,975	\$1,470	\$1,875
2-Page Spread	\$5,250	\$7,350	\$4,990	\$6,980	\$4,490	\$6,280	\$4,265	\$5,970
Special Positions								
Back Cover	\$4,410	\$5,510	\$4,190	\$5,235	\$3,770	\$4,710	\$3,580	\$4,475
Inside Front Cover	\$3,300	\$4,410	\$3,135	\$4,190	\$2,820	\$3,770	\$2,880	\$3,580
Inside Back Cover	\$2,625	\$3,300	\$2,590	\$3,135	\$2,245	\$2,820	\$2,130	\$2,680

All rates are in net U.S. dollars. Agencies must add appropriate commission.

PRINT Size Specifications

Dimensions	Non-Bleed				Bleed				Trims to			
	Inches		Millimeters		Inches		Millimeters		Inches		Millimeters	
	Width	Height	Width	Height	Width	Height	Width	Height	Width	Height	Width	Height
2-Page Spread	15.77	9.125	400.6	231.8	17.25	11.25	438.2	285.8	17	11	431.8	279.4
Cover or Full Page	7.035	9.125	178.7	231.8	8.75	11.25	223.3	285.8	8.5	11	215.9	279.4
Half Page (horizontal)	7.035	4.563	178.7	115.9	8.75	5.62	223.3	142.9	8.5	5.5	215.9	139.7
Half Page (vertical)	4.14	9.125	105.2	231.8	4.88	11.25	124.0	285.8	4.76	11	120.8	279.4

Note: Page trim size: 8.5 in x 11 in (215.9 mm x 279.4 mm). Bleed allowance: 0.125 in (3.2 mm) on each side. Safety area for bleeds: 0.25 in (6.4 mm) inside trim. Gutter safety: 0.35 in (8.9 mm).

"Flight Safety Foundation's Web site is considered an extremely or very important source of aviation safety news by 65.4% of AeroSafety World magazine readers."

— ASW reader survey of nearly 1,000 responses in August 2011

ASW Advertising Opportunities for E-MEDIA

ASW 2012 e-Newsletter Advertising Rates (per month)

Position	1x		2–3x		4–7x		8–12x	
	FSF Member	FSF Non-Member	FSF Member	FSF Non-member	FSF Member	FSF Non-Member	FSF Member	FSF Non-Member
Vertical Banner (120 x 240 pixels)	\$1,575	\$1,800	\$1,495	\$1,710	\$1,345	\$1,540	\$1,275	\$1,465
Button 1 (120 x 90 pixels)	\$1,050	\$1,275	\$1,000	\$1,150	\$945	\$1,010	\$895	\$935
Button 2 (120 x 60 pixels)	\$525	\$700	\$475	\$660	\$445	\$590	\$410	\$555

All rates are in net U.S. dollars. Agencies must add appropriate commission. No advertising will be displayed on the Flight Safety Foundation home page.

ASW 2012 Web Site Advertising Rates (per month)

Position	1x		2–3x		4–7x		8–12x	
	FSF Member	FSF Non-member	FSF Member	FSF Non-Member	FSF Member	FSF Non-Member	FSF Member	FSF Non-Member
Skyscraper (160 x 600 pixels)	\$1,050	\$1,275	\$1,000	\$1,150	\$945	\$1,010	\$895	\$935
Poster Board (330 x 250 pixels)	\$790	\$875	\$740	\$835	\$710	\$765	\$675	\$730

All rates are in net U.S. dollars. Agencies must add appropriate commission. No advertising will be displayed on the Flight Safety Foundation home page.

"A valuable resource. FSF is a good advocate for aviation safety in all areas."

— Aki Tuominen, director, quality & safety, Blue1 Oy, Vantaa, Finland

"I look forward to receiving the AeroSafety World magazine to get the latest updates on aviation globally."

— Frank Baetens, safety manager, TUI Airlines Belgium

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

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.

Please contact the Emerald Media sales team for more information.

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tel: +1 703 737 6753

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

Additional Flight Safety Foundation Opportunities

For information on becoming a Flight Safety Foundation member, contact Ahlam Wahdan, membership services coordinator, wahdan@flightsafety.org

To subscribe to *AeroSafety World* magazine go to flightsafety.org

For information on seminar sponsorship and exhibitor opportunities at Flight Safety Foundation seminars, contact Kelcey Mitchell, director of events and seminars, mitchell@flightsafety.org

To ensure continued progress in aviation safety donate to Flight Safety Foundation to help fund a full range of programs and operations. Contact Susan Lausch, senior director of membership and business development, lausch@flightsafety.org

Save the dates for Flight Safety Foundation's 2012 Seminars

EASS 24th annual European Aviation Safety Seminar
February 29-March 1, 2012
The Burlington Hotel, Dublin, Ireland

CASS 57th annual Corporate Aviation Safety Seminar
April 18-19, 2012
Grand Hyatt San Antonio, San Antonio, TX

IASS 65th annual International Air Safety Seminar
Santiago, Chile
Dates and location tentative

Acceptable Formats for E-MEDIA Ads

72 dpi JPEG or GIF, exact size as indicated

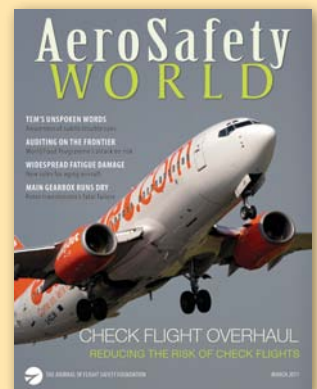
Color: Convert all colors to RGB.

Send E-MEDIA materials to:

Karen Ehrlich, webmaster 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



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FOUNDATION**

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