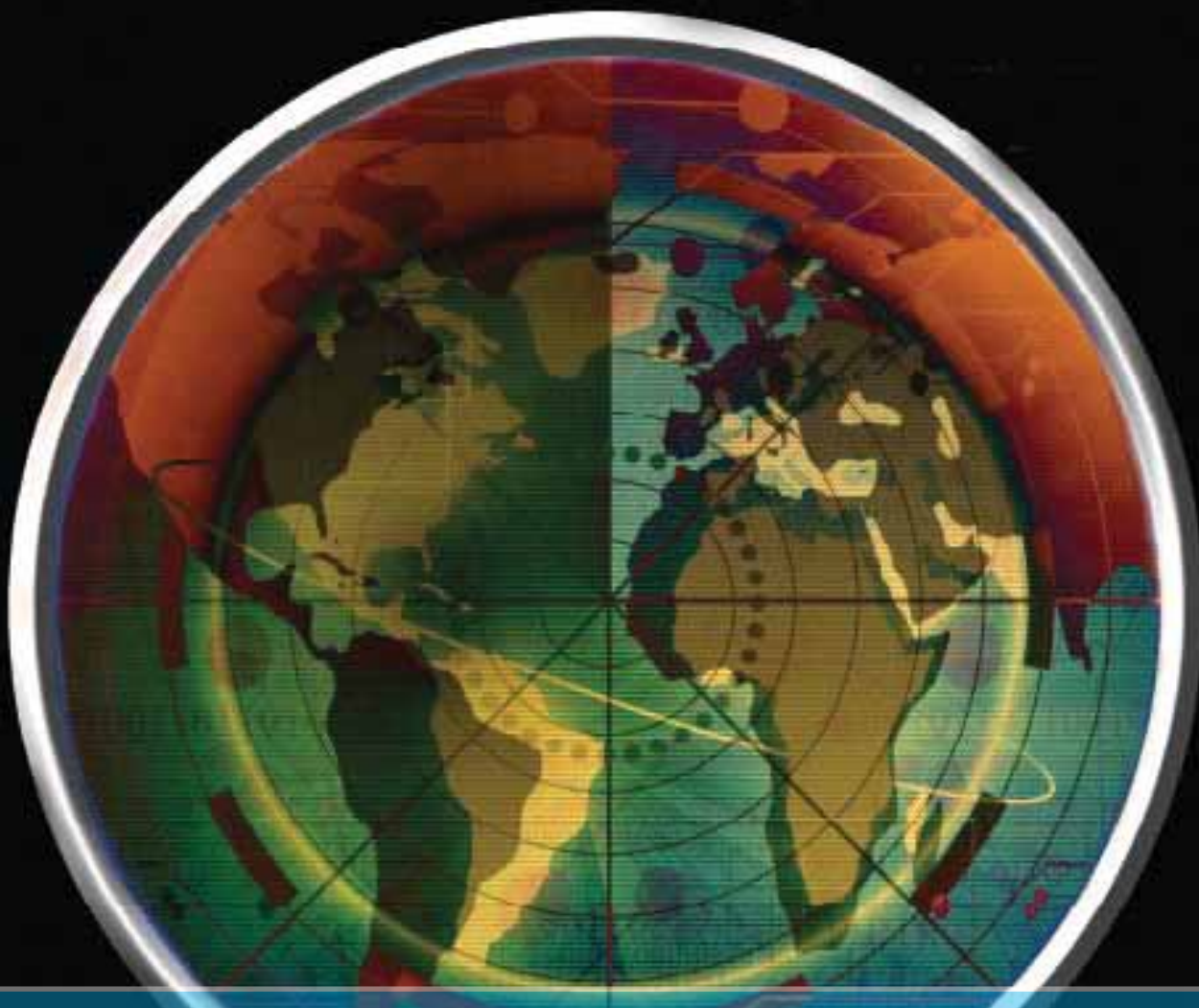


Florida  
***aviation***  
b u s i n e s s

The official publication of Florida Aviation Trades Association • Serving Florida Since 1946



media kit



## Advantages in Advertising

Florida Aviation Business is the official industry publication for the professionals involved in the aviation trades and services industry.

Reach an audience of more than 6,000 readers that influence or make the purchasing decisions on aviation fuel, maintenance equipment, specialized training and much more.

Enjoy quality access to a rapidly growing market - the 2nd largest private and business aviation market in the nation – representing more than \$2 billion in annual purchasing power within the aviation service industry.

Reinforce your brand message to the decision makers who manage airports, airport-based facilities and corporate flight departments.

Strengthen your business relationship with the readers of Florida Aviation Business, a key information source for the Florida aviation service community.

## Readership Profile

Our readers depend upon Florida Aviation Business for the latest in-depth news and information affecting the aviation trades and services industry within Florida. Our magazine is distributed to more than 3,500 aviation professionals and organizations representing all facets of the aviation trades industry, including air charter and air taxi companies, FBOs, aviation maintenance and service facilities, community airports, flight schools, key government agencies and over 450 corporate flight departments representing top Fortune 500 companies. Our readers are an integral part of the purchasing decisions representing:

Chief Executive Officers

Operation Managers

Presidents

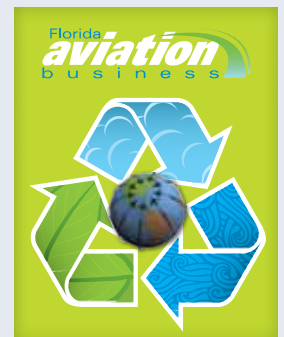
Maintenance & Safety Managers

CFOs & Purchasing Officers

Senior Pilots

Facility Directors & Managers

Chief Flight Instructors



# About Florida Aviation Trades Association

Since 1946 the Florida Aviation Trades Association has been actively promoting and protecting the rights, interests and development of Florida's aviation industry. Through active membership participation, FATA Members work hand in hand with communities to attract commerce to their area by promoting the continued growth of community airports. FATA also works with State and Federal Governments to advocate regulation that impacts the aviation industry while serving as an effective business resource for members.

## Editorial Calendar

Florida Aviation Business tracks industry trends, presenting new ideas and programs and monitoring changes in laws so readers are kept up-to-date. Vital issues regarding fuel & line services, facility management, aircraft maintenance, specialized training, airline service and much more is presented between the covers.

### Spring 2009

**Advertising Deadline:**

*February 9, 2009*

**Publication Date:**

*April 2009*

**FEATURES**

What's Happening in the Panhandle?  
Airport Development Projects  
ExperienceAviation.org

**IN THE SPOTLIGHT**

Aviation Internship Program in Florida  
Aircraft Engine Updates  
FATA Annual Conference

**INSIDE TALK**

TBD

### Fall 2009

**Advertising Deadline:**

*July 21, 2009*

**Publication Date:**

*September 2009*

**FEATURES**

Annual Meeting Recap  
On-Demand Air Taxi - Fact or Fiction?

**IN THE SPOTLIGHT**

Profile Airport:  
Vero Beach Airport/Indian River County  
Piper Jet

**INSIDE TALK**

TBD

### Winter 2009

**Advertising Deadline:**

*October 13, 2009*

**Publication Date:**

*November 2009*

**FEATURES**

UF Aerospace Engineering Program

**IN THE SPOTLIGHT**

Profile Airport:  
Gainesville Regional Airport  
Charters Still Big Business

**INSIDE TALK**

TBD

*\*Editorial content and publication date subject to change*

## In every edition...

"Inside Talk" will include the President's Message, a Legislative & Regulatory Update and a Political Update with FATAPAC Information.

"In the Spotlight" will provide useful information on FATA Membership as well as feature a FATA Member Airport profile.

"Aviation Logbook" will cover different topics within the industry in addition to updating readers regularly on Environmental News and the Next Generation Air Transportation System (NGATS).

There will also be a new legal column by Dan Anderson.

# Advertising Rates

## Black/White

Size	1x	2x	3x
Full Page	\$1,099.50	\$999.50	\$899.50
2/3 Page	\$899.50	\$829.50	\$759.50
1/2 (Island)	\$799.50	\$739.50	\$679.50
1/2 Page	\$699.50	\$669.50	\$639.50
1/3 Page	\$499.50	\$479.50	\$459.50
1/4 Page	\$429.50	\$409.50	\$389.00
1/6 Page	\$349.50	\$319.50	\$289.50
1/8 Page	\$289.50	\$279.50	\$269.50

## Cover and Premium Positions

Size	1x	2x	3x
Double Page Spread	\$1,899.50	\$1,809.50	\$1,719.50
Inside Front Cover	\$1,499.50	\$1,389.50	\$1,279.50
Inside Back Cover	\$1,399.50	\$1,299.50	\$1,199.50
Outside Back Cover	\$1,599.50	\$1,479.50	\$1,359.50

Guaranteed Position: 15% extra

## Color Rates

One Process Color	\$300.00
Matched Color (CMYK)	\$400.00
Four Color	\$600.00

50% Color Discount for 1/2 page & smaller

## Member Discount

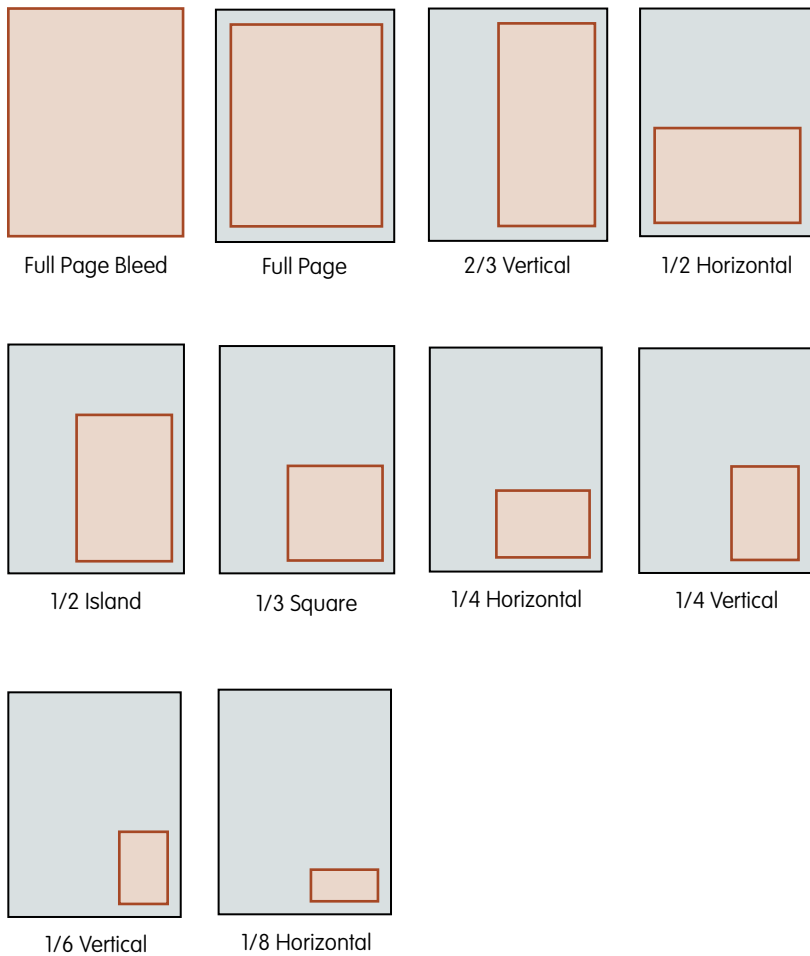
5% Discount to FATA Members

Advertising Agencies: All prices are quoted as net rates

Advertising Inserts: rates on request



# Mechanical Requirements



## Advertising Sizes

AD SIZE	WIDTH	DEPTH
DPS Bleed	17"	11.125"
DPS	15.417"	9.5"
Full Page Bleed	8.625"	11.125"
Full Page	7"	9.5"
2/3 Vertical	4.583"	9.5"
1/2 Horizontal	7"	4.583"
1/2 Vertical (Island)	4.583"	7"
1/3 Page Square	4.583"	4.583"
1/4 Horizontal	4.583"	3.333"
1/4 Vertical	3.33"	4.583"
1/6 Vertical	2.167"	4.583"
1/8 Horizontal	3.333"	2.167"

## Production Specifications

**Digital Files:** Preferred format is Adobe Acrobat PDF, provided all fonts are embedded, all color is converted to CMYK. **Image files must be 300 DPI.** Please include a laser copy for reference, as well as all image files and fonts used in document. All color files must be accompanied by color proofs or separated laser proofs. Publisher assumes no responsibility for accuracy where no proof is provided.

Files larger than 10MB must be uploaded to our ftp site. Please contact your Sales Representative for instructions on uploading files.

**PROOFS:** Any changes beyond second proof will have a surcharge of \$50 for each additional proof.

## Mechanical Requirements

size in inches	Width	Depth
Trim Size	8.375" x	10.875"
Bleed Size	8.625" x	11.125"
Live Area	7.5" x	10"

Contact Information:

Trevilynn Blakeslee Tel: 877-234-1863 Ext 6701

trevilynn@mediaedgecommunications.com

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**MediaEDGE**  
COMMUNICATIONS, LLC  
2246 NW 40th Terrace, Suite B  
Gainesville, FL 32605