

AeroSafetyWORLD

The Journal of Flight Safety Foundation

2016 MEDIA GUIDE



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➤ Support the mission of Flight Safety Foundation and other safety-minded companies around the world by advertising in the Foundation's official magazine *AeroSafety World*.

AeroSafety World magazine (10 issues in 2016)

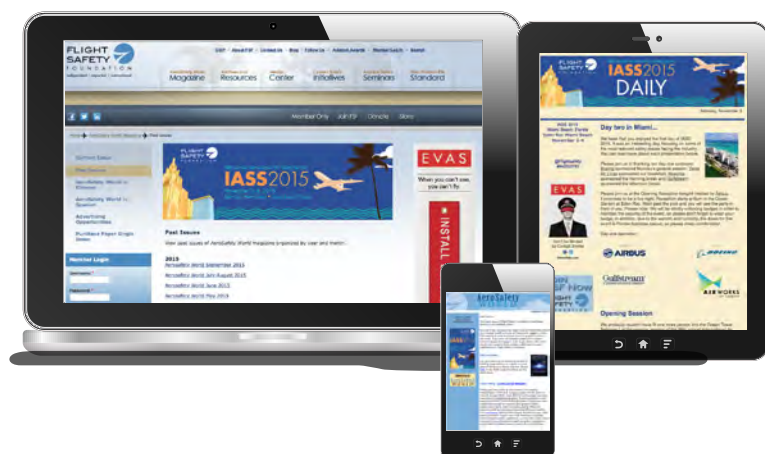


ASW 2016 eNewsletter

IASS 2016 Dailies (4 electronic newsletters)

BASS 2016 Dailies (3 electronic newsletters)

Flight Safety Foundation website advertising:



Flight Safety Foundation

- An independent, non-profit, international organization, Flight Safety Foundation is engaged in research, education, advocacy and publishing to improve aviation safety.
- During the past seven decades, the Foundation's mission is to be the leading voice of safety for the global aerospace community.
- The Foundation continues to lead the Global Safety Information Project (GSIP) in Asia-Pacific and Latin America seeking knowledge related to safety data collection and processing from aviation industry stakeholders.

Visit our website: flightsafety.org

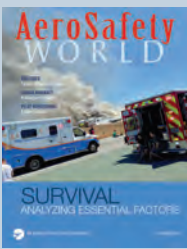
facebook.com/flightsafetyfoundation

[@flightsafety](https://twitter.com/flightsafety)

www.linkedin.com/groups?gid=1804478

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



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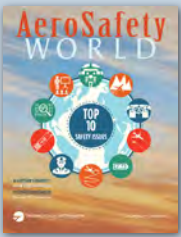
Booking Form

2016 Line-up and Closing Dates

Issue	Subject	Event Distribution	Close	Materials Due
FEB 2016	Safety issues in Asia-Pacific	GSIP Workshop-Singapore, Singapore Aviation Academy Singapore Air Show, Singapore HAI Heli-Expo 2016, Louisville, Kentucky ISTAT Americas, Phoenix, Arizona CANSO World ATM Congress, Madrid, Spain Singapore Aviation Safety Seminars (SASS), Singapore Aviation Academy Air Charter Safety Symposium, Ashburn, VA	Jan. 8, 2016	Jan. 13, 2016
MAR 2016	Analyzing safe helicopter operations	GSIP Workshop-Sydney, Sydney, Australia GSIP Workshop-Santiago, Santiago, Chile CHC Safety & Quality Summit, Vancouver, British Columbia Women in Aviation International Conference, Nashville, Tennessee NBAA International Operators Conference, San Diego, California	Jan. 25, 2016	Feb 1, 2016
APR 2016	Assessing business aviation safety	61st annual Business Aviation Safety Summit (BASS) Austin, Texas World Aviation Training Conference and Tradeshow, Orlando, Florida NBAA Asian Business Aviation Conference, Shanghai, China 41st Annual RAA Convention, Charlotte, North Carolina GSIP Workshop-Tokyo, Tokyo, Japan GSIP Workshop-Hong Kong, China GSIP Workshop-Sao Paulo, Sao Paulo, Brazil	Feb. 23, 2016	Mar. 2, 2016
MAY 2016	Airport safety trends	EBACE, Geneva, Switzerland IATA Cabin Operations Safety Conference, Miami, Florida 87th Annual AAAE Conference, Philadelphia, Pennsylvania ISTAT Asia, Tokyo, Japan GSIP Workshop-Kuala Lumpur, Malaysia GSIP Workshop-Jakarta, Indonesia GSIP Workshop-Panama City, Panama	Mar. 23, 2016	Mar. 30, 2016
JUN 2016	Air Traffic Control issues	2016 Safety Forum Co-hosted by Flight Safety Foundation, EUROCONTROL and European Regions Airline Association, Brussels, Belgium 6th Pan American Aviation Safety Summit, Medellin, Colombia GSIP Workshop-Lima, Lima, Peru GSIP Worksho-New Delhi, New Delhi, India	April 27, 2016	May 4, 2016
JUL/AUG 2016	Managing cabin safety and inflight emergencies	Farnborough Air Show GSIP Workshop-Mexico City, Mexico City, Mexico	June 20, 2016	June 27, 2016
SEP 2016	Focus on European safety issues	ERA General Assembly, Madrid, Spain ISTAT Europe, Barcelona, Spain	Jul. 25, 2016	Aug. 1, 2016
OCT 2016	Safety issues in Middle East	69th annual International Air Safety Summit (IASS) NBAA, Orlando, Florida ATAC Annual General Meeting, Montreal, QC, Canada	Aug. 25, 2016	Sept. 1, 2016
NOV 2016	Preparing for winter operations	69th annual International Air Safety Summit (IASS) Middle East Business Aviation (MEBA) Show, Dubai, UAE	Sep. 30, 2016	Oct. 7, 2016
DEC 2016/ JAN 2017	Top 10 industry safety issues		Oct. 31, 2016	Nov. 8, 2016

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Flight Safety Foundation members around the world count on *AeroSafety World* as a trusted source of aviation safety information.



Foundation members are involved in all aspects of the aviation industry.



Academic



Airport



Business Aviation



Airlines



Government



Individual



Manufacturer



Non-Profit



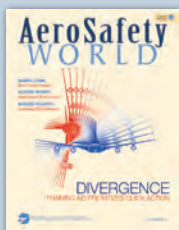
Student



Support Services

Contact the Emerald Media sales team for more information:

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Your advertisement will be read by these key industry stakeholders

BARS BENEFACTORS



RioTinto

BENEFACTORS



Honeywell



Downer



GLENCORE

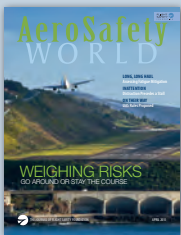


PATRONS



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Electronic advertising

ASW 2016 monthly eNewsletter

February 2015

Quick Links
FSF Home Page
FSF News

Vertical Banner
150 x 240 pixels

Button 1
150 x 90 pixels

Button 2
150 x 60 pixels

Dear Jennifer,

The latest issue of Flight Safety Foundation's *AeroSafety World* is now available online!

As a reminder, access to the latest issue of *AeroSafety World* is a member benefit and you will need to be logged in to the FSF website in order to access it and to access the links in this email. If you have not already created your member account, please click [here](#) in order to get started. We thank you for your support of our aviation safety work through membership in Flight Safety Foundation.

Did you know...

Are you looking for an electronic version of ASW for easy reading on a tablet or smart phone? We have a version like that. Simply [click](#) on the ASW cover and check out the entire issue.

Cover Story - False Expectations

The flight crew of an Airbus A300 was so intent on establishing visual contact with the runway that they didn't notice when their Airbus A300 dipped below the minimum descent altitude during their approach to Birmingham, Alabama, U.S. Contributing Editor Mark Lacagnina [reviews](#) the U.S. National Transportation Safety Board's accident analysis and recaps what went wrong.

Also in this issue...

The worldwide, Western-built, commercial jet major accident rate hit a new low in [2014](#) - and, for only the second time since record-keeping began, no controlled flight into terrain accidents were recorded all year. The U.S. National Transportation Safety Board [faulted](#) "punitive culture and inadequate safety management," as well as the pilot's continuation of a flight into deteriorating weather, as probable

Flight Safety Foundation website advertising

Horizontal Banner
600 x 200 pixels

Skyscraper
160 x 600 pixels

Member Login

Signup for FSF eNewsletters

Past Issues

View past issues of *AeroSafety World* magazine organized by year and month.

2015

- AeroSafety World* September 2015
- AeroSafety World* July-August 2015
- AeroSafety World* June 2015
- AeroSafety World* May 2015
- AeroSafety World* April 2015
- AeroSafety World* March 2015
- AeroSafety World* February 2015

2014

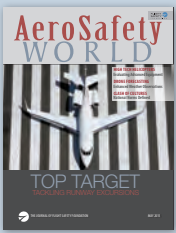
- AeroSafety World* December 2014
- AeroSafety World* November 2014
- AeroSafety World* October 2014
- AeroSafety World* September 2014
- AeroSafety World* July-August 2014
- AeroSafety World* June 2014
- AeroSafety World* May 2014
- AeroSafety World* April 2014
- AeroSafety World* March 2014
- AeroSafety World* February 2014

2013

- AeroSafety World* February 2013
- AeroSafety World* March 2013
- AeroSafety World* April 2013

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Advertise in the Foundation's special BASS and IASS Dailies

BONUS — Sponsors and Exhibitors receive 15% discount on *AeroSafety World* advertising.

BASS 2016 Dailies (3 electronic newsletters)



Tuesday, May 12

BASS 2015
Bonaventure Resort and Spa
Weston, Florida
May 13-14

Welcome to Florida...

We're pleased to welcome everyone to BASS 2015.

As a reminder, for up-to-the-minute updates, make sure you follow us on twitter @flightsafety. We'll be reminding you of all important information through this method. We'd love to hear your thoughts as well - use #BASS2015 on your tweets!

As a reminder, registration will re-open tomorrow at 7:30 AM outside the Grand Ballroom at the Bonaventure Resort and Spa. The sessions begin at 8:30 AM in the Grand Ballroom.

We can register you on-site, if you haven't registered and still would like to attend, so come and join us!

Exhibitor Preview

As an added benefit for our attendees, we are pleased to provide you with this preview of some of our exhibitors at this year's BASS. Each exhibitor has set up a booth in order to better acquaint you with their company and products and we hope that you will visit with each one.

TrainingPort.net

Innovative online training specific to your profile.



We design business aviation training programs for flight crew, cabin crew, flight coordinators, ground handlers, and maintenance personnel. Our advanced learning management system keeps you current throughout the year, and maintains customizable, audit-ready records.

TrainingPort.net - Your one-stop shop for all your online training needs.

Visit us at Booth #19 where Scott Macpherson, President, and Nik Chapman, Vice President, will be present to answer all enquiries and show a demo.

Vertical Banner
150 x 240 pixels

Button 1
150 x 90 pixels

Button 2
150 x 60 pixels

IASS 2016 Dailies (4 electronic newsletters)



Monday, November 2

IASS 2015
Miami Beach, Florida
Eden Roc Miami Beach
November 2-4

Day two in Miami...

We hope that you enjoyed the first day of IASS 2015. It was an interesting day, focusing on some of the most relevant safety issues facing the industry. You can read more about each presentation below.

Please join us in thanking our day one sponsors. Boeing sponsored Monday's general session. Delta Air Lines sponsored our breakfast. Airworks sponsored the morning break and Gulfstream sponsored the afternoon break.



Please join us at the Opening Reception tonight! Hosted by Airbus, it promises to be a fun night. Reception starts at 6pm in the Ocean Garden at Eden Roc. Walk past the pool and you will see the party in front of you. Please note: We will be strictly enforcing badges in order to maintain the security of the event, so please don't forget to wear your badge. In addition, due to the warmth and humidity, the dress for this event is Florida business casual, so please dress comfortably!

Day one sponsors:



Vertical Banner
150 x 240 pixels

Button 1
150 x 90 pixels

Button 2
150 x 60 pixels

Opening Session

For information on sponsorship and exhibitor opportunities at Flight Safety Foundation summits
Contact Christopher Rochette, senior manager of events and marketing, rochette@flightsafety.org

SINGAPORE AVIATION SAFETY SEMINARS

SASS

Singapore Aviation Academy
March 14-18, 2016

FLIGHT SAFETY FOUNDATION

SINGAPORE AVIATION ACADEMY

Maintenance and Engineering Seminar
March 14-15, 2016

Safety Management Information and Sharing Seminar
March 16, 2016

Flight Operations Seminar
March 17-18, 2016

61st annual Business Aviation Safety Summit

BASS2016

May 5-6, 2016 | Austin, Texas
Aviation's premier business safety event.

FLIGHT SAFETY FOUNDATION

NBAA

69th annual International Aviation Safety Summit

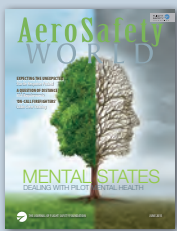
IASS2016

November 14-16, 2016 | Dubai, UAE
Hosted by Emirates

FLIGHT SAFETY FOUNDATION

Contact the Emerald Media sales team for more information:

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ASW Advertising Opportunities for PRINT Media

ASW 2016 PRINT Advertising Rates (per issue)

Position	1x		2-3x		4-7x		8-10x	
	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

	Non-Bleed				Bleed				Trims to			
	Inches		Millimeters		Inches		Millimeters		Inches		Millimeters	
Dimensions	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 2016 e-Newsletter Advertising Rates (per month)

Position	1x		2-3x		4-7x		8-10x	
	FSF Member	FSF Non-Member	FSF Member	FSF Non-Member	FSF Member	FSF Non-Member	FSF Member	FSF Non-Member
Vertical Banner (150 x 240 pixels)	\$1,575	\$1,800	\$1,495	\$1,710	\$1,345	\$1,540	\$1,275	\$1,465
Button 1 (150 x 90 pixels)	\$1,050	\$1,275	\$1,000	\$1,150	\$945	\$1,010	\$895	\$935
Button 2 (150 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.

BASS 2016 Dailies Advertising Rates (per day)

Position	1x		2-3x	
	FSF Member	FSF Non-Member	FSF Member	FSF Non-Member
Vertical Banner (150 x 240 pixels)	\$1,575	\$1,800	\$1,495	\$1,710
Button 1 (150 x 90 pixels)	\$1,050	\$1,275	\$1,000	\$1,150
Button 2 (150 x 60 pixels)	\$525	\$700	\$475	\$660

IASS 2016 Dailies Advertising Rates (per day)

Position	1x		2-3x	
	FSF Member	FSF Non-Member	FSF Member	FSF Non-Member
Vertical Banner (150 x 240 pixels)	\$1,575	\$1,800	\$1,495	\$1,710
Button 1 (150 x 90 pixels)	\$1,050	\$1,275	\$1,000	\$1,150
Button 2 (150 x 60 pixels)	\$525	\$700	\$475	\$660

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.

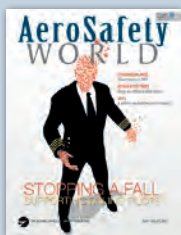
ASW 2016 Web Site Advertising Rates (per month)

Position	1x		2-3x		4-7x		8-10x	
	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
Horizontal Banner (600 x 200 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.

Contact the Emerald Media sales team for more information:

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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

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: +1 703.716.0503

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_2016.pdf

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

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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**
Frank Jackman, vice president, communications, jackman@flightsafety.org, and Emily McGee, director of communications, mcgee@flightsafety.org
- **For information on sponsorship and exhibitor opportunities at Flight Safety Foundation summits**
contact Christopher Rochette, senior manager of events and marketing, rochette@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, vice president, business operations, lausch@flightsafety.org

Save the dates for Flight Safety Foundation's 2016 Summits and Forums

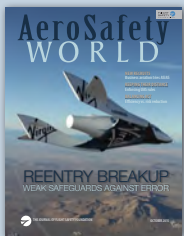
Singapore Aviation Safety Seminars (SASS) Singapore Aviation Academy	Maintenance and Engineering Seminar	March 14–15, 2016
	Safety Management Information and Sharing Seminar	March 16, 2016
	Flight Operations Seminar	March 17–18, 2016
61st annual Business Aviation Safety Summit (BASS) 2016 — Austin, Texas		May 5–6, 2016
2016 Safety Forum Co-hosted by Flight Safety Foundation, EUROCONTROL and European Regions Airline Association, Brussels, Belgium		June 7–8, 2016
69th annual International Air Safety Summit (IASS) 2016 — Dubai, UAE Hosted by Emirates		November 14–16, 2016



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Alexandria, VA 22314-2058 USA
+1 703.739.6700
+1 703.739.6708 fax
flightsafety.org

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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 2016 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 2016 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										
Horizontal Banner										
Comments/ Requests:									Total US\$ _____	

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Signature _____ Date _____

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