

**Be a part of aviation history in Pennsylvania—
Ads now being accepted for our 50th Anniversary
Commemorative Booklet.**



Large format full color 8.5 x 11

3111 Arcadia Avenue, Allentown, PA 18103
P 610-797-6911 / F 610-797-8238



Dear Members, Friends and Associates,

As you know, the Aviation Council of Pennsylvania is celebrating our 50th anniversary of serving the Pennsylvania aviation and aerospace family. To help commemorate this special milestone, the Council is creating a special 50th anniversary booklet.

This special publication will be a keepsake which will live on for years. Please consider supporting this special booklet. Your support will help to insure that aviation and aerospace in the Commonwealth of Pennsylvania is kept on the front burner. The booklet will be distributed to all Council members along with attendees at this year's Pennsylvania Aviation Conference, legislators and supply chain partners.

On behalf of the Council's board of directors, we thank you for your support as the association turns the corner and looks forward towards the next 50 years.

Everitt duPont
President

Rick Holes
Vice President

John Mininger
Treasurer

Mark Gale
Secretary

Robert Rockmaker
Executive Director



Show pride in your Council...
Claim your space in the
Aviation Council of Pa's
50th Anniversary
Commemorative Booklet.

Claim your space now.

This form must accompany each ad order. Form may be copied.



Aviation Council of Pennsylvania

Serving Pennsylvania Aviation™



INSERTION ORDER

ADVERTISER PROFILE

Current Aviation Council (ACP) Member: Yes No I/we would like to join, call me.

Name _____ Date _____
First Middle initial Last

Title/position _____

Name of organization _____

Address _____

City _____ State _____ Zip _____

Business phone (_____) _____ Fax (_____) _____

Email _____ Website _____

PAYMENT

Mail or fax this page, remittance, and your ad material (hard copy and artwork) to:

Aviation Council of PA
3111 Arcadia Avenue
Allentown, PA 18103

610-797-6911
fax 610-797-8238
www.acpfly.com

Total amount of order: \$ _____

Please invoice me upon publication.

Check enclosed—payable to: **Aviation Council of PA**

VISA MC AMX # _____

Exp date ____ / ____ / ____ Name on card _____

Signature _____

Zip code associated with this credit card _____

RATES

Check one or more:

Inside Front cover (call to reserve) \$1,000.

Outside back cover (call to reserve) \$1,000.

Inside back cover (call to reserve) \$750.

Full page \$600.

1/2 page \$400.

1/4 page \$250.

1/6 page \$150.

3-line typeset listing (see sample▶) \$75.

Business card fits 1/6 page.

See SPECS page for measurements.

DEADLINE

RESERVATION: FRIDAY, AUGUST 27, 2010

ARTWORK CLOSING: FRIDAY, SEPTEMBER 3, 2010

See AD SPECS page for instructions on preparing and submitting your ARTWORK.

DESIGN SERVICES

If you wish, our graphic designer will lay out your ad for an additional fee. Does not apply to 3-line listings.

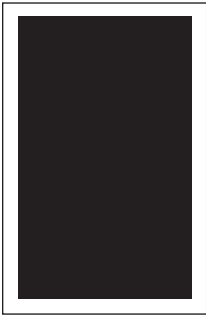


3-LINE SAMPLE

ACME AIRPORT SERVICES

Cleaning, floor waxing, general maintenance
www.acmeairportservices.com 800-555-1212

A size that fits any budget



Full page

no bleed

7.7"w x 10"

46p3 x 60p

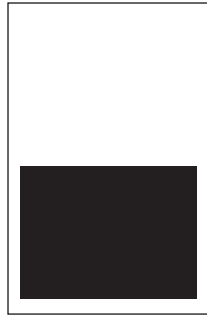


1/2 page

vertical

3.7"w x 10"

22p3 x 60p

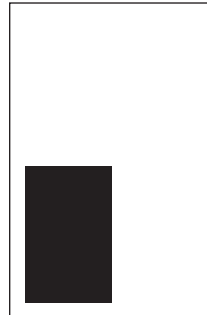


1/2 page

horizontal

7.7"w x 4.92"

46p3 x 29p6



1/4 page

vertical

3.7"w x 4.92"

22p3 x 29p6



1/4 page

horizontal

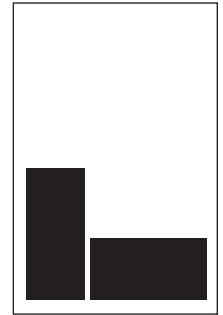
5"w x 3.65"

30p x 22p

or

7.7"w x 2.37"

46p3 x 14p3



1/6 page

vertical

2.46"w x 4.92"

14p9 x 29p6

or

horizontal

5"w x 2.37"

30p x 14p3

GRAPHIC REQUIREMENTS

Option 1 (preferred): PRESS-READY DIGITAL FILE(S)

- Ad should be as close to exact size as possible.
- File must be either: 1) Press-ready PDF with all elements in **CMYK** or **grayscale** or 2) QuarkXpress 4.0-7.3 document with all support files. 3) Photoshop TIFF or high-quality JPEG (**CMYK** color, not RGB)
- Files in any other program will necessitate output at a service bureau **for an additional charge** (approx \$75).
- No RGB color. All layout elements and photos **MUST** be **CMYK** or **grayscale**.
- Embedded or linked graphics must be in these formats only: TIFF, EPS, or PDF (No JPEGs.)
- Recommended resolutions: Photos 200 to 450 dpi; bit-mapped line-art 600 to 1500 dpi.
- If supplying Quark files, provide fonts. OpenType fonts are fine. We will match other PC fonts as closely as possible.

Option 2: CAMERA-READY ADS, INCLUDING BUSINESS CARDS

- Ad should be as close to exact size as possible.
- If required, original photos can be scanned and inserted in ad @\$70 each (size limitations).

SUBMITTING YOUR ARTWORK

BY SNAIL MAIL: Include: 1) Payment and insertion order

2) **PRINTED COPY OF AD MUST BE INCLUDED.**

3) Artwork files on CD-Rom, DVD, Flash, or Zip with artwork file(s). Returnable only with SASE.

MAIL TO: Aviation Council of PA, 3111 Arcadia Avenue, Allentown, PA 18103

BY EMAIL: PDFs or zipped files may be emailed, but hard copy **MUST** also be faxed (610-797-8238) or mailed.

EMAIL TO: john.lotte@gmail.com If emailing a file, please call 610-351-1575 to alert us that it was sent.

Artwork must be received on or before closing date to assure inclusion.

DEADLINE

RESERVATION: FRIDAY, AUGUST 27, 2010

ARTWORK CLOSING: FRIDAY, SEPTEMBER 3, 2010

See AD SPECS page for instructions on preparing and submitting your ARTWORK.

For graphic questions not addressed above call Lotte Design: 610-351-1575.

For rate and general advertising questions call Council office: 610-797-6911.