

# 2024 | ADVERTISING RATES & MEDIA INFORMATION

## FEATURED INSIDE

- › Digital and print advertising opportunities
- › Reach aerospace professionals where they work with *Aerospace America*, AIAA.org, Aerospace Research Central (ARC), and other digital solutions while accessing nearly 30,000 AIAA members.
- › Custom Content and Thought Leadership

**EFFECTIVE 1 JANUARY 2024**  
UPDATE 2 OCTOBER 2024





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### REACH AEROSPACE DECISION MAKERS WITH AIAA'S ADVERTISING OPTIONS

The American Institute of Aeronautics and Astronautics (AIAA) is the largest and most prestigious community of aerospace professionals in the world. AIAA exists to help aerospace professionals and their organizations succeed across government, industry, and academia. AIAA's vision is to be the voice of the aerospace profession through innovation, technical excellence, and global leadership.

We understand your company or organization needs access to leaders and decision makers in the aerospace community, and AIAA offers a selection of advertising opportunities to help you reach our members and the general aerospace community. We offer various digital media advertising selections such as banners or buttons on the [aiaa.org](http://aiaa.org) site and digital banners on the [aerospaceamerica.aiaa.org](http://aerospaceamerica.aiaa.org) site. In addition, AIAA offers print advertising in *Aerospace America*, which is our flagship monthly magazine. *Aerospace America* reaches more than 34,000 aerospace professionals and students in print and online—including every AIAA member, congressional offices on Capitol Hill, and hundreds of engineering and aerospace libraries.

# AIAA TECHNOLOGY SEGMENTS BREAKDOWN



AIAA members are asked to identify primary technology areas that reflect their professional interest and work activities.

## Aerospace Sciences 30%

- Aeroacoustics
- Applied Aerodynamics
- Astrodynamics/Orbital Mechanics
- Astrophysics
- Atmospheric and Space Environments
- Atmospheric Flight Mechanics
- Fluid Dynamics
- Guidance, Navigation & Control
- Aerodynamic Measurement Technology
- Plasmadynamics and Lasers
- Sounding Rockets
- Thermophysics
- Remote Sensing & Applications
- Thermodynamics
- Computational Fluid Dynamics
- Modeling & Simulation
- Ground Testing
- Meshing, Visualization & Computational Environments
- General Aerospace Sciences

## Space and Missiles 22%

- Life Sciences and Systems
- Missile Systems
- Space Operations and Support
- Microgravity & Space Processes
- Space Systems
- Space Transportation
- Space Exploration
- Space Sciences & Astronomy
- Space Automation & Robotics
- Directed Energy Systems Weapons
- Weapons System Effectiveness
- Human Factors Engineering
- Satellite Design, Integration & Test
- Launch Operations
- Laser Technology & Applications
- Space Tethers

- Space Colonization
- Space Tourism
- Terraforming
- Space Resources
- Space Architecture
- Space Logistics
- Space Traffic Management
- Space Commercialization
- General Space & Missiles

## Aircraft and Atmospheric Systems 15%

- Air Transportation Systems
- Transformation Flight
- On Demand Mobility
- Aircraft Design
- Aircraft Noise & Emissions
- Aircraft Operations
- Aircraft Safety
- Balloon Systems
- General Aviation
- Helicopter Design
- Lighter-Than-Air Systems
- V/STOL Aircraft Systems
- Marine Systems & Technology
- Hypersonic Systems
- Flight Testing
- Electronic Equipment Design
- Ground Support Equipment
- Aircraft Maintenance
- Reliability
- Test & Evaluation
- Standards Engineering
- Producibility & Cost Engineering
- Production Engineering
- Aerodynamic Decelerator Systems
- Electric Aircraft
- General Aircraft & Atmospheric Systems

## Propulsion and Energy 15%

- Aerospace Power Systems
- Electric Propulsion
- Liquid Propulsion
- Propellants and Combustion
- Solid Rockets
- Terrestrial Energy Systems
- Nuclear and Future Flight Propulsion
- Hybrid Rockets
- Energetic Components & Systems
- Gas Turbine Engines
- High Speed Air Breathing Propulsion
- Propulsion Air-frame Integration
- Hybrid Electric Propulsion
- General Propulsion & Energy

## Systems Integration 15%

- Survivability
- Design Engineering
- Design Technology
- Materials
- Structural Dynamics
- Structures
- Adaptive Structures
- Radar Absorbing Materials & Structures
- Gossamer Spacecraft
- Non-Deterministic Approaches
- Multidisciplinary Design Optimization
- Advanced/Additive Manufacturing
- Green Aerospace Engineering
- Complex Aerospace Systems
- General Aerospace Design & Structures

## Information Systems 11%

- Aerospace Electronics
- Cybersecurity of Aerospace Systems
- Robotics
- Aerospace Maintenance

- Intelligent Systems
- Information and Command & Control Systems
- Communications Systems
- Computer Systems
- Digital Avionics Systems
- Sensor Systems
- Software Systems
- Support Systems
- System Effectiveness and Safety
- Micro-Nanotechnology
- Systems Engineering
- General Information Systems

## Aerospace Design & Structures 6%

- Aerospace Traffic Management
- CFD Vision 2030
- Digital Engineering
- Directed Energy Systems
- Energy Optimized Aircraft
- Green Engineering
- Space Exploration
- Transformational Flight
- Unmanned Systems

## Business Management 6%

- Society and Aerospace Technology
- Economics
- Legal Aspects of Aeronautics & Astronautics
- Management
- Technical Information Services
- Environmental Assurance/Compliance
- Computer-Aided Enterprise Solutions
- General Business, Management & Aerospace Outreach

## AEROSPACE AMERICA ONLINE

Advertising on [aerospaceamerica.aiaa.org](https://aerospaceamerica.aiaa.org) provides valuable exposure to key decision makers employed throughout the aerospace industry, government agencies, and research institutes worldwide. Our readers rely on the feature stories and columns that appear in *Aerospace America Online* to keep them informed of the latest trends and issues directly affecting them, their colleagues, projects, and future.

- Over 21,000 unique visitors per month
- Over 27,000 pageviews per month

All prices are based on a fixed 30-day exposure on the home page. Ads are available as a banner and each ad placement is exclusive. AIAA does not use the traditional CPM model, but the model for supporting our world class technical journalism. This gives advertisers a larger share of voice across our platforms ensuring visibility. Availability is limited.

### CUSTOM ADVERTISING PACKAGE

By bundling print and/or online advertising with AIAA and *Aerospace America*, your company can get more for your investment!

Elizabeth Just (Companies A-N)  
C: 571.439.4672 | [elizabethj@aiaa.org](mailto:elizabethj@aiaa.org)

Brian Williams (Companies O-Z)  
C: 908.723.4613 | [Brianw@aiaa.org](mailto:Brianw@aiaa.org)

Vickie Singer  
C: 443.629.9013 | [vickies@aiaa.org](mailto:vickies@aiaa.org)

## 2024 ONLINE ADVERTISING RATES

	30 Days
Top Banner	\$1,500
Interstitial Banner	\$4,000

## ARTWORK SPECIFICATIONS

Maximum file size	50kb
File format	GIF or JPEG Animated GIF files accepted
Flash files	Not Accepted

**Note:** Ads are responsive on mobile devices and retain banner dimensions.

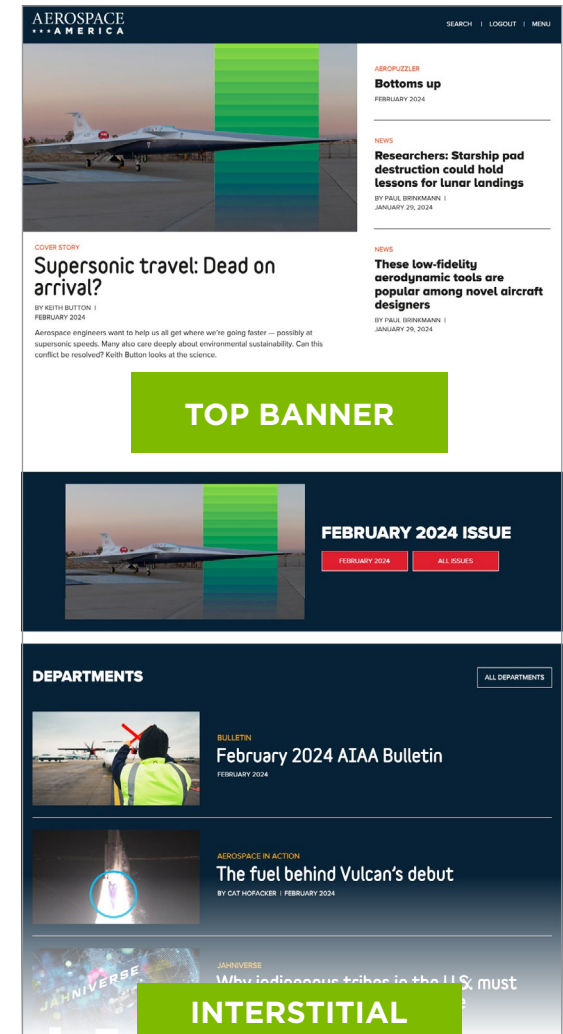
## AD SIZES

Top Banner	970 x 250 px
Interstitial Banner	728 x 90 px

Web-ready artwork for both ad sizes are required by ad closing deadline, typically 15th of month prior to run date.

## SHIPPING INFORMATION

Email all files, text, graphics, and photos to:  
[advertising@aiaa.org](mailto:advertising@aiaa.org)



Source: Google Analytics, January 11 to December 11, 2023



## AIAA.ORG

Advertising on AIAA's website, **aiaa.org**, gives your company immediate and daily exposure to the decision makers in the leading agencies and companies throughout the aerospace industry.

- Over 156,000 unique visitors per month
- Over 260,000 pageviews per month

All prices are based on a fixed 30-day exposure. Ads are available either as a home page banner or subpage rectangle and advertising can be purchased as exclusive or rotating with either one or two other ads. AIAA does not use the traditional CPM model, but the model for supporting our world class technical journalism. This gives advertisers a larger share of voice across our platforms ensuring visibility. Availability is limited.

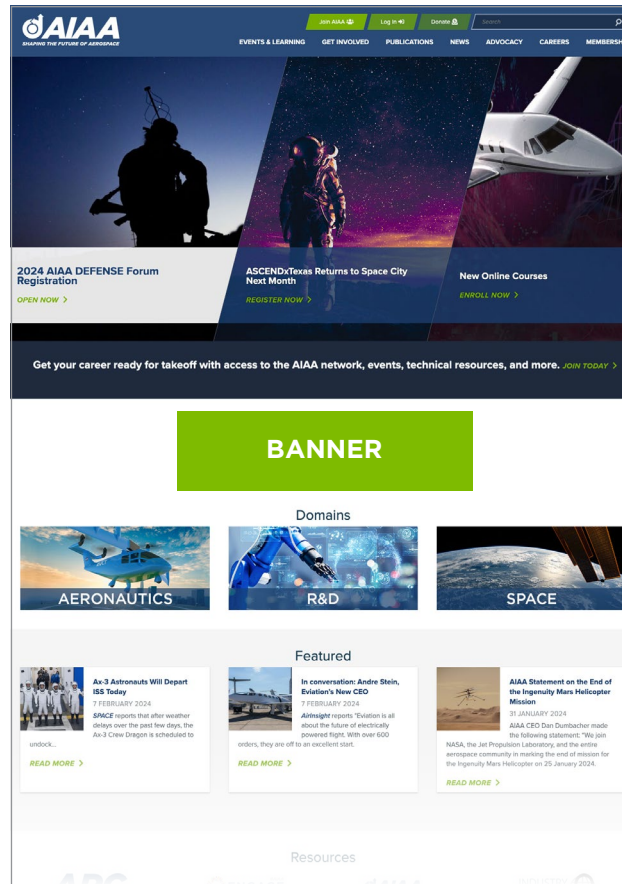
### 2024 ONLINE ADVERTISING RATES

30 Days	Homepage
Exclusive Banner	\$3,500
Rotates w/ 1 other Advertiser	\$2,500
Banner	

30 Days	Subpage
Exclusive Rectangle <i>(Choice of Membership, Publications, or Events &amp; Learning landing page)</i>	\$900

### ARTWORK SPECIFICATIONS

Maximum file size	50kb
File format	GIF or JPEG Animated GIF files accepted
Flash files	Not Accepted

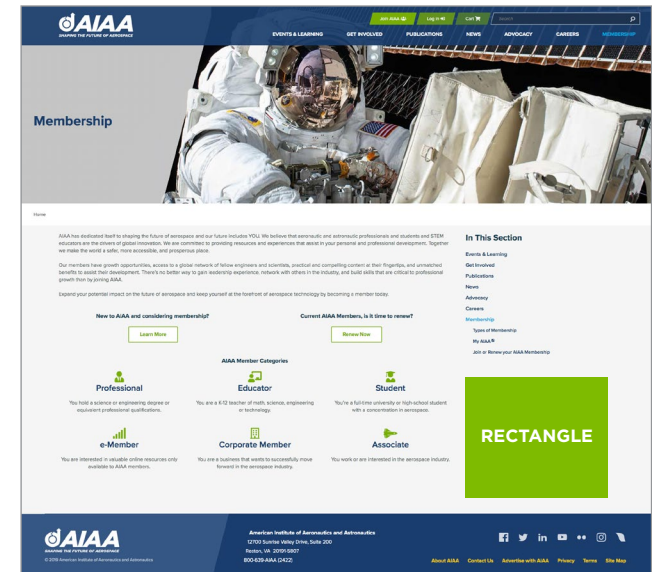


**Note:** Ads are responsive on mobile devices and retain banner dimensions.

### AD SIZES

Banner	970 x 250px
Rectangle	300 x 250px

Web-ready artwork for both ad sizes are required by ad closing deadline, typically 15th of month prior to run date.



### SUBPAGE RECTANGLE AD OPPORTUNITIES

Top subpages of AIAA average more than 4,400 pageviews per month.

- Membership (landing page)  
Over 6,300 pageviews per month
- Publications (landing page)  
Over 4,400 pageviews per month
- Events & Learning (landing page)  
Over 4,500 pageviews per month

### SHIPPING INFORMATION

Email all files, text, graphics, and photos to:  
**advertising@aiaa.org**

Source: Google Analytics, January 1 to December 31, 2023



As the world's resource for aerospace technical information, Aerospace Research Central (ARC) will give you daily exposure to thousands of individuals in the aerospace industry.

- Over 720,000 unique visitors per month
- Over 22,000 unique homepage views per month

All prices are based on a fixed, 30-day exposure on the home page. Ads are available either as a banner or rectangle. All ads are exclusive and will not rotate with other advertisers for the duration of the exposure. AIAA does not use the traditional CPM model, but the model for supporting our world class technical journalism. This gives advertisers a larger share of voice across our platforms ensuring visibility.

Source: Google Analytics, January 1 to December 31, 2023

## 2024 ONLINE ADVERTISING RATES

30 Days	Homepage
Exclusive Rectangle 1 or 2	\$3,000

## ARTWORK SPECIFICATIONS

Maximum file size	50 kb
File Format	GIF or JPEG Animated GIF files accepted
Flash Files	Not Accepted

**Note:** Ads are responsive on mobile devices and retain banner dimensions.

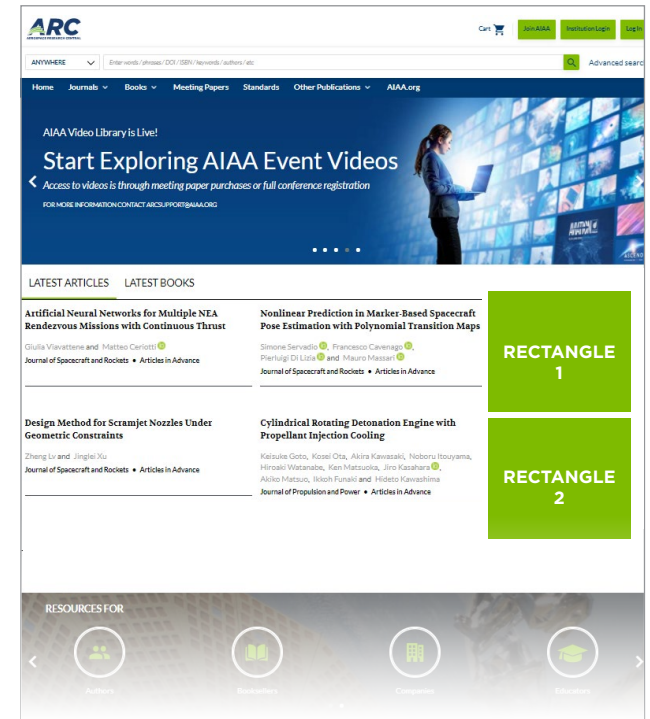
## AD SIZE

Rectangle	300 x 250px
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Web-ready artwork for both ad sizes are required by ad closing deadline, typically 15th of month prior to run date.

## SHIPPING INFORMATION

Email all files, text, graphics, and photos to:  
**advertising@aiaa.org**



# ASCEND™

ASCEND, which stands for Accelerating Space Commerce, Exploration, and New Discovery, is the world's premier outcomes-focused, interdisciplinary space event designed to accelerate the building of our off-world future. It convenes the civil, commercial, and national security space sectors, along with leaders from throughout adjacent industries, to address the challenges and opportunities presented by increased activity in space.

- › Average over 14,000 unique users per month
- › Average over 30,000 pageviews per month

All prices are based on a fixed 30-day exposure on the home page. Ads are available either as a banner or rectangle. All ads are exclusive and will not rotate with other advertisers for the duration of the exposure. AIAA does not use the traditional CPM model, but the model for supporting our world class technical journalism. This gives advertisers a larger share of voice across our platforms ensuring visibility.

Source: Google Analytics, January 11 to December 11, 2023

## 2024 ONLINE ADVERTISING RATES

30 Days	Homepage
Exclusive Banner	\$3,000
Rotates w/ 1 other Advertiser Banner	\$2,000

## ARTWORK SPECIFICATIONS

Maximum file size	50 kb
File Format	GIF or JPEG Animated GIF files accepted
Flash Files	Not Accepted

**Note:** Ads are responsive on mobile devices and retain banner dimensions.

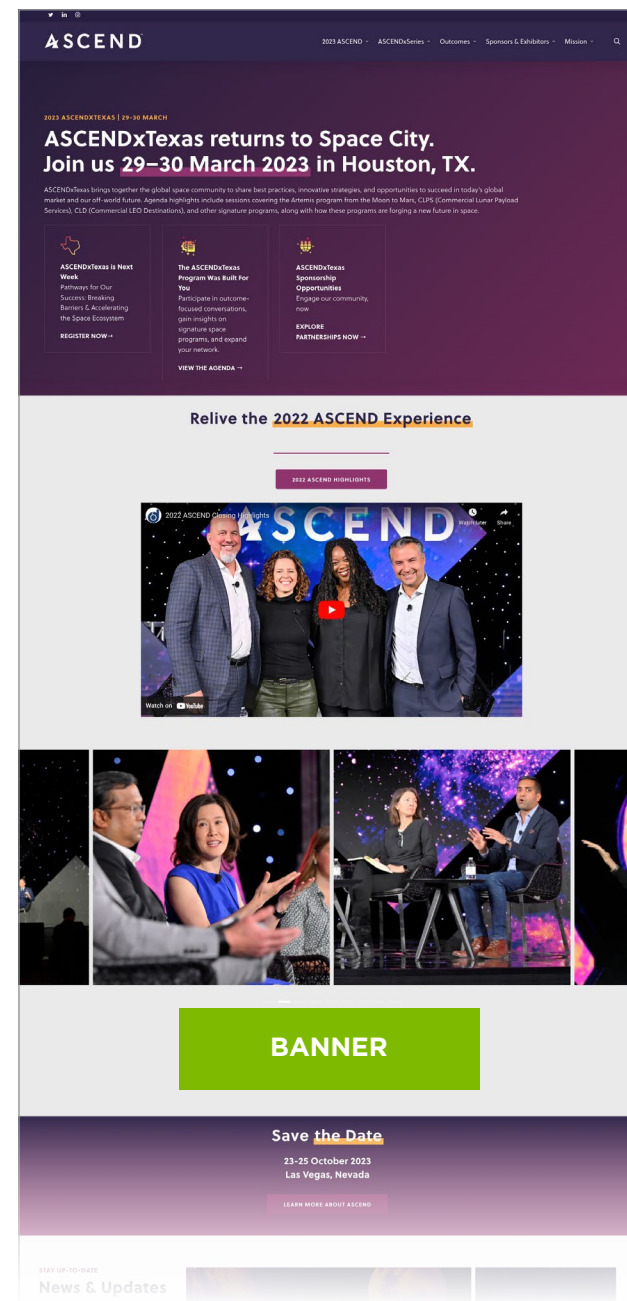
## AD SIZE

Banner	970 x 250px
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Web-ready artwork for both ad sizes are required by ad closing deadline, typically 15th of month prior to run date.

## SHIPPING INFORMATION

Email all files, text, graphics, and photos to:  
**advertising@aiaa.org**



## INTRODUCING THE FUTURE OF AEROSPACE NEWS: MY DAILY LAUNCH, REINVENTED

Are you ready to be at the forefront of the aerospace community? The American Institute of Aeronautics and Astronautics (AIAA) proudly presents the refreshed My Daily Launch newsletter beginning 12 February 2024. This isn't just any newsletter; it's your gateway to a personalized news experience like no other.

### WHY MY DAILY LAUNCH?

**Personalization:** My Daily Launch adapts to your reading habits and preferences. With every edition, the content becomes more tailored to your interests, ensuring you always have the most relevant aerospace news at your fingertips.

**Exclusive Member Benefit:** Available exclusively to AIAA professional members, My Daily Launch is one of our most acclaimed offerings, reaching an impressive daily audience of over 18,000 readers.

**Prestigious Audience:** Your company's message will be showcased to one of the most prestigious groups in the aerospace industry. These are decision makers, influencers, and thought leaders shaping the future of aerospace across government, industry and academia.

\* Source: 2023 Email platform

## ELEVATE YOUR REACH WITH AIAA'S REVAMPED MY DAILY LAUNCH

**18,000**

Circulation

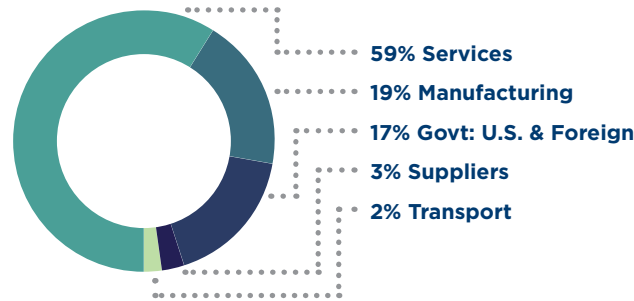
**63%**

Gross Open Rate

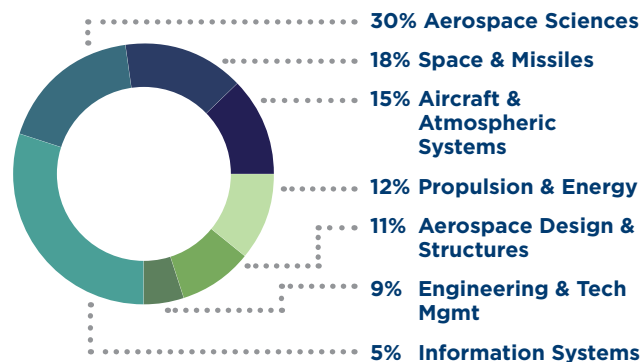
**24%**

Mobile Open Rate

### AIAA INDUSTRY SEGMENTS



### AIAA TECHNOLOGY SEGMENTS



## ADVERTISE WITH US - BE SEEN BY ELITE IN AEROSPACE

Starting mid-February 2024, seize the opportunity to feature your banner ad within My Daily Launch. Choose from three prime locations: Premium, Space or Aviation, and ensure your brand stands out in this exclusive newsletter.

Don't miss out on this unique opportunity to connect with the aerospace elite. Book your banner ad today and be part of the world's only truly personalized email newsletter — My Daily Launch by AIAA.

### Maximize Visibility with AIAA's Targeted Ad Frequency Packages

Elevate your brand's impact through strategic frequency and exclusive discounts, ensuring your message resonates with your audience consistently.

### Segment your Audience

Our segmentation and targeting capabilities empower you to tailor your promotions, reaching the right audience at the right time. Drive engagement, build loyalty, and maximize ROI with our approach that puts your brand in the spotlight.

### Flexible Campaigns Tailored to Your Goals

We believe in a partnership approach and are committed to accommodating the unique needs of your specific campaign. Our flexible rate card allows you to plan a campaign that aligns with your marketing strategies and budget, ensuring optimal engagement with the aerospace community.



Position (Monday - Friday)	1-13 weeks	14-26 weeks	27-39 weeks	40-50 weeks
Premier (Top)	\$3,000 per wk	\$2,700 per wk	\$2,550 per wk	\$2,400 per wk
Aviation or Space	\$2,000 per wk	\$1,800 per wk	\$1,700 per wk	\$1,600 per wk

All above rates are net. Campaigns must be run in consecutive weeks to receive discounts.

## STANDARD IMAGE BANNER AD SPECIFICATIONS

File formats accepted: JPG, PNG (Flash SWF not supported)

Maximum file size: 40kb

Image color mode: RGB (not CMYK)

Image resolution: 72dpi

Ad size: 600x116

No animation will be allowed.

Note: Include important information in the first frame for banners appearing in emails as outlook doesn't support animated files.

## DEADLINE & SUBMISSION

Materials due: 15 business days prior to start date

Email all files, text, graphics, and photos to:

[advertising@aiaa.org](mailto:advertising@aiaa.org)

## PAYMENT POLICY

Full payment for your digital placement is required at the start date of your schedule. One invoice will be generated and due net 30. Cancellations made to digital ad schedules must be made in writing at least 30 days prior to your scheduled start date.

We will prorate your schedule as applicable.

## ABOUT MY DAILY LAUNCH

An exclusive member benefit of the AIAA, My Daily Launch is a daily digital news briefing delivered every weekday morning to 18,000 aerospace professionals. AIAA provides My Daily Launch with a verified recipient list, ensuring that you reach only members and affiliates in good standing with the association. My Daily Launch provides a concise analysis of key media coverage for the aeronautics and astronautics industries, as well as AIAA-specific news coverage across TV, print, and online news platforms from the previous 24 hours.

Vickie Singer

Director, Revenue Development

C: 443.629.9013 | [vickies@aiaa.org](mailto:vickies@aiaa.org)

Elizabeth Just (Companies A-N)

Sr. Manager, Sales Capture & Client Executive

C: 703.264.7541 | [elizabethj@aiaa.org](mailto:elizabethj@aiaa.org)

Brian Williams (Companies O-Z)

Manager, Sales Capture & Client Executive

C: 908.723.4613 | [brianw@aiaa.org](mailto:brianw@aiaa.org)

# ADDITIONAL WAYS TO REACH AIAA MEMBERS

## AIAA AEROSPACE PERSPECTIVES WEBINAR - \$20,000

A customized AIAA webinar that explores significant topics across the aerospace industry that provides organizations the ability to share their perspectives and advancements with AIAA members world-wide, select government and military officials, and the public. Available to AIAA Corporate Members only.

View upcoming and archived webinars by visiting [aiaa.org/aerospaceperspectivesseries](https://aiaa.org/aerospaceperspectivesseries)

## TRUE MOBILITY NEWSLETTER - Contact for Information

Advanced air mobility (AAM) could grow into a \$115 billion industry that gives all of us new transportation options. True Mobility is a newsletter delivered to your inbox every other week describing the state of this rapidly growing industry. You'll find out who's flying, who's not, what's blocking the way, and more. You can subscribe to the newsletter by visiting <https://comms.aiaa.org/true-mobility-aerospace-america>.

This *Aerospace America* newsletter is sent to a targeted list of 12,000+ recipients. Bundle options are available for you to make the most of this opportunity.

Sizing	Price
728x90 Leaderboard, top of page	\$7,000 per quarter, \$2,500 per month
300x250 Ad, right side above the fold	\$5,500 per quarter, \$2,000 per month

**How Auto can benefit from Aero?**

- Aero developed high performance electric drives
  - High speed electric machines with high power densities
  - High power density motor controllers
- Aero has developed high performance Electric Power Generators, can be used in some hybrid systems
- Heavy integration of complex electromechanical power systems
- Optimized control and protection algorithms in the power trains
- Technologies with much better performance will be adopted by Auto in the future

**Over the Time Aero Will Develop Even Better Technologies to Benefit Auto**

AMERICAN INSTITUTE OF AERONAUTICS AND ASTRONAUTICS | AIAA.ORG

**TRUE MOBILITY**  
CHRONICLING THE NEXT TRANSPORTATION REVOLUTION

AEROSPACE AMERICA

A product of the American Institute of Aeronautics and Astronautics

Advanced air mobility could grow into a \$115 billion industry that gives all of us new transportation options. Every two weeks, Paul Brinkmann tells you who's flying, who's not, what's blocking the way and more.

**Inside Issue 40:** I spent last week at AIAA's SciTech Forum in Orlando, where I learned about a Dutch company's plan to manufacture a 90-passenger electric aircraft. On the topic of flight testing, I spoke to pilots from three companies about their experiences flying aircraft that have never before been flown. My colleague Keith Butten reported on a NASA-DARPA project to develop anti-collision software for air taxis. — *Paul Brinkmann*, Aerospace America staff reporter.

Was this newsletter forwarded to you? Get the next issue in your inbox. Want to reach the editors? Email [editors@aerospaceamerica.org](mailto:editors@aerospaceamerica.org).

**LEADERBOARD**

**Preparing for air taxi flights in crowded skies**

Researchers from DARPA, NASA and Lockheed Martin are now going over the results of test flights in which conventional helicopters were equipped with collision avoidance software that air taxis might one day have. [\[Read more\]](#)

Excited, focused, nervous: piloting a prototype on its inaugural flight

In November, the Southwest "Flying Carpet" car passed a handful of other vehicles

Our readers are your company's customers.

## TOTAL CIRCULATION

**34,600+**

Print: 16,930\* | Digital: 17,670\*

## GEOGRAPHIC DISTRIBUTION\*\*

**85.5%**

United States

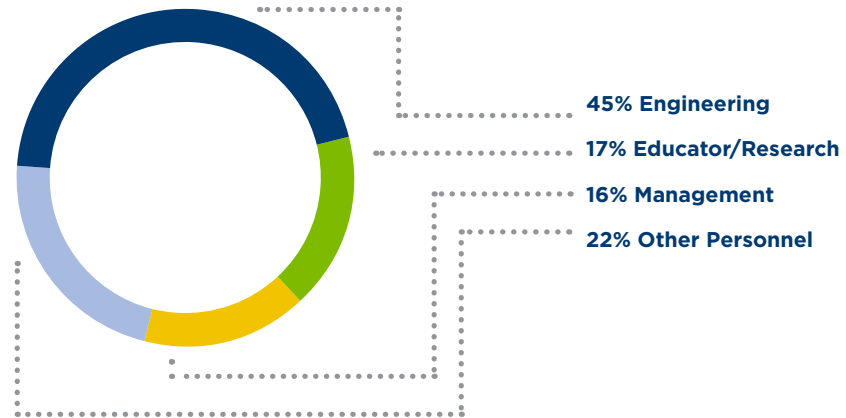
**14.5%**

International  
(80+ countries)

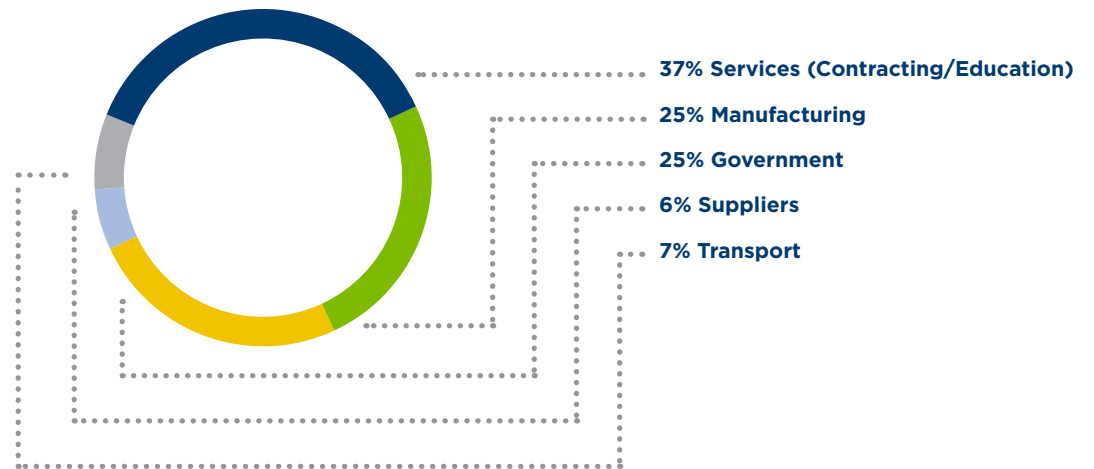
\*USPS Statement of Ownership | \*Student and international members  
\*\* AIAA Membership Data, NetForum

Here's what they do:

## JOB FUNCTION\*\*



## INDUSTRY SEGMENTS\*\*





# 2024 EDITORIAL PLANNER

ISSUE	FEATURING*	INDUSTRY EVENTS CALENDAR	SPACE CLOSE	ARTWORK DUE**
January	<ul style="list-style-type: none"> <li>› Astronomy</li> <li>› Artificial intelligence</li> </ul>	<ul style="list-style-type: none"> <li>› AIAA SciTech Forum — Orlando, FL (8-12 January 2024)</li> </ul>	12 December 2023	16 December 2023
February	<ul style="list-style-type: none"> <li>› Space law</li> <li>› Advanced manufacturing</li> </ul>	<ul style="list-style-type: none"> <li>› AFA Warfare Symposium — Aurora, CO (12-14 February)</li> <li>› ASCENDxTexas — Houston, TX (14-15 February)</li> </ul>	16 January 2024	19 January 2024
March	<ul style="list-style-type: none"> <li>› Satellite technology</li> <li>› Air safety</li> </ul>	<ul style="list-style-type: none"> <li>› SATELLITE 2024 — Washington, D.C. (18-21 March)</li> </ul>	13 February 2024	16 February 2024
April	<ul style="list-style-type: none"> <li>› Missile defense</li> <li>› Unoccupied aircraft</li> </ul>	<ul style="list-style-type: none"> <li>› Space Symposium — Colorado Springs, CO (8-11 April)</li> <li>› AIAA DEFENSE Forum — Laurel, MD (16-18 April)</li> <li>› AUVSI XPONENTIAL — San Diego, CA (22-25 April)</li> </ul>	14 March 2024	19 March 2024
May	<ul style="list-style-type: none"> <li>› Intelligence technology</li> <li>› Advanced air mobility</li> </ul>	<ul style="list-style-type: none"> <li>› GEOINT Symposium — Orlando, FL (5-8 May)</li> <li>› VFS Forum 80 — Montreal, Quebec (7-9 May)</li> </ul>	16 April 2024	19 April 2024
June	<ul style="list-style-type: none"> <li>› Satellite communications</li> <li>› Autonomous flight</li> </ul>		14 May 2024	17 May 2024
July/ August	<ul style="list-style-type: none"> <li>› Public-private partnerships</li> <li>› Personal air vehicles</li> <li>› Launch vehicles</li> </ul>	<ul style="list-style-type: none"> <li>› Farnborough International Airshow 2024 — Farnborough, United Kingdom (22-26 July)</li> <li>› EAA AirVenture — Oshkosh, WI (22-28 July)</li> <li>› AIAA AVIATION Forum/ASCEND — Las Vegas (29 July - 2 August)</li> <li>› Small Satellite — Logan, UT (3-8 August)</li> </ul>	18 June 2024	21 June 2024
September	<ul style="list-style-type: none"> <li>› Digital engineering</li> <li>› Reusable spacecraft</li> </ul>	<ul style="list-style-type: none"> <li>› AFA Air Space and Cyber Conference — National Harbor, MD (16-18 September)</li> </ul>	14 August 2024	19 August 2024
October	<ul style="list-style-type: none"> <li>› Deep space missions</li> <li>› Flight technology</li> </ul>	<ul style="list-style-type: none"> <li>› AUSA Annual Meeting and Conference — Washington D.C. (14-16 October)</li> <li>› IAC — Milan, Italy (14-18 October)</li> <li>› NBAA Business Aviation Convention and Exhibition — Las Vegas, NV (22-24 October)</li> </ul>	16 September 2024	19 September 2024
November	<ul style="list-style-type: none"> <li>› Climate change</li> <li>› R&amp;D policy</li> </ul>		16 October 2024	21 October 2024
December	<ul style="list-style-type: none"> <li>› Year-In-Review</li> </ul>		13 November 2024	18 November 2024

*\*All content subject to change at editor's discretion. \*\* If you are placing a classified ad that needs layout and design, content is due seven days in advance of the camera-ready artwork dates above.*

## 2024 PRINT DISPLAY ADVERTISING RATES

Four-Color	1x	3x	6x	10x
Full page	\$8,550	\$8,300	\$8,000	\$7,700
1/2 page*	\$5,225	\$5,050	\$4,900	\$4,700
1/3 page	\$4,000	\$3,900	\$3,750	\$3,600
1/6 page	\$2,375	\$2,300	\$2,225	\$2,125

Covers (Four-color only)				
Cover 2	\$11,700	\$11,350	\$11,000	\$10,550
Cover 3	\$11,700	\$11,350	\$11,000	\$10,550
Cover 4	\$13,500	\$13,100	\$12,700	\$12,150

All rates gross. 15% discount applies to recognized agencies.

\*Rate applies to 1/2 horizontal ads. 1/2 island ads are available for a 20% premium

## PAST ADVERTISERS

- Auburn University
- CalPoly
- ClickBond
- dSpace
- Intelligent Light
- MIT
- NRO
- Penn State University
- Purdue University
- The Boeing Company
- USC
- Siemens PLM Software



## CAREER OPPORTUNITY ADVERTISING

*Aerospace America* is the first choice for aerospace professionals seeking employment, and the first choice of the organizations that want to hire them.



When your organization needs to fill key professional positions with the most experienced people, you need to reach the most qualified candidates. Advertising in *Aerospace America* ensures that your vacancy announcements will be seen by the industry professionals most qualified to fill them. Whether it's a university faculty position or a corporate engineering or technical position, *Aerospace America* produces results quickly, saving you and your staff significant time in attracting the right candidates for each position. When you next have a key position to fill, advertise it in *Aerospace America*.

## CAREER OPPORTUNITY ADVERTISING RATES

Four-Color	1x	3x	6x	10x
Full page	\$4,200	\$3,910	\$3,810	\$3,680
2/3 page	\$3,165	\$2,950	\$2,880	\$2,790
1/2 page	\$2,900	\$2,690	\$2,625	\$2,550
1/3 page	\$2,240	\$2,090	\$2,055	\$1,995
1/6 page	\$1,800	\$1,690	\$1,660	\$1,625

Word Count Recomm.	
Full page	1,000 words
2/3 page	720 words
1/2 page	500 words
1/3 page	330 words
1/6 page	150 words

## AD SPECIFICATIONS

PDF files are required. PDFx/1a preferred.

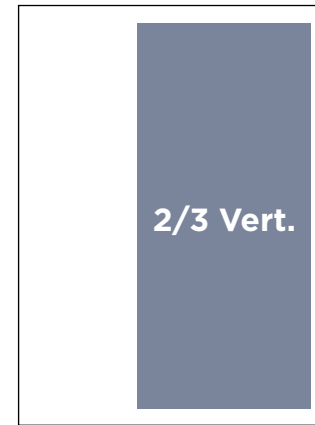
Bleed	8-3/8" x 11-1/8"
Trim size	8-1/8" x 10-7/8"
PDF document size	9-1/8" x 11-7/8"
Live area	7" x 10"
Number of columns	3
Column width	2-1/8"
Column height	10"
Binding	Perfect bound
Process	Heatset web offset

*Vital advertising matters should be kept 1/4" from trim on all sides.*

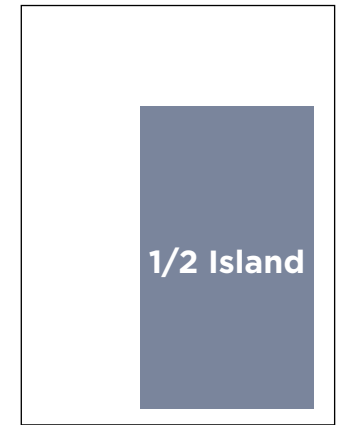
## SIZE DIMENSIONS



**Full page: 8-1/8" x 10-7/8"**



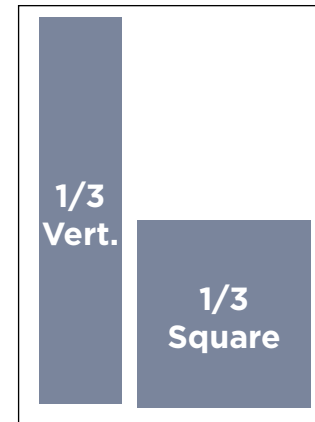
**2/3 Vertical: 4-1/2" x 10"**  
*Only available for Career Opportunity Advertising*



**1/2 Island: 4-1/2" x 7"**



**1/6 Vertical: 2-1/8" x 4-7/8"**  
**1/2 Horizontal: 7" x 4-7/8"**



**1/3 Vertical: 2-1/8" x 10"**  
**1/3 Square: 4-1/2" x 4-7/8"**

## SHIPPING INFORMATION

Email all files, text, graphics, and photos to:

**advertising@aiaa.org**



**PUBLICATION FREQUENCY:** Published 11 times a year, issued on the first of the month of the cover date of publication.

**COMMUNICATION:** Contracts, insertion orders, correspondence, request a quote, and special requests, should be addressed to [advertising@aiaa.org](mailto:advertising@aiaa.org).

### **PUBLISHER'S COPY PROTECTIVE CLAUSE:**

Advertisers and advertising agencies assume sole liability for all content (including text, representations, photographs, and illustrations) of advertisement printed, and also assume responsibility for any claims arising therefrom made against the Publisher. The Publisher reserves the right to reject any advertising that does not conform to its publication standards, which are subject to change or modification at the sole discretion of the Publisher. Any advertising resembling editorial matter may be designated as advertising by the Publisher.

### **POSITIONING OF ADVERTISEMENTS:**

Advertisement placement is at the sole discretion of the Publisher except where a request for a specified preferred position is agreed to and acknowledged by the Publisher.

### **ADVERTISING POLICIES:**

- › Publisher has the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to Publisher for advertising which advertiser

or its agent ordered and for which such advertising was published.

- › Conditions other than rates are subject to change by Publisher without notice. As used in this section, entitled Advertising Policies, the term "Publisher" shall refer to *Aerospace America* Magazine and/or the American Institute of Aeronautics and Astronautics, Inc. (AIAA). The terms and conditions of this rate card supersede any terms or conditions appearing on advertiser's orders or materials.
- › Regulations concerning copy and contracts are those generally accepted throughout the industry.
- › Advertisements are not accepted if they contain testimonial statements or endorsements given by a member or members of AIAA.
- › No conditions other than those set forth in this rate card shall be binding on the Publisher unless specifically agreed to in writing by the Publisher.
- › All orders are accepted for space subject to our credit requirements.
- › Publisher retains right of final approval and acceptance of all advertising submitted, and shall not be liable for any loss resulting from rejection of such advertising.

**AGENCY COMMISSION:** 15% of gross billing allowed to recognized advertising agencies on display space, color and preferred position charges. Commission is not allowed on such charges as artwork, reprints, backup of inserts, classified ads

under 1/6 page, production and bindery charges and special handling charges. Commission is subject to forfeiture on invoices not paid within 90 days from invoice date. All accounts not paid in full within 30 days of invoice date may incur a charge of 1.5% per month until paid in full.

**DUAL LIABILITY:** All advertising placed by an entity acting as the agent for another shall be regulated by the Law of Agency as defined in the Uniform Commercial Code. The entity for which any advertising is placed shall be held liable for payment in full for all advertising placed on its behalf regardless of whether such payment was remitted to the agent.

### **SALES CONTACTS:**

Elizabeth Just  
Sr. Manager, Sales Capture & Client Executive  
Companies A-N  
C: 571.439.4672  
[elizabethj@aiaa.org](mailto:elizabethj@aiaa.org)

Brian Williams  
Manager, Sales Capture & Client Executive  
Companies O-Z  
CI: 908.723.4613  
[brianw@aiaa.org](mailto:brianw@aiaa.org)

Vickie Singer  
Director Revenue Development  
C: 443.629.9013  
[vickies@aiaa.org](mailto:vickies@aiaa.org)

## SUMMARY:

Provide an industry-related sponsored article or product showcase to be featured in the printed and digital issue of *Aerospace America*

## CIRCULATION:

**34,600+**

Print: 16,930 | Digital: 17,670

*Digital is Flip Book version of printed distributed via email*

**85.5%**

United States

**14.5%**

International  
(80+ countries)

## ISSUES:

**January** (Complete): Astronomy/Artificial intelligence

**February** (Complete): Space law/Advanced manufacturing

**March:** Satellite technology/Air safety

**April:** Missile defense/Unoccupied aircraft

**May:** Intelligence technology/Advanced air mobility

**June:** Satellite communications/Autonomous flight

**July/August:** Public-private partnerships/Personal air vehicles/Launch vehicles

**September:** Digital engineering/Reusable spacecraft

**October:** Deep space missions/Flight technology

**November:** Climate change/R&D policy

## ARTICLE LENGTH, PRICING:

	Single Page	2-Page Spread	4-Page Spread
Copy and images OR print-ready article provided by advertiser	\$9,000	\$12,500	\$15,000
AIAA provided freelance copy writer	\$11,000	\$15,000	\$18,000

## SPECIFICATIONS, DESIGN AND WORKFLOW:

- › Copy and images to be provided to **advertising@aiaa.org** 30 days prior to issue release date
- › AIAA will review copy for grammar, spelling, potential libel and accusations
- › AIAA will lay out article and provide proof to advertiser for approval
- › Pages to be clearly marked as "Sponsored Content"
- › 500 words per page
- › Issue themes listed here are not a requirement for article subject matter

NOTE: Advertiser does have the option to provide print-ready article in PDF format if layout by AIAA is not necessary. AIAA will still review copy and reserves the right to request changes if necessary

## RECOMMENDED ELEMENTS:

- › Headline, introduction, byline and body text
- › Articles be written using AP Style or other formalized style guide

## SPECIFICATIONS

PDF files are required. PDFx/1a preferred.

Bleed	8-3/8" x 11-1/8"
Trim size	8-1/8" x 10-7/8"
PDF document size	9-1/8" x 11-7/8"
Live area	7" x 10"
Number of columns	3
Column width	2-1/8"
Column height	10"
Binding	Perfect bound
Process	Heatset web offset

*Vital advertising matters should be kept 1/4" from trim on all sides.*



# CONTACT INFORMATION

## ADVERTISING SALES AND PRODUCTION

### SALES CONTACTS

#### Elizabeth Just

Sr. Manager, Sales Capture & Client Executive

Companies A-N

Cell: 571.439.4672

[elizabethj@aiaa.org](mailto:elizabethj@aiaa.org)

#### Brian Williams

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Companies O-Z

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#### Chris Semon

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& Corporate Operations

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#### Vickie Singer

Director, Revenue Development

Cell: 443.629.9013

[vickies@aiaa.org](mailto:vickies@aiaa.org)

### PRODUCTION CONTACT

#### Paul doCarmo

Sales Operations Manager

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[pauld@aiaa.org](mailto:pauld@aiaa.org)



## AEROSPACE \*\*\*AMERICA

12700 Sunrise Valley Drive, Suite 200, Reston, VA 20191-5807

### EDITORIAL CONTACTS

#### Ben Iannotta

Editor-in-Chief

Phone: 703.264.7528

Email: [beni@aiaa.org](mailto:beni@aiaa.org)



**Ben Iannotta** has 30 years of experience as a writer and editor in the aerospace and technology industries. He began in 1989 at *The Washington Post* as a news aide; he joined *Inside the Air Force* in 1991 and moved to *Space News* in 1993 to cover military and civil space programs. In 1996, he became a freelance journalist covering technology, environmental and military matters, including for *Aerospace America*. From 2008 to 2012, he was editor of *C4ISR Journal*. He left to establish DeepDiveIntel.com, a technology-focused news service for intelligence professionals. Since 2013, Iannotta has been the editor-in-chief of *Aerospace America* and his work has been published in *Air and Space Smithsonian*, *New Scientist*, *Popular Mechanics*, Reuters News Service and the Associated Press. He holds a master's degree in international affairs from George Washington University.

#### Cat Hofacker

Associate Editor

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**Cat Hofacker** began covering local news and politics in Athens, Ohio, as a student reporter and editor. She came to *Aerospace America* in 2019 after covering the 2018 congressional midterm elections for *USA Today*. Cat spent two years leading Aerospace America's online news coverage as our staff reporter, writing about topics including the Boeing 737 MAX crashes and the inception of NASA's Artemis moon program. In 2021, she became associate editor, overseeing production of *Aerospace America's* monthly print issues. She is a 2017 White House Correspondents Association scholar and a two-time finalist for the Aerospace Media Awards' Best Young Journalist category.