

AeroSafetyWORLD The Journal of Flight Safety Foundation

FEB 2013

Close: Dec. 21, 2012 Materials due: Jan. 7, 2013



Helicopter Safety

Event Distribution:
24th Annual Women in Aviation International Conference, Nashville
Heli-Expo 2013, Las Vegas
9th annual CHC Safety & Quality Summit, Vancouver, BC, Canada

MAR 2013

Close: Jan. 18, 2013 Materials due: Jan. 25, 2013



FOQA for EMS

Event Distribution:
RAeS, London
FAA 38th Annual Forecast Conference, Washington, DC
WATS 2013, Orlando
FSF 58th Business Aviation Safety Seminar (BASS), Montreal, Canada
CAPA Airlines in Transition CEO Meeting, Abu Dhabi

APR 2013

Close: Feb. 15, 2013 Materials due: Feb. 22, 2013



Voluntary Reporting Systems

Event Distribution:
MRO Americas 2013, Atlanta, Georgia
ASPA/ICAO annual seminar, Mexico City
38th RAA Convention, Montreal, Canada
ALTA CGMA Annual Meeting, Panama

MAY 2013

Close: Mar. 15, 2013 Materials due: Mar. 22, 2013



UAVs/Remotely Piloted Vehicles

Event Distribution:
EBACE, Geneva, Switzerland
69th annual IATA General Assembly Meeting and World Air Transport Summit (WATS), Cape Town, South Africa
Paris Air Show, Le Bourget, France

JUN 2013

Close: Apr. 17, 2013 Materials due: Apr. 24, 2013



Multi-Crew Pilot License

Event Distribution:
4th Pan American Aviation Safety Summit, San Jose, Costa Rica
Paris Air Show, Le Bourget, France

JUL 2013

Close: May 17, 2013 Materials due: May. 24, 2013

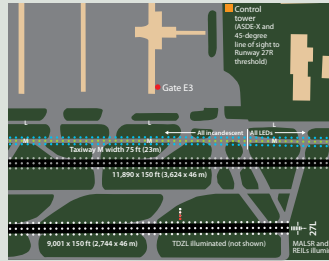


Safety Implication of NextGen

Event Distribution:
ALPA 58th Air Safety Forum, Washington, DC

AUG 2013

Close: Jun. 17, 2013 Materials due: Jun. 24, 2013



Airport/Runway Safety

Event Distribution:
ICAO Regional Runway Safety Seminar, Manila, Philippines
ISASI 2013 Seminar, Vancouver, Canada
MRO Europe Conference & Exhibition, London, UK

SEP 2013

Close: Jul. 18, 2013 Materials due: Jul. 25, 2013



Operations in Remote Areas

Event Distribution:
ERA General Assembly, Salzburg, Austria
MRO Europe Conference & Exhibition, London, UK
Air Canada Pilot's Association International Winter Operations Conference 2013, Vancouver, Canada

OCT 2013

Close: Aug. 16, 2013 Materials due: Aug. 23, 2013

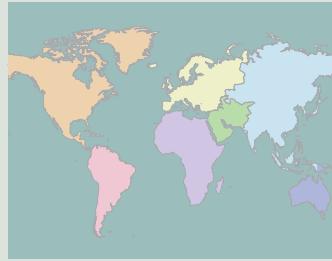


Repair Manuals as Safety Tools

Event Distribution:
FSF 66th International Air Safety Summit (IASS), Washington, DC
WFP Global Humanitarian Aviation Conference
NBAA 67th Annual Meeting & Convention, Las Vegas

NOV 2013

Close: Sep. 19, 2013 Materials due: Sep. 26, 2013

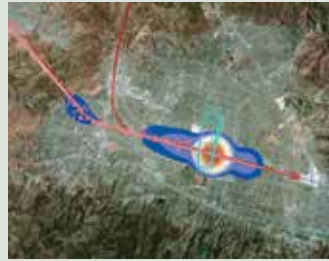


Safety Issues by Region

Event Distribution:
ATAC Annual General Meeting & Tradeshow, Montreal, Canada

DEC/JAN 2014

Close: Oct. 18, 2013 Materials due: Oct. 25, 2013



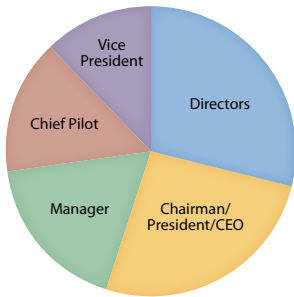
IT and Safety: What's the Right Path?

Event distribution:
FAA International Aviation Safety Forum

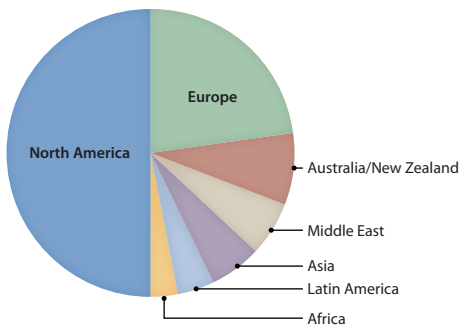
Show your company's support of aviation safety.

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

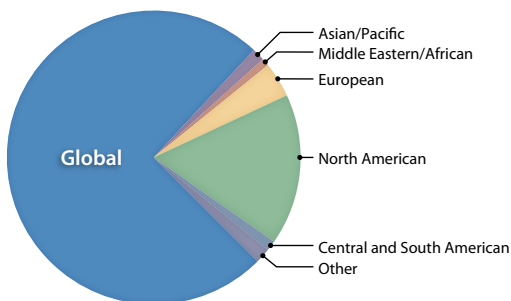
FSF members represent key industry decision makers



FSF Members are located around the world



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

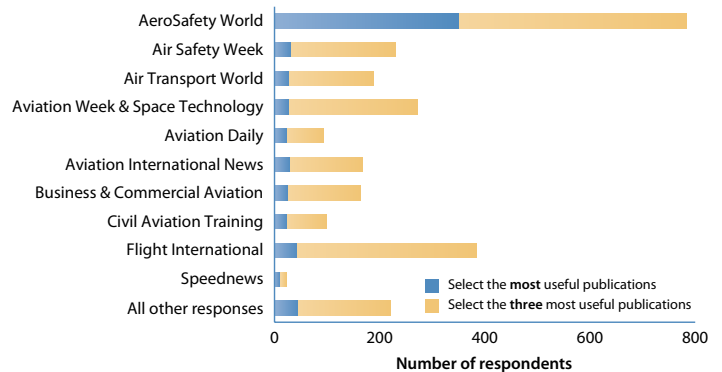


ASW readership survey results underline the magazine's vital role as a valuable reference and information source for safety-related topics. Here are some highlights:

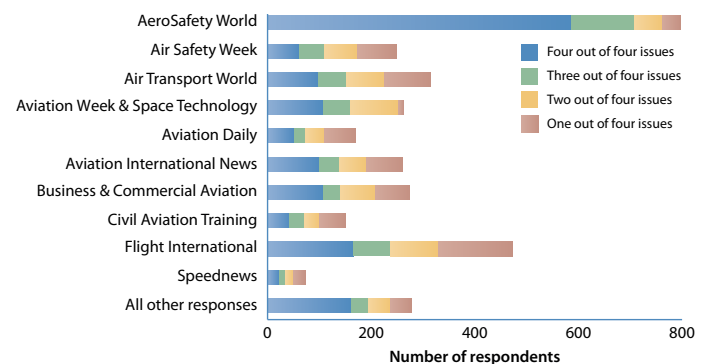
- After viewing an advertisement, 24% of readers visit the advertiser's Web site.
- The majority of readers spend at least one hour reading every issue.
- More than half of readers rank *ASW* as the most useful publication for aviation safety information compared with other industry trade publications.
- 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 organizations 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 publications are most useful to you for aviation safety information?



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



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 2013 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).

ASW Advertising Opportunities for E-MEDIA

ASW 2013 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	\$1,050	\$1,275	\$3,000	\$3,450	\$5,670	\$6,050
Button 2 (120 x 60 pixels)	\$525	\$700	\$790	\$875	\$2,240	\$2,500	\$4,250	\$4,600

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.

BASS 2013 Dailies Advertising Rates (per day)

Position	1x		2–3x	
	FSF Member	FSF Non-Member	FSF Member	FSF Non-member
Vertical Banner (120 x 240 pixels)	\$1,575	\$1,800	\$1,495	\$1,710
Button 1 (120 x 90 pixels)	\$1,050	\$1,275	\$1,050	\$1,275
Button 2 (120 x 60 pixels)	\$525	\$700	\$790	\$875

IASS 2013 Dailies Advertising Rates (per day)

Position	1x		2–3x	
	FSF Member	FSF Non-Member	FSF Member	FSF Non-member
Vertical Banner (120 x 240 pixels)	\$1,575	\$1,800	\$1,495	\$1,710
Button 1 (120 x 90 pixels)	\$1,050	\$1,275	\$1,050	\$1,275
Button 2 (120 x 60 pixels)	\$525	\$700	\$790	\$875

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 2013 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	\$767	\$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:

Jennifer Moore art director
E-mail: advertising@emeraldmediaus.com

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.

Cheryl Goldsby
cheryl@emeraldmediaus.com
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 2013 Seminars

BASS 58th annual Business Aviation Safety Seminar
April 10–11, 2013
Fairmont Queen Elizabeth Hotel, Montreal, Quebec

IASS 66th annual International Air Safety Summit
October 29–31, 2013
Washington, DC

Acceptable Formats for E-MEDIA Ads

72 dpi JPEG or GIF, exact size as indicated

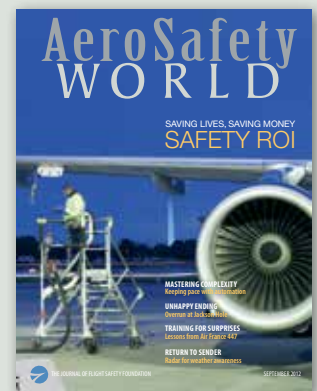
Color: Convert all colors to RGB.

Send E-MEDIA materials to:

Emerald Media
advertising@emeraldmediaus.com
tel: 703-716-0503

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_2013.pdf



**FLIGHT
SAFETY
FOUNDATION**

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