

# 2020 Production Specifications

- Print • Executive Market Briefings • Newsletters
- Website & Mobile • Digital Edition

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## Welcome!

Welcome to the primary source of advertising specifications for Aviation Week Network products as well as general print and online publishing related information. If you require print, digital, mobile or tablet ad specifications, contact information and other related information, please select from the list below.

### PRINT AD SPECIFICATIONS: (click product to jump to page)

- ▶ *AC-U-KWIK*
- ▶ *Air Charter Guide*
- ▶ *Air Transport World and ATWChina*
- ▶ *Aircraft Bluebook*
- ▶ *Aviation Week & Space Technology*
- ▶ *Business & Commercial Aviation*
- ▶ *Executive Traveler Edition*
- ▶ *Inside MRO*
- ▶ *Routes*
- ▶ *ShowNews*

### EXECUTIVE MARKET BRIEFING AD SPECIFICATIONS: (click product to jump to page)

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### NEWSLETTER PRINT AD SPECIFICATIONS: (click product to jump to page)

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- ▶ *Aerospace Digest*
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- ▶ *MRO Digest*
- ▶ *SpeedNews Today*
- ▶ *The Windshield*
- ▶ *Aerospace Digest: Asia Focus*
- ▶ *Air Transport & MRO Digest: Asia Focus*

### WEBSITE AND MOBILE AD SPECIFICATIONS:

(click product to jump to page)

- ▶ ACUKWIK.com
- ▶ AirCharterGuide.com
- ▶ Aircraftbluebook.com
- ▶ AviationWeek.com
  - ATWOnline.com
  - MRO-Network.com
  - SpeedNews.com

### DIGITAL EDITION AD SPECIFICATIONS:

(click product to jump to page)

- ▶ *Air Transport World*



**IMPORTANT:** Keep live matter .1875" (.4763 cm) from final trim.

## MANAGERS' WORLD EDITION SPECIFICATIONS FOR AD SIZES:

Space Unit	Vertical Width X Depth (inches)	Vertical Width X Depth (cm)
Front Cover Strip		
Spine	Spine width varies. Contact us for specifications.	
Trim	6.75" x 2.68"	17.145 cm x 6.8072 cm
Bleed	7" x 2.93"	17.78 cm x 7.4422 cm
Full Page & Tabbed Divider		
Live	6.125" x 8.5"	15.5575 cm x 21.59 cm
Trim	6.75" x 9"	17.145 cm x 22.86 cm
Bleed	7.25" x 9.5"	18.415 cm x 24.13 cm
Back Cover		
Live	6.125" x 8.5"	15.5575 cm x 21.59 cm
Trim	6.75" x 9"	17.14 cm x 22.86 cm
Bleed	7.25" x 9.5"	18.415 cm x 24.13 cm
Ad Sizes (Live Area)		
Half-page vertical	2.875" x 8.25"	7.3025 cm x 20.955 cm
Half-page horizontal	5.875" x 4.0588"	14.9 cm x 10.3094 cm
1/4 page	2.875" x 4.0588"	7.3025 cm x 10.3094 cm
In-column	2.875" x 1.8482"	7.3025 cm x 4.6945 cm

## NORTH AMERICAN EDITION SPECIFICATIONS FOR AD SIZES:

Space Unit	Vertical Width X Depth (inches)	Vertical Width X Depth (cm)
Full Page		
Live	3.625" x 5.5"	9.2075 cm x 13.97 cm
Trim	4.25" x 6"	10.795 cm x 15.24 cm
Bleed	4.75" x 6.5"	12.065 cm x 16.51 cm
Tab Portion		
Live	0.375" x 1.375"	.9525 cm x 3.4925 cm
Trim	0.5" x 1.5"	1.27 cm x 3.81 cm
Bleed	0.75" x 1.75"	1.905 cm x 4.445 cm

**NORTH AMERICAN EDITION NOTE:** Black & white full-page ads are placed on right pages, and the live matter should be positioned to allow 0.375" (.9525 cm) of left gutter margin. For bleed ads, bleed size shown allows for 0.25" (.635 cm) on each side. Color ads should use a 0.375" (.9525 cm) inside margin for essential information. Tabbed ad pages must include .25" bleed from trim edge, plus artwork and bleed for tab. **For templates, email: [ads@acukwik.com](mailto:ads@acukwik.com)**

### INTERNATIONAL EDITION SPECIFICATIONS FOR AD SIZES:

Space Unit	Vertical Width X Depth (inches)	Vertical Width X Depth (cm)
Full Page		
Live	3.625" x 5.5"	9.2075 cm x 13.97 cm
Trim	4.25" x 6"	10.795 cm x 15.24 cm
Bleed	4.75" x 6.5"	12.065 cm x 16.51 cm
Tab Portion		
Live	0.375" x 1.375"	.9525 cm x 3.4925 cm
Trim	0.5" x 1.5"	1.27 cm x 3.81 cm
Bleed	0.75" x 1.75"	1.905 cm x 4.445 cm
Ad Sizes (Live Area)		
Half-page	3.5" x 2.6"	8.89 cm x 6.604 cm
In-column	3.5" x 1.9"	8.89 cm x 4.826 cm

**INTERNATIONAL EDITION NOTE:** Black & white full-page ads are placed on right pages, and the live matter should be positioned to allow 0.375" (.9525 cm) of left gutter margin. For bleed ads, bleed size shown allows for 0.25" (.635 cm) on each side. Color ads should use a 0.375" (.9525 cm) inside margin for essential information. Tabbed ad pages must include .25" bleed from trim edge, plus artwork and bleed for tab. For templates, email: [ads@acukwik.com](mailto:ads@acukwik.com).

**PREFERRED PRINT SPECIFICATIONS FOR ALL AC-U-KWIK TITLES:** Files should be delivered as press-optimized PDFs with crop marks. All images must have minimum resolution of 300 dpi. All fonts and artwork must be embedded. Do not embed spot colors—use only process CMYK for all ads.

**SUBMIT ARTWORK TO:** Please submit materials up to 50mb via **e-mail: [ads@acukwik.com](mailto:ads@acukwik.com)**.

Larger files can be uploaded via <https://informa.sendmyad.com> or sent via DVD or CD-ROM to:

**Julie Jantzer-Ward**  
**Sr. Content & Design Production Manager**  
9800 Metcalf Ave  
Overland Park, KS 66212

**RENEWING ADVERTISERS:** If you are renewing your advertising and would like to make changes, our Production Department will e-mail your previous ad(s) to review before the artwork deadline. **Please note that most of the notifications will come from the online proofing system, ProofHQ.**

**NEED ARTWORK HELP?** Don't worry! Our team can help design your ad for **FREE**. Simply contact our production staff, and they will help you create an ad to get your business noticed. **Email: [ads@acukwik.com](mailto:ads@acukwik.com)**

**IMPORTANT:** Keep live matter .1875" (.4763 cm) from final trim.

**SPECIFICATIONS FOR AD SIZES:**

Space Unit	Vertical Width X Depth (inches)	Vertical Width X Depth (cm)
Front Cover	Contact ads@aircharterguide.com for front cover specifications	
Back & Inside Covers		
Live	7.75" x 10.25"	19.685 cm x 26.034 cm
Trim	8.375" x 10.875"	21.27 cm x 27.62 cm
Bleed	8.875" x 11.375"	22.54 cm x 28.89 cm
Spread		
Live	16.125" x 10.25"	40.96 cm x 26.034 cm
Trim	16.75" x 10.875"	42.55 cm x 27.62 cm
Bleed	17.5" x 11.375"	44.45 cm x 28.89 cm
Tabbed Divider & Full Page		
Live	7.75" x 10.25"	19.685 cm x 26.034 cm
Trim	8.375" x 10.875"	21.27 cm x 27.62 cm
Bleed	8.875" x 11.375"	22.54 cm x 28.89 cm
Ad Sizes		
Half-page horizontal	7.5" x 4.8"	19.05 cm x 12.19 cm
Half-page vertical	3.625" x 9.8"	9.21 cm x 24.89 cm
1/4 page vertical	3.625" x 4.8"	9.21 cm x 12.19 cm
1/2" Strip Ad	7.5" x 0.5"	19.05 cm x 1.27 cm
3/4" Strip Ad	7.5" x 0.75"	19.05 cm x 1.91 cm
In-column Ad	3.625" x 2.4"	9.21cm x 6.1 cm
Map logo*	Please send a high-resolution file (vector .eps preferred)	
In-Column logo	Please send a high-resolution file (vector .eps preferred)	
Spine	Contact ads@aircharterguide.com for more information	
Gatefold	Contact ads@aircharterguide.com for more information	

\*Map Logos vary in size due to available space.

**DEADLINES / PUBLISHING SCHEDULE**

Edition	Space Reservations	Materials Due Date
Summer 2020	March 20, 2020	March 20, 2020
Winter 2020	September 11, 2020	September 11, 2020

**FILE SUBMISSIONS:** Files should be delivered as PDF/X-1A. All fonts and artwork must be embedded. Do not embed spot colors—use only process CMYK for all ads. All images must have minimum resolution of 300 dpi.

Send files to [ads@aircharterguide.com](mailto:ads@aircharterguide.com) or submit via SendMyAd: <https://informa.sendmyad.com/>

**FOR QUESTIONS OR MORE INFORMATION, CONTACT:** [ads@aircharterguide.com](mailto:ads@aircharterguide.com) • Tel: 1-913-967-7363

**IMPORTANT:** Keep live matter .1875" (.4763 cm) from final trim.

### SPECIFICATIONS FOR AD SIZES:

Space Unit	Vertical Width X Depth (inches)	Vertical Width X Depth (cm)
Full Page & Full Cover		
Live	7.5" x 3.75"	18.7325 cm x 9.2075 cm
Trim	8" x 4.25"	20.32 cm x 10.795 cm
Bleed	8.5" x 4.75"	21.59 cm x 12.065 cm
Ad Sizes		
Front Cover Ad, upper left	2" x 1"	5.08 cm x 2.54 cm
Front Cover Ad, lower left	2" x 1"	5.08 cm x 2.54 cm
Spine Ad	1.25" x 2"	3.175 cm x 5.08 cm
Category Listing	Contact <a href="mailto:darin.watson@informa.com">darin.watson@informa.com</a> for more information	

### DEADLINES / PUBLISHING SCHEDULE

Edition	Space Reservations	Materials Due Date
March 1 Book - Spring 2020	January 3, 2020	January 10, 2020
June 1 Book - Summer 2020	April 3, 2020	April 10, 2020
September 1 Book - Fall 2020	July 3, 2020	July 10, 2020
December 1 Book - Winter 2020	October 2, 2020	October 9, 2020

**NOTE: Advertiser Qualification:** Due to the nature of the data Aircraft Bluebook provides, we reserve the right to accept or deny any advertisement due to a conflict of interest.

**FILE SUBMISSIONS:** Files should be delivered as Press-Optimized PDFs with crop marks. All images must have minimum resolution of 300 dpi. All font and artwork must be embedded. Do not embed spot colors - use only process CMYK for all ads.

Submit via SendMyAd: <https://informa.sendmyad.com/>

**FOR QUESTIONS OR MORE INFORMATION, CONTACT:** [darin.watson@informa.com](mailto:darin.watson@informa.com)



**IMPORTANT:** Vital advertising matter must be kept 0.25"/6.35 mm from the publication trim edge.

**STANDARD UNIT SIZE IN INCHES/MM:** Space can be used only in the following forms. Advertisements exceeding size in any dimension are considered oversized.

**SPECIFICATIONS FOR AD SIZES** (for other specialty or custom ad sizes please contact your sales representative):

Space Unit	Vertical Width X Depth (inches)	Vertical Width X Depth (mm)
Full Page Trim*	7.5" x 10.5"	190.5 mm x 266.7 mm
Full Page Spread Trim*	15" x 10.5"	381 mm x 266.7 mm
2/3 Page	4.5" x 9.75"	114.3 mm x 247.65 mm
1/2 Page Horizontal	7" x 4.625"	177.8 mm x 117.475 mm
1/2 Page Island	4.5" x 7.25"	114.3 mm x 184.15 mm
1/3 Page Vertical	2.1875" x 9.75"	55.5625 mm x 247.65 mm
1/3 Page Horizontal	7" x 3.125"	177.8 mm x 79.375 mm
1/3 Page Square	4.5" x 4.625"	114.3 mm x 117.475 mm
1/4 Page Vertical	3.125" x 4.625"	79.375 mm x 117.475 mm
1/4 Page Horizontal	7" x 2.25"	177.8 mm x 57.15 mm
1/6 Page Vertical	2.1875" x 4.625"	55.5625 mm x 117.475 mm
1/6 Page Horizontal	4.5" x 2.25"	114.3 mm x 57.15 mm

\*For bleed ads extend bleed 0.125"/3.175 mm beyond the trim edge. All live matter not intended to bleed should be kept 0.25"/6.35 mm from trim. Spread ads should allow a total of 0.1875"/4.7625 mm safety in gutter.

For details on how to build an ad for bleed, visit <http://www.informa.com/sma/pgtrim.pdf>

## CLASSIFIED AND RECRUITMENT SIZES

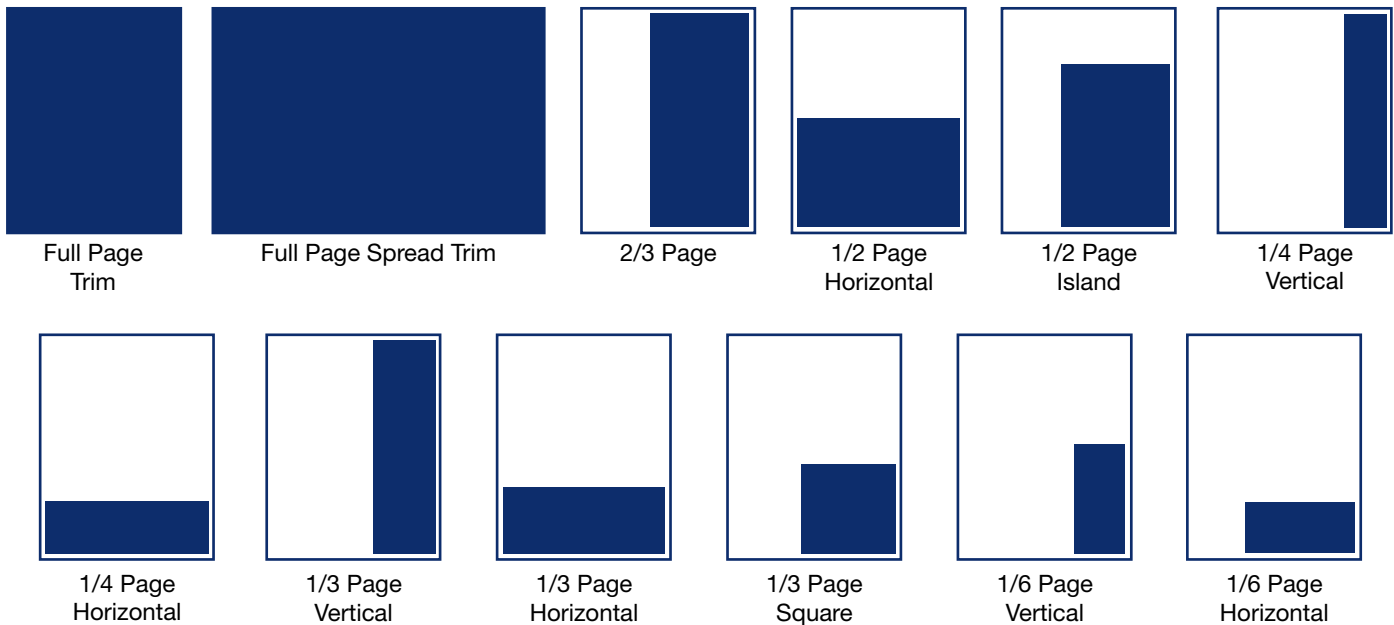
Space Unit	Ad Width (inches)	Ad Width (mm)
1 column	2.1875"	55.5625 mm
2 column	4.5"	114.3 mm
3 column	6.875"	174.625 mm
1/4 Page	3.125" x 4.625"	79.375 mm x 117.475 mm
1/2 Page Horizontal	6.5" x 4.625"	165.1 mm x 117.475 mm
1/3 Page	3.125" x 4.625"	79.375 mm x 117.475 mm

## AD SUBMISSIONS:

For all ad submissions please upload files to **SendMyAd** - <https://informa.sendmyad.com/>



**STANDARD AD UNIT SIZES:** Vital advertising matter must be kept 0.25"/6.35 mm from the publication trim edge. For other specialty or custom ad sizes, please contact your sales representative.



**FILE FORMATS:**

Preferred File Format — SWOP Recommended: PDF/X-1A:2001 (*Note: this particular setting is especially important if you are using transparencies in your document*), 300 dpi as CMYK. Other accepted file formats: High resolution PDF.

Please move all crop marks and color bars out of the bleed area to ensure that they do not show in the final printed piece.

**AD SUBMISSIONS:**

For all ad submissions please upload files to **SendMyAd - <https://informa.sendmyad.com/>**

All space contracts, insertion orders, advertising proofs, copy, and correspondence pertaining to advertising, printing and reproduction material should be sent to:

**Attention: Kara Walby, Production**

**Tel: +1 913-967-7476**

**Fax: +1 913-514-7018**

**[kara.walby@informa.com](mailto:kara.walby@informa.com)**

All submissions should be labeled with the date of the issue.

For furnished inserts, contact Production Department.





**IMPORTANT:** Vital advertising matter must be kept 0.25"/6.35 mm from the publication trim edge.

**STANDARD UNIT SIZE IN INCHES/MM:** Space can be used only in the following forms. Advertisements exceeding size in any dimension are considered oversized.

**SPECIFICATIONS FOR AD SIZES** (for other specialty or custom ad sizes please contact your sales representative):

Space Unit	Vertical Width X Depth (inches)	Vertical Width X Depth (mm)
Full Page Trim*	7.5" x 10.5"	190.5 mm x 266.7 mm
Full Page Non-bleed	7" x 10"	177.8 mm x 254 mm
Full Page Spread Trim*	15" x 10.5"	381 mm x 266.7 mm
2/3 Page	4.5" x 9.75"	114.3 mm x 247.65 mm
1/2 Page Vertical	3.375" x 9.75"	85.725 mm x 247.65 mm
1/2 Page Horizontal	7" x 4.625"	177.8 mm x 117.475 mm
1/2 Page Island	4.5" x 7.25"	114.3 mm x 184.15 mm
1/3 Page Vertical	2.1875" x 9.75"	55.5625 mm x 247.65 mm
1/3 Page Horizontal	7" x 3.125"	177.8 mm x 79.375 mm
1/3 Page Square	4.5" x 4.625"	114.3 mm x 117.475 mm
1/4 Page Vertical	3.125" x 4.625"	79.375 mm x 117.475 mm
1/4 Page Horizontal	7" x 2.25"	177.8 mm x 57.15 mm
1/6 Page Vertical	2.1875" x 4.625"	55.5625 mm x 117.475 mm
1/6 Page Horizontal	4.5" x 2.25"	114.3 mm x 57.15 mm
Corner Snipe*	3" x 3"	76.2 mm x 76.2 mm

\*For bleed ads extend bleed 0.125"/3.175 mm beyond the trim edge. All live matter not intended to bleed should be kept 0.25"/6.35 mm from trim. Spread ads should allow a total of 0.1875"/4.7625 mm safety in gutter.

For details on how to build an ad for bleed, visit <http://www.informa.com/sma/pgtrim.pdf>

## MARKETPLACE AD SIZES

Space Unit	Ad Width (inches)	Ad Width (mm)
Full Page	7" x 10"	177.8 mm x 254 mm
1/2 Page Vertical	3.125" x 9.625"	79.375 mm x 244.475 mm
1/2 Page Horizontal	6.625" x 4.625"	168.275 mm x 117.475 mm
1/3 Page Horizontal	6.625" x 3"	168.275 mm x 76.2 mm
1/4 Page Vertical	3.125" x 4.625"	79.375 mm x 117.475 mm

## AD SUBMISSIONS:

For all ad submissions please upload files to **SendMyAd** - <https://informa.sendmyad.com/>



**STANDARD AD UNIT SIZES:** Vital advertising matter must be kept 0.25"/6.35 mm from the publication trim edge. For other specialty or custom ad sizes, please contact your sales representative.



Full Page Trim



Full Page Spread Trim



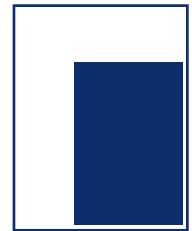
2/3 Page



1/2 Page Vertical



1/2 Page Horizontal



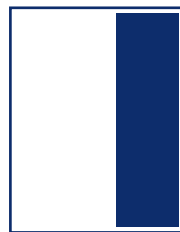
1/2 Page Island



1/4 Page Vertical



1/4 Page Horizontal



1/3 Page Vertical



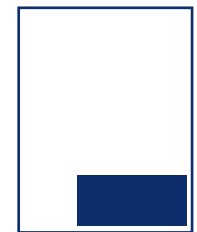
1/3 Page Horizontal



1/3 Page Square



1/6 Page Vertical



1/6 Page Horizontal



Corner Snipe

**FILE FORMATS:** Preferred File Format — SWOP Recommended: PDF/X-1A:2001 (*Note: this particular setting is especially important if you are using transparencies in your document*), 300 dpi as CMYK. Other accepted file formats: High resolution PDF.

Please move all crop marks and color bars out of the bleed area to ensure that they do not show in the final printed piece.

**AD SUBMISSIONS:** For all ad submissions please upload files to **SendMyAd - <https://informa.sendmyad.com/>**

All space contracts, insertion orders, advertising proofs, copy, and correspondence pertaining to advertising, printing and reproduction material should be sent to:

**Attention: Kara Walby, Production • Tel: +1 913-967-7476 • Fax: +1 913-514-7018 • [kara.walby@informa.com](mailto:kara.walby@informa.com)**

All submissions should be labeled with the date of the issue. For furnished inserts, contact Production Department.



**IMPORTANT:** Keep live matter .1875" (.4763 cm) from final trim.

**SPECIFICATIONS FOR AD SIZES:**

Space Unit	Vertical Width X Depth (inches)	Vertical Width X Depth (cm)
Front Cover	Contact <a href="mailto:ads@aircharterguide.com">ads@aircharterguide.com</a> for front cover specifications	
Back & Inside Covers		
Live	4.875" x 7.875"	12.38 cm x 20.00 cm
Trim	5.375" x 8.375"	13.65 cm x 21.27 cm
Bleed	5.875" x 8.875"	14.92 cm x 22.54 cm
Full Page		
Live	4.875" x 7.875"	12.38 cm x 20.00 cm
Trim	5.375" x 8.375"	13.65 cm x 21.27 cm
Bleed	5.875" x 8.875"	14.92 cm x 22.54 cm
Ad Sizes		
Half-page horizontal	4.875" x 3.75"	12.38 cm x 9.525 cm
In-column ad	2.37" x 1.875"	6.01 cm x 4.76 cm

**DEADLINES / PUBLISHING SCHEDULE**

Edition	Space Reservations	Materials Due Date
Summer 2020	March 20, 2020	March 20, 2020
Winter 2020	September 11, 2020	September 11, 2020

**FILE SUBMISSIONS:**

Files should be delivered as PDF/X-1A. All fonts and artwork must be embedded. Do not embed spot colors—use only process CMYK for all ads. All images must have minimum resolution of 300 dpi.

Send files to [ads@aircharterguide.com](mailto:ads@aircharterguide.com) or submit via SendMyAd: <https://informa.sendmyad.com/>

**FOR QUESTIONS OR MORE INFORMATION, CONTACT:** [ads@aircharterguide.com](mailto:ads@aircharterguide.com) • Tel: 1-913-967-7363



**IMPORTANT:** Vital advertising matter must be kept 0.25"/6.35 mm from the publication trim edge.

**STANDARD UNIT SIZE IN INCHES/MM:** Space can be used only in the following forms. Advertisements exceeding size in any dimension are considered oversized.

**SPECIFICATIONS FOR AD SIZES:**

Sizes for a 9" x 12" *ShowNews* publication based on a live area of 8" x 11" on the page:

Space Unit	Width X Depth in inches	Width X Depth in millimeters
Full Page Trim	9" x 12"	228.6mm x 304.8mm
Full Page Spread Trim	18" x 12"	457.2mm x 304.8mm
2/3 Page	5" x 10.5"	127mm x 266.7mm
1/2 Page Horizontal	7.75" x 5.5"	196.85mm x 139.7mm
1/2 Page Island	5" x 8.25"	127mm x 209.55mm
1/3 Page Horizontal	7.75" x 3.625"	196.85mm x 92.075mm
1/3 Page Vertical	2.375" x 10.5"	60.325mm x 266.7mm
1/3 Page Square	5" x 5.25"	127mm x 133.35mm
1/6 Page Horizontal	5.25" x 2.375"	133.35mm x 60.325mm
1/6 Page Vertical	2.375" x 5.25"	60.325mm x 133.35mm

Please keep live matter 1/4" from trim on all sides. For bleed ads extend bleed 0.125"/3.175mm beyond the trim edge.

**ShowNews Briefing Dimensions:** Sizes for a 8" x 10 3/4" *ShowNews* Briefing publication based on a live area of 7" x 10" on the page:

Space Unit	Width X Depth in inches	Width X Depth in millimeters
Full Page Trim	8" x 10.75"	203.2mm x 273.05mm
Full Page Non Bleed	7" x 10"	177.8mm x 254mm
Full Page Spread Trim	16" x 10.75"	406.4mm x 273.05mm
Full Page Spread Non Bleed	15.25" x 10"	387.35mm x 254mm
2/3 Page	4.5" x 9.5"	114.3mm x 241.3mm
1/2 Page Horizontal	6.75" x 4.75"	171.45mm x 120.65mm
1/2 Page Island	4.5" x 7.5"	114.3mm x 190.5mm
1/3 Page Square	4.5" x 4.75"	114.3mm x 120.65mm
1/3 Page Vertical	2.125" x 9.5"	53.975mm x 241.3mm
1/6 Page Horizontal	4.5" x 2.125"	114.3mm x 53.975mm
1/6 Page Vertical	2.125" x 4.75"	53.975mm x 120.65mm

Please keep live matter 1/4" from trim on all sides. For bleed ads extend bleed 0.125"/3.175mm beyond the trim edge.

## COVER OPPORTUNITIES

### ShowNews Bottom Strip Dimensions:

Space Unit	Width X Depth
Trim	9" x 1.1875"
Bleed	9.25" x 1.4375"

### ShowNews Corner Box Dimensions:

Space Unit	Width X Depth
Trim	2.75" x 2"
Bleed	3" x 2.25"

### ShowNews Flag Dimensions:

Space Unit	Width X Depth
Trim	2.375" x 2"
Bleed	2.625" x 2.25"

### ShowNews Circle Dimensions:

Space Unit	Width X Depth
Diameter	4.1625"
Live Area: From Left Edge Radius	2.675" x 3"

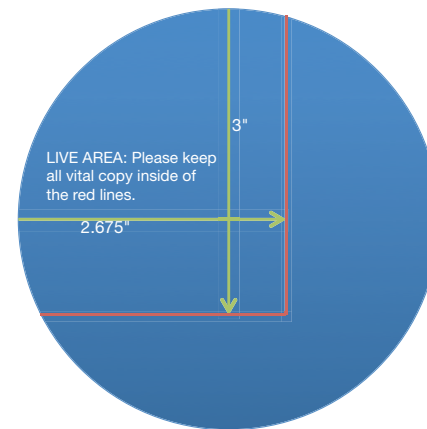
\*Please keep all vital copy .125" away from trim edge. Bleed dimensions include bleed all around.

### ShowNews Cover Sponsor Circle Specs:

**Diameter: 4.1625"**

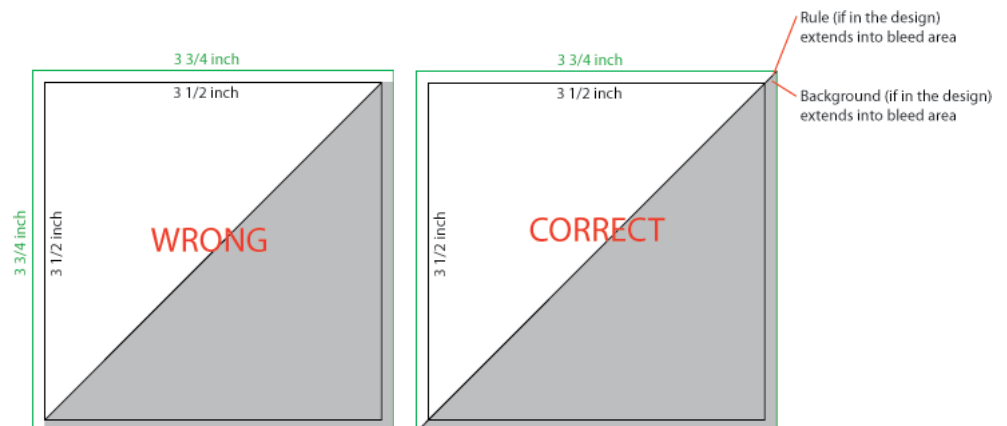
**Live Area: From left Edge Radius – 2.675"w x 3"h**

(please see diagram at right showing live area)

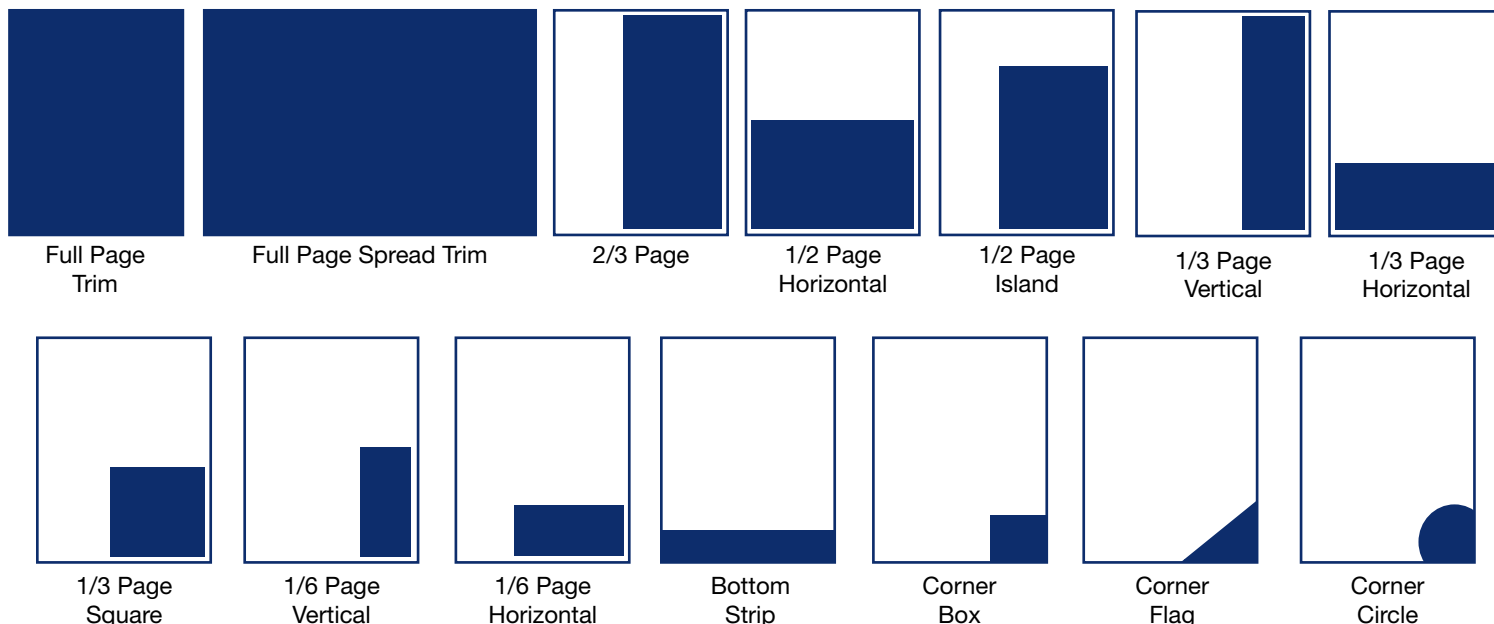


### ShowNews Cover Corner Box Set Up:

(please see diagram at right showing proper set up for live and bleed area)



**STANDARD AD UNIT SIZES:** Vital advertising matter must be kept 0.25"/6.35 mm from the publication trim edge. For other specialty or custom ad sizes, please contact your sales representative.



### FILE FORMATS:

Preferred File Format — SWOP Recommended: PDF/X-1A:2001 (*Note: this particular setting is especially important if you are using transparencies in your document*), 300 dpi as CMYK. Other accepted file formats: High resolution PDF.

Please move all crop marks and color bars out of the bleed area to ensure that they do not show in the final printed piece.

### AD SUBMISSIONS:

For all ad submissions please upload files to **SendMyAd** - <https://informa.sendmyad.com/>

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**Tel: +1 913-967-7476**

**Fax: +1 913-514-7018**

**kara.walby@informa.com**

All submissions should be labeled with the date of the issue.

For furnished inserts, contact Production Department.

# EXECUTIVE MARKET BRIEFINGS

**AerospaceDaily**  
& DEFENSE REPORT

**AviationDaily**

THE WEEKLY OF  
**BusinessAviation**

**PUBLICATION TRIM SIZE:** 8" x 11"; 215mm x 280mm

**IMPORTANT:** Vital advertising matter (all live copy and illustrations) must be kept 1/2" (12mm) from any trim edge. Files should be in PDF Format (JPEG and TIFF files are acceptable).

**STANDARD UNIT SIZE IN INCHES/MM:** Space can be used only in the following forms. Advertisements exceeding size in any dimension are considered oversized. Fractional ads are accepted in horizontal format only.

Specifications	Width X Depth
Full Page Non-Bleed	7.5" x 10" — File size: 500K max
Full Page Trim	8.5" x 11" — File size: 500K max
1/2 Page Horizontal	7.5" x 4.75" — File size: 400K max
1/3 Page Horizontal:	7.5" x 3.5" — File size: 350K max
1/4 Page Horizontal	7.5" x 2.5" — File size: 300K max
1" Strip	7.5" x 1" — File size: 250K max

**STANDARD AD UNIT SIZES:**



Full Page Non-Bleed



Full Page Trim



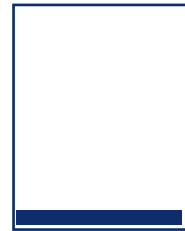
1/2 Page Horizontal



1/3 Page Horizontal



1/4 Page Horizontal



1 inch Strip

**INTERNET:**

125 pixels W x 125 pixels H @ 72 dpi. GIF or JPEG format.

**MATERIALS:**

PDF, JPEG or TIFF file. File size should not exceed specifications listed above.

Proof of delivery reports to clients are generated and distributed by Digital Advertising Solutions Group associates using metrics from Informa ad servers and email systems. Reports are for the invoiced period and provided the first week following the month of delivery.

**AD SUBMISSIONS:** For all ad submissions please upload files to <https://informa.sendmyad.com>

To pick up an existing ad and for all insertion orders, contact Digital Advertising Solutions Group:

**Attention: Kara Walby, Production**

**Tel: +1 913-967-7476 • Fax: +1 913-514-7018**

**kara.walby@informa.com**

# NEWSLETTERS - PRINT



Includes *SpeedNews*, *SpeedNews Today*, *The Windshield*, and *MRO On-site Briefing*

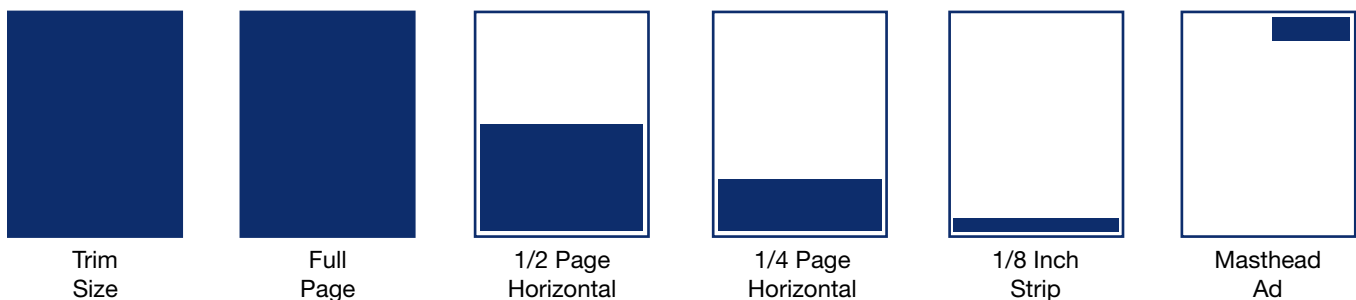
**PUBLICATION TRIM SIZE:** 8" x 11"; 215mm x 280mm

**IMPORTANT:** Vital advertising matter (all live copy and illustrations) must be kept 1/2" (12mm) from any trim edge. Files should be in PDF Format (JPEG and TIFF files are acceptable).

**SPEEDNEWS NEWSLETTERS AND MRO ON-SITE BRIEFING:**

Space Unit	Width X Depth in inches	Width X Depth in millimeters
Trim Size	8.5" x 11"	215.9 mm x 279.4 mm
Full Page	8.5" x 11"	216 mm x 279 mm
Half Page	7.25" x 5"	184 mm x 127 mm
Quarter Page	7.25" x 2.5"	184 mm x 63.5 mm
Inside 1/8 Inch Strip	7.25" x 1.25"	184 mm x 31.75 mm
Masthead Advertising	3" x 1"	76 mm x 25.5 mm

**STANDARD AD UNIT SIZES:**



**MATERIALS:**

PDF, JPEG or TIFF file. File size should not exceed specifications listed above.

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**AD SUBMISSIONS:** For all ad submissions please upload files to <https://informa.sendmyad.com>

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**[kara.walby@informa.com](mailto:kara.walby@informa.com)**



# NEWSLETTERS - DIGITAL

- ▶ *Aerospace Digest*
- ▶ *Air Transport Digest*
- ▶ *Aviation Week & Space Technology Today*
- ▶ *Business Aviation Digest*
- ▶ *MRO Digest*
- ▶ *SpeedNews Today*
- ▶ *The Windshield*
- ▶ *Aerospace Digest: Asia Focus*
- ▶ *Air Transport & MRO Digest: Asia Focus*

## BANNER AD SIZES AND PRODUCTION SPECIFICATIONS FOR:

- ▶ *Aerospace Digest* ▶ *Air Transport Digest* ▶ *Aviation Week & Space Technology Today* ▶ *Business Aviation Digest*
- ▶ *MRO Digest* ▶ *Aerospace Digest: Asia Focus* ▶ *Air Transport & MRO Digest: Asia Focus*

Banner Ad Sizes: 300x250 pixels and 728x90 pixels

### Ad Paragraph:

- Outside the Banner (50 words maximum)

Max File Size: 200 KB

Looping: 3 times (GIF)

Frames: 4 (GIF)

Animation length: 15-20 seconds

Max FPS (frames per second): 18

Accepted Formats: Animated GIF, JPG, or static GIF

### Linked URLs:

- Must link to active web page (not a video, document, or other file)
- Advert links must link to a page with content relevant to advert
- Landing page must not generate pop-up or pop-under windows
- Please note we cannot run third-party Java script-based tracking systems
- Please include the active url to which the banner is directed to with all copy

## BANNER AD SIZES AND PRODUCTION SPECIFICATIONS FOR:

- ▶ *SpeedNews Today* ▶ *The Windshield*

Banner Ad Sizes: 180x150 pixels and 468x60 pixels

### Ad Paragraph:

- Outside the Banner (50 words maximum)
- URL (1 line, 70 characters maximum)

Max File Size: 200 KB

Looping: 3 times (GIF)

Frames: 4 (GIF)

Animation length: 15-20 seconds

Max FPS (frames per second): 18

Accepted Formats: Animated GIF, JPG, or static GIF

*Note: Rich media is not accepted for newsletter placements. Outlook users cannot see animated GIFs, therefore it is our recommendation that the first frame of your animated GIF be a stand-alone or call to action frame. For newsletter, advertiser can submit an image and a clicktracker URL instead of third party tags.*

**AD SUBMISSIONS:** For all ad submissions please upload files to <https://informa.sendmyad.com>

To pick up an existing ad and for all insertion orders, contact Digital Advertising Solutions Group:

**Attention: Jenny Lee • email: [Jenny.Lee@informa.com](mailto:Jenny.Lee@informa.com) • Tel: +1 913-967-1822 • Fax: +1 913-514-7018**

Proof of delivery reports to clients are generated and distributed by Digital Advertising Solutions Group associates using metrics from Informa ad servers and email systems. Reports are for the invoiced period and provided the first week following the month of delivery.

### ACUKWIK.com

**IMPORTANT:** Please send all artwork one week prior to the go-live date.

#### SPECIFICATIONS FOR AD SIZES:

Ad Unit	Dimensions
Ad Type	
Leaderboard	728 x 90 pixels
iPhone/Mobile Leaderboard	320 x 50 pixels
Impact Ad	300 x 250 pixels
Billboard	180 x 150 pixels
Site Skin	120 x 600 pixels
Logo	Send high-resolution .eps file
Expanded Info Page Logo	Send high-resolution .eps file
Expanded Info Page Photos	Send high-resolution .jpg file

#### FILE SUBMISSIONS:

Files should be sent as a JPG, GIF or HTML5 and cannot exceed 125kb.

**Send files to [ads@acukwik.com](mailto:ads@acukwik.com).**

**FOR QUESTIONS OR MORE INFORMATION, CONTACT: [ads@acukwik.com](mailto:ads@acukwik.com) • Tel: 1-913-967-7363**

# WEBSITE



## AirCharterGuide.com

**IMPORTANT:** All online ads are posted on the 1st and 15th of each month. Please send all artwork at least 5 days in advance of these posting dates.

### SPECIFICATIONS FOR AD SIZES:

Ad Unit	Dimensions
Ad Type	
Leaderboard	728 x 90 pixels
Impact ad	300 x 250 pixels
Listing Enhancement	
Small logo	Send high-resolution .eps file
Large logo	Send high-resolution .eps file
Aircraft photo	Send high-resolution .jpg file
Video	Send link to YouTube video

### FILE SUBMISSIONS:

Files should be sent as .jpg, .png, .gif or HTML5 and cannot exceed 200kb.

**Send files to [ads@aircharterguide.com](mailto:ads@aircharterguide.com)**

**FOR QUESTIONS OR MORE INFORMATION, CONTACT: [ads@aircharterguide.com](mailto:ads@aircharterguide.com) • Tel: 1-913-967-7363**

# WEBSITE



## AircraftBluebook.com

**IMPORTANT:** Please send all artwork one week prior to the go-live date.

### SPECIFICATIONS FOR AD SIZES:

Ad Unit	Dimensions
Ad Type	
Upper Leaderboard	970 x 90 pixels
Lower Leaderboard	970 x 90 pixels
Tower ad	160 x 600 pixels
Impact ad	300 x 250 pixels

**NOTE: Advertiser Qualification:** Due to the nature of the data Aircraft Bluebook provides, we reserve the right to accept or deny any advertisement due to a conflict of interest.

### FILE SUBMISSIONS:

Files should be sent as .jpg, .png, .gif or HTML5 and cannot exceed 200kb.

Send files to [Julie.Jantzer-Ward@informa.com](mailto:Julie.Jantzer-Ward@informa.com)

### FOR QUESTIONS OR MORE INFORMATION, CONTACT:

[Julie.Jantzer-Ward@informa.com](mailto:Julie.Jantzer-Ward@informa.com) • Tel: 1-913-967-7363

# WEBSITE & MOBILE

## ► AviationWeek.com (includes ATWOnline.com, MRO-Network.com, and SpeedNews.com)

### WEBSITE

#### GIF GUIDELINES:

Max File Size: 200KB.

Looping: 3 times (GIF).

Frames: 4 (GIF).

Animation Length: 15-20 seconds.

#### CREATIVE UNIT: LEADERBOARD

Dimensions (W x H in pixels): 728x90 (desktop/tablet) and 320x50 (smartphone)

Specs and acceptable format: GIF, PNG, JPEG, HTML, Rich Media, 3rd party tag. HTML5 as: 3rd party tag, DoubleClick Studio creative, DCM tag or self-contained HTML5. All 3rd Party tags and accompanying technologies being served by tags must be SSL Compliant (HTTPS).

Additional information: Ad could include in banner video or social media in rich media versions. Audio off at start and user controls required for “Close X”, Play, Pause, Rewind, and Volume.

Max Size: 200K.

#### CREATIVE UNIT: RECTANGLE

Dimensions (W x H in pixels): 300x250 or 300x600

Specs and acceptable format: GIF, PNG, JPEG, HTML, Rich Media, 3rd party tag. HTML5 as: 3rd party tag, DoubleClick Studio creative, DCM tag or self-contained HTML5. All 3rd Party tags and accompanying technologies being served by tags must be SSL Compliant (HTTPS).

Additional information: Ad could include in banner video or social media in rich media versions. Audio off at start and user controls required for “Close X”, Play, Pause, Rewind, and Volume.

Max Size: 200K.

#### CREATIVE UNIT: WELCOME AD / INTROSTITIAL

Information: Displays an ad to the user on their first visit and for a specified length of time “Sponsored Introduction” is displayed with a countdown. A “continue” link is included to ensure optimal user experience.

Ad specifications:

- **Size:** 640x480 (desktop/tablet); 300x250 (mobile)
- **Acceptable formats:** GIF, PNG, JPEG, HTML, Rich Media, 3rd party tag. HTML5 as: 3rd party tag, DoubleClick Studio creative, DCM tag or self-contained HTML5. All 3rd Party tags and accompanying technologies being served by tags must be SSL Compliant (HTTPS).
- Close button not required
- Ad could include in banner video or social media in rich media versions. Audio off at start and user controls required for “Close X”, Play, Pause, Rewind, and Volume.
- **Max size:** 200KB

\* Brand-specific specifications may apply. Please contact your Sales Representative for detailed specifications and delivery instructions.

#### CREATIVE UNIT: BILLBOARD *(Expandable functionality is not accepted in this ad unit.)*

Information: Highly visible banner. Desktop only. The unit remains open.

Ad specifications:

- **Size:** Top leaderboard 970x250
- **Acceptable formats:** GIF, PNG, JPEG, HTML, Rich Media, 3rd party tag. HTML5 as: 3rd party tag, DoubleClick Studio creative or DCM tag. All 3rd Party tags and accompanying technologies being served by tags must be SSL Compliant (HTTPS). Ad could include in-banner video or social media in rich media versions. Audio off at start and user controls required for “Close X”, Play, Pause, Rewind, and Volume.
- **Max size:** 200KB.

# WEBSITE & MOBILE

## ► AviationWeek.com (includes ATWOnline.com, MRO-Network.com, and SpeedNews.com)

### CREATIVE UNIT: EXPANDABLE UNIT

**Information:** Most Informa sites offer expandable ad units. This format is available in all in-page units. The advertisement expands either in width or height (not both) when the user mouse over or clicks on the ad. This unit must be provided as a third party ad tag.

**Specs and acceptable format:** Rich Media: 3rd party tags, or HTML5: 3rd party tag, DoubleClick Studio creative, DCM tag or self-contained HTML5. All 3rd Party tags and accompanying technologies being served by tags must be SSL Compliant (HTTPS).

**Max Initial File Load Size:** 200KB; 100KB host-initiated subload

**Max # of panels:** 4

**Panel activation/closing:** On mouse over or click with clear and obvious “close” text.

**Max panel expansion dimensions:** In general, the expansion should not exceed twice the original width or height.

**Expand direction:** Top leaderboards should expand down only; left rail units should expand to the right; and right rail units should only expand to the left.

**Audio/Video acceptance:** User initiated only; controls should include “Close X”, “Play”, “Pause”, “Rewind”

**Volume Maximum video weight:** 1.2MB streaming video max.

### CREATIVE UNIT: SITE SKIN (WALLPAPER)

**Information:** The skin allows an advertiser to brand both sides of a the website.

**Specs and acceptable format: Important:** Please view the photoshop template for reference. Do not include any important text copy/call to action/logos in the top 72px of the creative. Background artwork is allowed in this area. Two creative files should be delivered: 1346x925, 1920x1080. For the size 1346x925 - White gutter space in the center should be 1160 pixels wide. Live creative area on left and right should be 93 pixels wide. For the size 1920x1080: White gutter space in the center should be 1160 pixels wide. Live creative area on left and right should be 380 pixels wide. **Important!** Creative Graphics and Copy: Please open Photoshop files to view the safe area for Graphics, Text Copy and Logos. 1920x1080: Keep all important text copy/call to action/logos in the safe area of 155x400 px on the left and right creative panels. 1346x925: Keep all important text copy/call to action/logos in the safe area of 93x400 px on the left and right creative panels. All 3rd Party 1x1 tracking tags must be SSL Compliant (HTTPS).

**Lead time:** 10 business days

**Maximum file size:** 200K

**Creative Dimensions (W x H in pixels):** Two creative sizes should be delivered: 1346x925, 1900x1080.

**White Gutter Space:** Website Content Area (center) – Fixed width should be 1160 pixels, color must be white

**Accepted formats:** JPEG. Only one click-through URL accepted

### CREATIVE UNIT: IN-BANNER VIDEO

**Information:** VAST compliant.

### CREATIVE UNIT: SITE OR HOMEPAGE TAKEOVER

**Information:** The site or homepage takeover provides the advertiser the ultimate exposure. Every ad unit will belong to the advertiser.

**Specs and acceptable format:**

- **Size:** Creative will be needed for all units within the page/site.
- **Lead time:** 5 days w/o site skin; 10 with skin
- **Formats:** GIF, PNG, JPEG, HTML, Rich Media, 3rd party tag. HTML5 as: 3rd party tag, DoubleClick Studio creative, DCM tag or self-contained HTML5. All 3rd Party tags and accompanying technologies being served by tags must be SSL Compliant (HTTPS).
- **Max Initial File Load Size:** 200KB; 100KB host-initiated subload.

# WEBSITE & MOBILE

## ► AviationWeek.com (includes ATWOnline.com, MRO-Network.com, and SpeedNews.com)

### CREATIVE UNIT: IN-BANNER VIDEO

Information: VAST compliant.

Specs and acceptable format:

- **Format:** Third-party tag (any file format may be hosted on your end, but we will need to be provided a Javascript tag)
- **Size:** Initial Javascript host-initiated subload of 140 kb; third-party hosted file load of 20mb or less (preferably less to conserve on load time so the video is not overlooked by users)
- **Video:** Can begin playing at load, but audio must be off. User controls (pause, stop, play) must be visible on mouse-over. If the video does not start automatically, the audio can begin with the user-click of the Play button.
- **Audio:** Off at start and user-initiated by a clickable mute button.
- **Length:** Preferably 15-30 seconds, 60 seconds max.

### CREATIVE UNIT: SITE OR HOMEPAGE TAKEOVER

Information: The site or homepage takeover provides the advertiser the ultimate exposure. Every ad unit will belong to the advertiser.

Specs and acceptable format:

- **Size:** Creative will be needed for all units within the page/site.
- **Lead time:** 5 days w/o site skin; 10 with skin
- **Formats:** GIF, PNG, JPEG, HTML, Rich Media, 3rd party tag. HTML5 as: 3rd party tag, DoubleClick Studio creative, DCM tag or self-contained HTML5. All 3rd Party tags and accompanying technologies being served by tags must be SSL Compliant (HTTPS).
- **Max Initial File Load Size:** 200KB; 100KB host-initiated subload.

### CREATIVE UNIT: COMPANION ADS

Information: Many Informa websites support companion advertisements. Also known as tandem ads, this method of places multiple ads simultaneously.

Specs and acceptable format:

- **Ad sizes:** Depends on the site and the units included in the campaign
- **Formats:** 3rd party tags or HTML5 as: 3rd party tag, DoubleClick Studio creative, DCM tag or self-contained HTML5. All 3rd Party tags and accompanying technologies being served by tags must be SSL Compliant (HTTPS).
- **Max Initial File Load Size:** 200KB; 100KB host-initiated subload
- **Lead time:** 5 days

### CREATIVE UNIT: PUSHDOWN

**Creative Dimensions (W x H in pixels):** Rich Media ad with Teaser Image: 970x90 and Expanded Ad Unit: 970x415

**Formats:** 3rd party tags or HTML5 as: 3rd party tag, DoubleClick Studio creative, DCM tag or self-contained HTML5.

All 3rd Party tags and accompanying technologies being served by tags must be SSL Compliant (HTTPS).

**Max Initial File Load Size:** 200KB; 300KB host-initiated subload

**Additional information:**

- **Borders:** Creatives without border must have high contrast background color that doesn't mimic the background color of the website.
- **Animation on initial load** should not last more than 15 seconds. Unlimited for user initiated animation.
- **Audio/Video** must have visible functioning controls (play/pause, mute, stop). Audio muted on initial load.  
1.1 MB additional file size allowed for host-initiated video. Unlimited file size for user-initiated video.

Additional charges may be applied if production is required.

# WEBSITE & MOBILE

## ► AviationWeek.com (includes ATWOnline.com, MRO-Network.com, and SpeedNews.com)

### CREATIVE UNIT: FLOOR\*

**Information:** Full rich media interactivity. Fixed, adhesion that sits at the bottom of the browser, remaining in the user's view, even as they scroll the page. Begins collapsed, on click the ad spawns a larger canvas that can support social, video and custom content integrations.

#### Ad specifications:

- **Initial Dimension:** 1160x90 pixels Expanded dimension: Up to 1160x410
- **Client Supplies:** all creative assets, including designed layouts and instructions for interactive components. *Informa will execute HTML5 for all Floor ad units.*
- **Action:** Persistent unit that sits at the bottom of the screen. Expands up from center at user initiated click. Closes via obvious "close" text or "X".
- **Max Initial File Load Size:** 200KB; 300KB host-initiated subload
- **Borders:** Creatives without border must have high contrast background color that doesn't mimic the background color of the website.
- Supported assets for production: Videos / HTML5 source files / JPEG or PSD /Social Feeds
- Animation on initial load should not last more than 15 seconds. Unlimited for user initiated animation.
- Animation on initial load should not last more than 15 seconds. Unlimited for user initiated animation.
- Audio/Video must have visible functioning controls (play/pause, mute, stop). Audio muted on initial load. 1.1 MB additional file size allowed for host-initiated video. Unlimited file size for user-initiated video.

*\*Informa will produce this ad, no third-party tags supported.*

*\*Brand-specific specifications may apply. Please contact your Informa Representative for detailed specifications and delivery instructions.*

### CREATIVE UNIT: NATIVE ADVERTISING

**Sponsored Content:** Client may distribute articles, videos, infographics or videos inside Aviationweek.com or appropriate Aviation website. Information will be tagged 'sponsored', reviewed for appropriateness by our editors but not edited.

#### Placement will be in the following locations:

- Two (2) placements in appropriate Daily Newsletter enewsletter
- One (1) placement in an additional weekly newsletter (client choice)
- Placement for one year in the appropriate online channel
- Content will be indexed and SEO'd. 30% of traffic comes from search
- All 3rd Party tags and accompanying technologies being served by tags must be SSL Compliant (HTTPS).

**Ad sizes:** Must fit standard article/video/infographic areas within Aviationweek.com. URLs are permitted.

### CREATIVE UNIT: IN-ARTICLE VIDEO\*†

**Information:** Optimal user experience and viewability through in-article placement. Auto plays when more than 50% in view on user's screen. Audio starts on mouse rollover. Video disappears from body of article once played to completion, making it less intrusive to the user's experience. Premium environment for short 30-60 second videos.

#### Ad specifications:

- **File Type:** .mp4
- **Max file size:** 20MB
- **Ratio:** 16:9
- **Dimension:** 1280x720 (Responsive to the page level)
- **Tags Accepted:** 1x1, VAST, VPAID JS (HTML); all tags must be SSL only
- **Video Duration:** 15/30 sec FPS: 24

*\* Brand-specific specifications may apply. Please contact your Informa Sales Representative for detailed specifications and delivery instructions. † Not available on SpeedNews.com.*



# WEBSITE & MOBILE

## ► AviationWeek.com (includes ATWOnline.com, MRO-Network.com, and SpeedNews.com)

### AUDIENCE EXTENSION

**Information:** With Audience Extension, Informa users are located on the “open” web (outside Informa) through display banners. To create these banners, you will need at least two images in the dimensions specified below and a destination URL. Before you launch your Audience Extension campaign, be sure to read through the information below and contact us with any questions.

**Accepted file formats:** JPG, GIF, or HTML5

**File size:** 200KB max initial file load (refer to IAB specs)

**Most popular ad sizes:** We recommend that campaigns are launched with, at minimum, the four ad sizes listed below:

- Medium rectangle: 300x250
- Leaderboard: 728x90
- Wide skyscraper: 160x600
- Large Rectangle: 300x600
- Mobile leaderboard: 320x50, 300x50\*
- Banner: 468x60
- Rectangles: 336x280, 180x150
- Skyscraper: 120x600
- Billboards: 970x90, 970x250

**Note:** *Additional mobile sizes as well as IAB Rising Star units may be available. Please inquire if interested.*

### Additional Requirements:

**Animation:** Animated ads are restricted to a maximum of 15 seconds (at a 15-20 fps frame rate), after which point automated animations must come to a complete stop. You are permitted to give the viewer the option to restart animation.

**Border:** Any ads featuring a white or black background are required to have a 1 px border of a distinguishing color around the perimeter of the ad in order to separate it from page content.

**Expansion:** Due to the variability of the ad serving environment, expandable ads are NOT supported at this time.

### Destination URL:

- Web banners are not permitted to use redirecting URLs. Track campaign analytics with UTM tracking codes instead.
- Banners cannot link directly to third-party vendors, unless linking to a ticket distributor for an event.
- Banners cannot link directly into a payment processor (e.g., PayPal). Visitors must be able to review terms of the offer prior to entering purchasing/sign-up flows.

**Branding:** To prevent fraud, ad content and branding must include or carry the logo that matches the page where the user is being directed upon click. Ads that do not adhere to this spec will be rejected when the campaign is loaded.

**3rd Party Tags:** All 3rd Party tags and accompanying technologies being served by tags must be SSL Compliant (HTTPS).

### Additional Information:

- **Informa Tracking Policy:** Informa Media does not allow the inclusion of advertiser tracking pixels.
- **Informa Systems:** Informa utilizes Google Ad Manager (GAM) for most ad serving.

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**AD SUBMISSIONS:** For all ad submissions please upload files to <https://informa.sendmyad.com>

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**Attention: Jenny Lee • email: [Jenny.Lee@informa.com](mailto:Jenny.Lee@informa.com) • Tel: +1 913-967-1822 • Fax: +1 913-514-7018**

# WEBSITE & MOBILE

► **AviationWeek.com** (includes ATWOnline.com, MRO-Network.com, and SpeedNews.com)

## WEBSITE

### HTML5

Informa continues to support HTML5 advertising on Informa sites. Ads created in HTML5 offer the benefit of working across devices and platforms.

Advertisers are asked to submit their advertising tags or code via Informa's ad portal: <https://informa.sendmyad.com>

- File Size for HTML5 creative is increased to 200KB for Max Initial File Load
- HTML5 ads can be submitted as:
  1. 3rd party tag
  2. DoubleClick Studio creatives directly pushed to our DFP network from DC Studio
  3. DoubleClick Campaign Manager tag (DCM InRed)
  4. Compressed (ZIPPED) file with all assets included in the zip file
- Advertiser or Creative agency will be asked to provide information on click macro implementation. Also, advertiser or agency must host all files referenced in HTML5 ad.
- Static backup image file required (JPG, GIF, PNG). Any browsers incapable of displaying HTML5 will show the backup image.
- All HTML5 code must adhere to the ad guidelines and specifications for its respective ad unit.
- HTML5 code must be submitted in accordance to the ad unit's submission lead time for proper testing and any necessary revisions.
- All 3rd Party tags and accompanying technologies being served by tags must be SSL Compliant (HTTPS).
- Informa's ad server is Google Ad Manager (GAM) (Premium).

As broad adoption is still limited, HTML5-specific ad specifications have not been finalized by the IAB. As such, Informa HTML5 specs may be updated in the future.

### Animated GIF Files

**Max File Size:** 200 KB

**Looping:** 3 times (GIF)

**Frames:** 4 (GIF)

**Animation length:** 15-20 seconds

**Max FPS (frames per second):** 18

## MOBILE

### PLATFORM: TABLET AND SMARTPHONE

**Creative Dimensions (W x H in pixels):** 728x90, 300x250, 320x50

**Specs and acceptable format:** 3rd party tags or HTML5 as: 3rd party tag, DoubleClick Studio creative, DCM tag or self-contained HTML5. All 3rd Party tags and accompanying technologies being served by tags must be SSL Compliant (HTTPS).

**Maximum file size:** 200K

**AD SUBMISSIONS:** For all ad submissions please upload files to <https://informa.sendmyad.com>

To pick up an existing ad and for all insertion orders, contact Digital Advertising Solutions Group:

**Attention: Jenny Lee • email: [Jenny.Lee@informa.com](mailto:Jenny.Lee@informa.com) • Tel: +1 913-967-1822 • Fax: +1 913-514-7018**



## **CREATIVE UNIT: AUDIO/VIDEO: GTXCEL HOSTED VIDEO**

**This hosting option is recommended for reliability and visibility across platforms.**

**Location:** Select page, page position

**Size & Length:** 100 MB maximum. Up to 4 minutes for optimal performance (recommended).

**File Formats:** h264 format. GTxcel can convert to h264, .MPEG4, .MOV, .FLV, .WMV, .AVI

**Design:** Video should include at least one extra second of play

**PDF/Page Setup:** If video is embedded or accessed via hotspot, add placeholder or icon to PDF. Placeholder should be slightly smaller than media element (height/width) and the same aspect ratio.

**Features:** Click to open from hotspot or autoplay

**Other:** Not available for viewing offline or from mobile web reader

**Good Use:** Demonstration, product walk-through, sizzle reel

## **CREATIVE UNIT: AUDIO/VIDEO: EXTERNALLY HOSTED VIDEO**

**Location:** Select page, page position

**Size & Length:** No restrictions

**File Formats:** h264 format. Provide URL to video.

**Design:** Video should include at least one extra second of play Initial image defaults to first frame of video or upload 480w x 270h JPG

**PDF/Page Setup:** If video is embedded or accessed via hotspot, add placeholder or icon to PDF. Placeholder should be slightly smaller than media element (height/width) and the same aspect ratio.

**Features:** Autoplay or click/tap to play

**Other:** Not available for viewing offline or from mobile web reader

**Good Use:** Demonstration, product walk-through, sizzle reel

## **CREATIVE UNIT: INTERACTIVE MODULES: SLIDESHOW**

The slideshow module lets readers play or swipe through images and their accompanying captions.

**Location:** Select page, page position

**Creative Dimensions (W x H in pixels) Images:**

**No smaller than:**

- **Portrait:** 576w x 768h pixels
- **Landscape:** 768w x 576h pixels

**File Formats:** JPG, GIF, PNG, TIF, BMP

**Design:** Minimum of 2 images, suggested maximum of 50 images.

**Images:** Images should be RGB (not CMYK)

**Caption Text:** Caption text (if separate from image) appears in translucent field at bottom of module.

**Features:** Autoplay or click/tap to play

**Other:** Turn full-screen mode off? (Default: no). If caption text is separate, provide captions in list with corresponding image names. Suggested maximum of 450 characters per caption including spaces.

**Good Use:** Photo gallery, showcasing “best of”



## **CREATIVE UNIT: INTERACTIVE MODULES: 360° ANIMATION**

The 360° animation module allows users to turn an object around to see all sides or pan around a space.

**Location:** Select page, page position

**Creative Dimensions (W x H in pixels) Images:** Images set at fixed size of 225w x 300h pixels, 4:3 aspect ratio

**File Formats:** PNG, JPG, GIF

**Design:** Minimum of 2 images, suggested maximum of 50 images.

**Images:** Images should be RGB (not CMYK)

**Features:** Autoplay or click/tap to play

**Platforms:** Digital edition, Mobile app

**Features:** Autoplay or click/tap to play

**Good Use:** Virtual tour, panorama

## **CREATIVE UNIT: SPONSORSHIP OF MODULES**

Slideshows and 360° animation modules can have an advertisement (banner ad) and/or sponsorship image (logo).

Note that the sponsorship logo is only available when a banner ad is used.

**Banner:**

- **Location:** Sits at bottom of module
- **Creative Dimensions (W x H in pixels):** 302w x 38h pixels
- **File Formats:** PNG, JPG, GIF
- **Features:** Link to URL

**Logo:**

- **Location:** Sits at top-right of module
- **Creative Dimensions (W x H in pixels):** 73w x 39h pixels
- **File Formats:** PNG, JPG, GIF
- **Features:** Link to URL
- **Other:** The logo is preceded by the words “Powered by.” The logo is only available if banner is present.

## **Additional Information:**

- Informa can provide digital ad production assistance, if needed. Additional costs may be associated.
- Landing pages from mobile advertising should be mobile web optimized
- When developing an ad creative for a mobile handheld device it is important to think about where the ad unit will be delivered and optimize all assets and coding to produce the smallest total ad unit size possible to ensure a positive user experience.

Proof of delivery reports to clients are generated and distributed by Digital Advertising Solutions Group associates using metrics from Informa ad servers and email systems. Reports are for the invoiced period and provided the first week following the month of delivery.

**AD SUBMISSIONS:** For all ad submissions please upload files to <https://informa.sendmyad.com>

To pick up an existing ad and for all insertion orders, contact Digital Advertising Solutions Group:

**Attention: Kara Walby • email: [kara.walby@informa.com](mailto:kara.walby@informa.com) • Tel: +1 913-967-7476 • Fax: +1 913-514-7018**

## General Terms & Conditions

- a. All contents of advertisements are subject to the Publisher's approval. The Publisher reserves the right to reject or cancel any advertisement, insertion order, space reservation, or position commitment (collectively, an "advertisement") at any time, if for any reason the Publisher deems it to be unacceptable. As used in these General Terms and Conditions, the term "advertiser" includes any advertiser's advertising agency, if there is one.
- b. All advertisements must be clearly identifiable as such with a trademark or signature of the advertiser. If in Publisher's judgment any advertisement creates the illusion of editorial matter, Publisher reserves the right to decline such advertisement and/or to place the word "Advertisement" in it.
- c. It is the advertiser's responsibility to ensure that all inserts and other advertising comply with U.S. postal regulations and other applicable Federal and State laws and regulations.
- d. Positioning of advertisements is at the Publisher's discretion, except when the advertiser requests a guaranteed advertisement placement, to which premium charges may apply.
- e. The advertiser and its agency, if there is one, each acknowledge that it is fully authorized and/or licensed to publish and assumes all liability for the entire contents of its advertisements, including without limitation: text; testimonials; representations; illustrations; maps; labels; trademark and other copyrighted or proprietary matter; and the use of the name or likeness of persons, living or dead. The agency and the advertiser, jointly and severally, will indemnify and save harmless the Publisher against all loss, liability, damage and expenses of any nature (including reasonable attorney's fees) resulting from any actions, claims or suits ("claims") resulting from advertising purchased pursuant to this rate card, including, without limitation, claims for libel, violation of rights of privacy or publicity, infliction of emotional distress, unfair competition, or copyright, trademark or other proprietary rights infringement.
- f. Advertisements not received by Publisher's production department by the production materials closing date will not be entitled to the privilege of O.K. or revision by the advertiser.
- g. Cancellations or changes in orders may not be made by the advertiser after the closing date. Contracts may be cancelled by the advertiser or Publisher on written notice not less than (i) 30 days in advance of the closing date or (ii) for covers, 90 days in advance of the closing date.
- h. All insertion orders are accepted subject to the provisions of the current rate card. Conditions, including rates, are subject to change upon notice from the Publisher. Should a rate change be made, the advertiser may cancel space reserved at the time the change becomes effective without incurring short-rate charges, provided the contract rate has been earned up to the date of cancellation. Cancellation of space reservations for any other reason (in whole or part) by the advertiser will result in an adjustment of the rate (short-rate) based on the number and type of insertions placed to the cancellation date, to reflect actual space used at the earned frequency or volume rate, as of cancellation.
- i. Advertisers will be short rated, if within a 12-month (52-week) period from the date of the first insertion, they do not use the amount of space upon which their billings have been based. Advertisers will be rebated if, within a 12-month (52-week) period from the date of the first insertion, they have used sufficient space to earn a lower rate than that at which they have been billed.
- j. The Publisher will not be liable under any circumstance for any costs or damages (including consequential damages) resulting from either the failure to print any advertisement or the appearance of any errors in any advertisement as published. In such case, the advertiser's sole remedy will be the right to place a "make-good" advertisement.
- k. Failure to make any insertion order correspond in price or otherwise with the rate schedule shall be deemed a clerical error only; publication thereof shall be made and charged without further notice according to the terms of the rate schedule in force at the time.
- l. The Publisher or its sales agency shall have the right to hold the advertiser and/or its agency jointly and severally liable for such monies as are due and payable to the Publisher for published advertising.
- m. No conditions other than those set forth in this rate card shall be binding on the Publisher unless the Publisher specifically so agrees in writing, in advance. Specifically, the Publisher will not be bound by conditions or terms printed or appearing on order blanks or copy instructions submitted by or on behalf of the advertiser.
- n. 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 or quasi-governmental entity, fire flood, accidents, insurrection, act of terrorism or war, embargo, strikes (whether legal or illegal), 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.
- o. As used in this section entitled "General Terms and Conditions" the term "Publisher" shall refer to Aviation Week Network.

## Contact Us:

### PRINT AD QUESTIONS AND SUBMISSIONS

*Air Transport World (including Digital Edition), Aviation Week & Space Technology, Business & Commercial Aviation, Inside MRO, Routes, ShowNews, SpeedNews, SpeedNews Today, The Windshield, MRO On-site, Briefing, Executive Market Briefings:*

For all ad submissions please upload files to SendMyAd - <https://informa.sendmyad.com/>

All space contracts, insertion orders, advertising proofs, copy, and correspondence pertaining to advertising, printing and reproduction material should be sent to:

Attention: Kara Walby, Production  
Tel: +1 913-967-7476  
Fax: +1 913-514-7018  
[kara.walby@informa.com](mailto:kara.walby@informa.com)

*AC-U-KWIK, Air Charter Guide, Executive Traveler Edition:*

For all ad submissions please upload files to SendMyAd - <https://informa.sendmyad.com/>

All space contracts, insertion orders, advertising proofs, copy, and correspondence pertaining to advertising, printing and reproduction material should be sent to:

Attention: Julie Jantzer-Ward, Sr. Content & Design Production Manager  
Tel: 1-913-967-7363  
[julie.jantzer-ward@informa.com](mailto:julie.jantzer-ward@informa.com)

*Aircraft Bluebook:*

For all ad submissions please email files to [darin.watson@informa.com](mailto:darin.watson@informa.com)

All space contracts, insertion orders, advertising proofs, copy, and correspondence pertaining to advertising, printing and reproduction material should be sent to:

Attention: Darin Watson, Production  
Tel: +1 913-295-2524  
Fax: +1 913 -514-7399  
[darin.watson@informa.com](mailto:darin.watson@informa.com)

### DIGITAL AD QUESTIONS AND SUBMISSIONS

*Digital Newsletters, AviationWeek.com (including ATWOnline.com & MRO-Network.com), SpeedNews.com:*

For all ad submissions please upload files to SendMyAd - <https://informa.sendmyad.com/>

All space contracts, insertion orders, and correspondence pertaining to digital advertising materials should be sent to:

Attention: Jenny Lee, Production  
Tel: +1 913-967-1822  
Fax: +1 913-514-7018  
[Jenny.Lee@informa.com](mailto:Jenny.Lee@informa.com)

*ACUKWIK.com, AirCharterGuide.com, AircraftBluebook.com:*

For all ad submissions please send files for ACUKWIK.com to [ads@acukwik.com](mailto:ads@acukwik.com); AirCharterGuide.com to [ads@aircharterguide.com](mailto:ads@aircharterguide.com); AircraftBluebook.com to [julie.jantzer-ward@informa.com](mailto:julie.jantzer-ward@informa.com)

All space contracts, insertion orders, and correspondence pertaining to digital advertising materials should be sent to:

Attention: Julie Jantzer-Ward, Sr. Content & Design Production Manager  
Tel: 1-913-967-7363  
[julie.jantzer-ward@informa.com](mailto:julie.jantzer-ward@informa.com)