2013 LINE-UP AND CLOSING DATES

AeroSafetyWORLD The Journal of Flight Safety Foundation

FEB 2013

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

MAR 2013

FOQA for EMS
Event Distribution:
RhEIS, London
Aviation Forecast & Policy Summit, Washington, DC
WAMS 2013, Orlando
FSF 58th Business Aviation Safety Seminar (BASS), Montreal, Canada

APR 2013

Event Distribution:
IATA Ops Conference 2013, Vienna, Austria
ASPA/ICAO Annual Seminar, Mexico City
38th RAA Convention, Montreal, Canada
AAIA CGMA Annual Meeting, Panama
2nd International Accident Investigation Forum, Singapore

MAY 2013

UAVs/Remotely Piloted Vehicles
Event Distribution:
EBACE, Geneva, Switzerland
69th Annual IFAT General Assembly Meeting & World Air Transport Summit (WATS), Cape Town, South Africa
Paris Air Show, Le Bourget, France

JUN 2013

Multi-Crew Pilot License
Event Distribution:
4th Pan American Aviation Safety Summit, San Jose, Costa Rica
Paris Air Show, Le Bourget, France
ICAO Next Generation of Aviation Professionals and TRAINAIR, Istanbul, Turkey
AAAE Airports Conference of the Americas, Aruba

JUL 2013

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

AUG 2013

Airport/Runway Safety
Event Distribution:
ISASI 2013 Seminar, Vancouver, Canada
MRO Europe Conference & Exhibition, London, UK

SEP 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

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
ICAO Asia-Pacific Regional Runway Safety Seminar, Kuala Lumpur, Malaysia

NOV 2013

Safety Issues by Region
Event Distribution:
ATAC Annual General Meeting & Tradeshow, Vancouver, Canada
ICAO Next Generation of Aviation Professionals & TRAINAIR, Johannesburg, South Africa

DEC 2013/JAN 2014

IT and Safety: What’s the Right Path?
Event Distribution:
FAA International Aviation Safety Forum

2013 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 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.
### ASW Advertising Opportunities for PRINT Media

#### ASW 2013 PRINT Advertising Rates (per issue)

<table>
<thead>
<tr>
<th>Position</th>
<th>FSF Member</th>
<th>FSF Non-Member</th>
<th>FSF Member</th>
<th>FSF Non-Member</th>
<th>FSF Member</th>
<th>FSF Non-Member</th>
<th>FSF Member</th>
<th>FSF Non-Member</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$2,415</td>
<td>$2,980</td>
<td>$2,295</td>
<td>$2,830</td>
<td>$2,065</td>
<td>$2,545</td>
<td>$1,960</td>
<td>$2,420</td>
</tr>
<tr>
<td>Half Page</td>
<td>$1,810</td>
<td>$2,310</td>
<td>$1,720</td>
<td>$2,195</td>
<td>$1,550</td>
<td>$1,975</td>
<td>$1,470</td>
<td>$1,875</td>
</tr>
<tr>
<td>2-Page Spread</td>
<td>$5,250</td>
<td>$7,350</td>
<td>$4,990</td>
<td>$6,980</td>
<td>$4,490</td>
<td>$6,280</td>
<td>$4,265</td>
<td>$5,970</td>
</tr>
<tr>
<td>Special Positions</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Back Cover</td>
<td>$4,410</td>
<td>$5,510</td>
<td>$4,190</td>
<td>$5,235</td>
<td>$3,770</td>
<td>$4,710</td>
<td>$3,580</td>
<td>$4,475</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>$3,300</td>
<td>$4,410</td>
<td>$3,135</td>
<td>$4,190</td>
<td>$2,820</td>
<td>$3,770</td>
<td>$2,880</td>
<td>$3,580</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>$2,625</td>
<td>$3,300</td>
<td>$2,590</td>
<td>$3,135</td>
<td>$2,245</td>
<td>$2,620</td>
<td>$2,130</td>
<td>$2,680</td>
</tr>
</tbody>
</table>

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

#### PRINT Size Specifications

<table>
<thead>
<tr>
<th>Dimensions</th>
<th>Non-Bleed</th>
<th>Bleed</th>
<th>Trims to</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Inches</td>
<td>Millimeters</td>
<td>Inches</td>
</tr>
<tr>
<td>2-Page Spread</td>
<td>15.77</td>
<td>400.6</td>
<td>17.25</td>
</tr>
<tr>
<td>Cover or Full Page</td>
<td>7.035</td>
<td>178.7</td>
<td>8.75</td>
</tr>
<tr>
<td>Half Page (horizontal)</td>
<td>7.035</td>
<td>178.7</td>
<td>8.75</td>
</tr>
<tr>
<td>Half Page (vertical)</td>
<td>4.14</td>
<td>105.2</td>
<td>4.88</td>
</tr>
</tbody>
</table>

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)

<table>
<thead>
<tr>
<th>Position</th>
<th>FSF Member</th>
<th>FSF Non-Member</th>
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<th>FSF Non-Member</th>
<th>FSF Member</th>
<th>FSF Non-Member</th>
<th>FSF Member</th>
<th>FSF Non-Member</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vertical Banner (120 x 240 pixels)</td>
<td>$1,575</td>
<td>$1,800</td>
<td>$1,495</td>
<td>$1,710</td>
<td>$1,345</td>
<td>$1,540</td>
<td>$1,275</td>
<td>$1,465</td>
</tr>
<tr>
<td>Button 1 (120 x 90 pixels)</td>
<td>$1,050</td>
<td>$1,275</td>
<td>$1,050</td>
<td>$1,275</td>
<td>$3,000</td>
<td>$3,450</td>
<td>$5,670</td>
<td>$6,050</td>
</tr>
<tr>
<td>Button 2 (120 x 60 pixels)</td>
<td>$525</td>
<td>$700</td>
<td>$790</td>
<td>$875</td>
<td>$2,240</td>
<td>$2,500</td>
<td>$4,250</td>
<td>$4,600</td>
</tr>
</tbody>
</table>

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)

<table>
<thead>
<tr>
<th>Position</th>
<th>FSF Member</th>
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<th>FSF Member</th>
<th>FSF Non-Member</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vertical Banner (120 x 240 pixels)</td>
<td>$1,575</td>
<td>$1,800</td>
<td>$1,495</td>
<td>$1,710</td>
</tr>
<tr>
<td>Button 1 (120 x 90 pixels)</td>
<td>$1,050</td>
<td>$1,275</td>
<td>$1,050</td>
<td>$1,275</td>
</tr>
<tr>
<td>Button 2 (120 x 60 pixels)</td>
<td>$525</td>
<td>$700</td>
<td>$790</td>
<td>$875</td>
</tr>
</tbody>
</table>

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#### IASS 2013 Dailies Advertising Rates (per day)

<table>
<thead>
<tr>
<th>Position</th>
<th>FSF Member</th>
<th>FSF Non-Member</th>
<th>FSF Member</th>
<th>FSF Non-Member</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vertical Banner (120 x 240 pixels)</td>
<td>$1,575</td>
<td>$1,800</td>
<td>$1,495</td>
<td>$1,710</td>
</tr>
<tr>
<td>Button 1 (120 x 90 pixels)</td>
<td>$1,050</td>
<td>$1,275</td>
<td>$1,050</td>
<td>$1,275</td>
</tr>
<tr>
<td>Button 2 (120 x 60 pixels)</td>
<td>$525</td>
<td>$700</td>
<td>$790</td>
<td>$875</td>
</tr>
</tbody>
</table>

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### ASW 2013 Web Site Advertising Rates (per month)

<table>
<thead>
<tr>
<th>Position</th>
<th>FSF Member</th>
<th>FSF Non-Member</th>
<th>FSF Member</th>
<th>FSF Non-Member</th>
<th>FSF Member</th>
<th>FSF Non-Member</th>
<th>FSF Member</th>
<th>FSF Non-Member</th>
</tr>
</thead>
<tbody>
<tr>
<td>Skyscraper (160 x 600 pixels)</td>
<td>$1,050</td>
<td>$1,275</td>
<td>$1,000</td>
<td>$1,150</td>
<td>$945</td>
<td>$1,010</td>
<td>$895</td>
<td>$935</td>
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<tr>
<td>Horizontal Banner (600 x 200 pixels)</td>
<td>$790</td>
<td>$875</td>
<td>$740</td>
<td>$835</td>
<td>$710</td>
<td>$767</td>
<td>$675</td>
<td>$730</td>
</tr>
</tbody>
</table>

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.
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.

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