

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

NEWSLETTER DISPLAY ADVERTISING INFO AND INSERTION ORDER

Reach ACP members, associates, pilots, and friends of aviation with your message.

Pennsylvania Aviation News

a publication of the Aviation
Council of Pennsylvania

Aviation Council of PA
3111 Arcadia Avenue
Allentown, PA 18103

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

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 _____

Effective
February 1, 2006

PAYMENT

Mail or fax this page, remittance, and your ad material to:

PA Aviation News Classifieds, 3111 Arcadia Avenue, Allentown, PA 18103 Fax: 610-797-8238

Total amount of order: \$ _____

Bill me.

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

VISA MC AMX # _____

Exp date ____ / ____ Name on card _____

Signature _____

Please send invoice.

DISPLAY RATES Please check [✓] one

	1x	Special 3x rate
Full page	<input type="radio"/> \$700.	<input type="radio"/> \$600. per insertion
1/2 page	<input type="radio"/> 425.	<input type="radio"/> 350. per insertion
1/4 page	<input type="radio"/> 250.	<input type="radio"/> 200. per insertion
1/8 page	<input type="radio"/> 175.	<input type="radio"/> 125. per insertion

(business card fits 1/8)
see SPECS page for measurements.

ADDITIONAL DISPLAY CHARGES

- In addition to your basic rate we will invoice you for any changes that we must make to your ad — ie., resize it to fit, add or change text, or any other modifications to your digital files or camera-ready art.
- Any ads that do not meet the graphic guidelines on back will, at our discretion, be corrected if possible, for a nominal fee.
- If you wish, our graphic designer will lay out your ad for an additional fee.

DEADLINES

Ad reservation AND artwork are due one month prior to the month of publication.

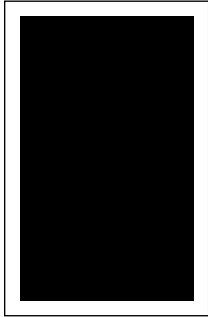
Due dates: **MARCH 1** (April issue) **JUNE 1** (July issue) **SEPTEMBER 1** (October issue)

Please insert my ad beginning: as soon as possible April issue July issue October issue

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

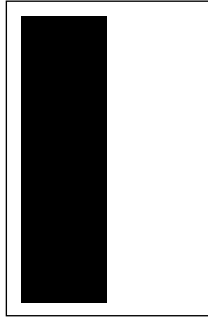
DISPLAY AD SPECS (Does not apply to classified ads)

AD MEASUREMENTS



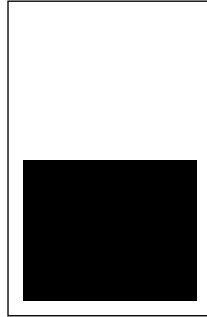
Full page
no bleed

7⁵/₈"w x 10"
7.63"w x 10"



1/2 page
vertical

3⁵/₈"w x 10"
3.63"w x 10"



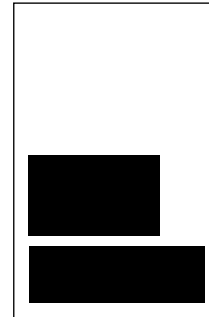
1/2 page
horizontal

7⁵/₈"w x 4⁷/₈"
7.63"w x 4.88"



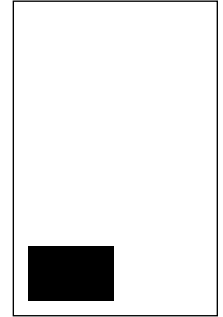
1/4 page
vertical

3⁵/₈"w x 4⁷/₈"
3.63"w x 4.88"



1/4 page
horizontal

4³/₄"w x 3⁵/₈"
4.75"w x 3.63"
or
7⁵/₈"w x 2¹/₄"
7.63"w x 2.25"



1/8 page
horizontal only

3⁵/₈"w x 2¹/₄"
3.63"w x 2.25"

GRAPHIC SPECS (display ads only)

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

- Ad should be as close to exact size as possible. We will resize slightly to fit, if necessary.
- File must be either: 1) Press-ready PDF saved as **grayscale** or **CMYK** or 2) QuarkXpress 4.0-6.5 document with all support files.
- Files in any other program or platform 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** in layout program prior to PDF creation.
- Embedded or linked graphics must be in these formats only: TIFF, EPS, or PDF (No JPEGs.)
- Recommended resolutions: Photos 266 to 400 dpi; bit-mapped line-art 600 to 1500 dpi.
- If supplying Quark files, provide screen AND printer fonts or TrueType fonts. We will match PC fonts as closely as possible.

Option 2: CAMERA-READY ADS, INCLUDING BUSINESS CARDS

- Ad should be as close to exact size as possible. We will resize slightly to fit, if necessary.
- Gloss or smooth coated paper is best.
- Avoided using screens (tints).
- Original photos will be scanned and inserted in ad @\$70 each. Prints up to 8x10 or 35mm slides can be scanned.

SUBMITTING YOUR ARTWORK (display ads only)

- On disc: *Nonreturnable* CD-Rom or Zip100. **HARD COPY OF AD MUST BE INCLUDED.**

MAIL TO: PA Aviation News Advertising, 3111 Arcadia Avenue, Allentown, PA 18103

EMAIL TO: jlotte@rcn.com (under 7 MB)

BY EMAIL: PDF or stuffed native files under 7 MB may be emailed; Hard copy **MUST** also be faxed or sent: 610-351-1576

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

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

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

NEWSLETTER CLASSIFIED ADVERTISING INFO AND INSERTION ORDER

Pennsylvania Aviation News

a publication of the Aviation
Council of Pennsylvania

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 _____

Aviation Council of PA
3111 Arcadia Avenue
Allentown, PA 18103

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

Effective
February 1, 2006

PAYMENT AND SUBMISSION

Remittance must be received with order. Mail or fax this page, your ad copy, and remittance to:

PA Aviation News Advertising, 3111 Arcadia Avenue, Allentown, PA 18103 Fax: 610-797-8238

Total amount of order: \$ _____

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

VISA MC AMX # _____

Exp date ____/____/____ Name on card _____

Signature _____

Please send invoice.

CLASSIFIED RATES

RATES PER ISSUE: **\$3.00 per word**/ACP members; **\$5.00 per word**/non-members.
10-word minimum per ad.

DEADLINES

Ads are due one month prior to the month of publication.

Due dates: **MARCH 1** (April issue) **JUNE 1** (July issue) **SEPTEMBER 1** (October issue)

Please insert my ad beginning: as soon as possible April issue July issue October issue

NO PHONE ORDERS. Mail or fax this page, your ad copy, and remittance. Use address under "PAYMENT."

Inquiries and form requests: 610-797-6911. Insertion forms also available at **www.acpfly.com**

YOUR AD(S) — Please check a category in the list at right for your ad or suggest a new category below.

Please print or type your ad copy on back or on a separate page.

NOTE: The first few words of your ad will be typeset in **BOLD CAPS**. All other words will be regular text.

Ad 1: # of words: _____ # of issues: _____ Category: _____

Ad 2: # of words: _____ # of issues: _____ Category: _____

Ad 3: # of words: _____ # of issues: _____ Category: _____

Ad 4: # of words: _____ # of issues: _____ Category: _____

Ad 5: # of words: _____ # of issues: _____ Category: _____

Ad 6: # of words: _____ # of issues: _____ Category: _____

CLASSIFIED CATEGORIES

If you have more than one ad, identify the categories by number. If your category does not appear here, suggest a category at left.

- Aerial Photography
- Aircraft Insurance
- Aircraft for Sale—New
- Aircraft for Sale—Used
- Aircraft Parts
- Airport Equipment—New
- Airport Equipment—Used
- Airport Restaurants/Dining
- Airports w/ Residencial Homes
- Avionics
- Business Opportunities
- Consultants—Aircraft
- Consultants—Airports
- Consultants—FBOs
- Employment Opportunities
- Businesses for Sale
- Flight Training
- Hangars for Rent
- Legal Services
- Pilot Services

