www.theparkpilot.org

PARK PILOT

THE MAGAZINE THAT INSPIRES, INFORMS AND INSTRUCTS SMALL-FIELD AND INDOOR AVIATORS

AMA Park Pilot Program

Bringing Modelers Together

2012 RATE CARD

PRODUCTION SCHEDULE

Issue	Space Reservation	Materials Due
Winter	11/18/11	11/25/11
Spring	02/16/12	02/23/12
Summer	05/18/12	05/25/12
Fall	08/16/12	08/23/12

PARK PILOT

THE MAGAZINE THAT INSPIRES, INFORMS AND INSTRUCTS SMALL-FIELD AND INDOOR AVIATORS

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Park Pllot is a quarterly magazine just for park flyer enthusiasts. Edited by well-known and respected industry expert and seasoned editor, Jeff Troy,* Park Pilot *magazine is a glossy, all-color quarterly magazine.

As the cover notes,* Park Pilot *is "the magazine that inspires, informs and instructs small-field and indoor aviators." The magazine is a benefit of a new AMA membership package and will highlight how AMA can assist park fliers and address their needs. This new, fresh magazine has a look and feel all its own as the content is not just reprints from* Model Aviation*!

Also,* Park Pilot *is available to AMA members in addition to our flagship publication,* Model Aviation*. As a potential* Park Pilot *advertiser, you now have an opportunity to expand your reach and extend your brand through AMA in a manner never before offered by the Academy.

ADVERTISING OFFICES

AIRBORNE MEDIA

Park Pilot's Advertising Office (Airborne Media) is located at:

7414 Burton Drive, Liberty Township, OH 45044

Tel.: (888) 829-4060 or (513) 755-7494 • Web site: www.airbornemedia.com

Office hours are Monday through Friday, 9 a.m. to 5 p.m. eastern-daylight-time. Messages can be left during evenings, weekends, or when the office is not open with the answering service. E-mail messages may be sent to: info@airbornemedia.com.

Airborne Media handles all advertising for *Park Pilot*, as well as *Model Aviation*, the AMA's flagship publication.

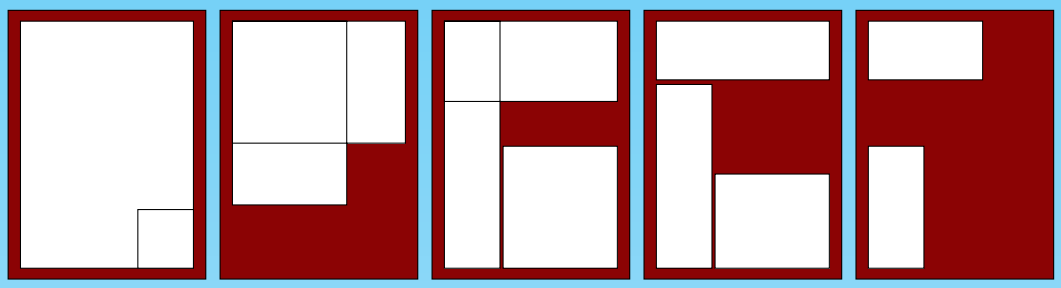
The *Park Pilot* Account Executive who handles advertising billing questions can be reached at (765) 287-1256, ext. 261.

Park Pilot subscriptions, reprints of *Park Pilot* articles, and change of address should be addressed to AMA Headquarters at 5161 E. Memorial Dr., Muncie IN 47302. Tel.: (765) 287-1256, Fax: (765) 289-4248; Monday through Friday, 8 a.m. to 5 p.m. eastern-standard-time.

AD RATES

	4x	1x
Full page	**$644***	**$784**
1/2 page	**$487***	**$594**
1/3 page	**$344***	**$419**
1/4 page	**$252***	**$307**
1/6 page	**$191***	**$233**
1/12 page	**$115***	**$140**

**per issue.*



Full Page
7" X 10"

1/12 Page
2-1/4" x 2-3/8"

1/2 Page
ver.: 4-5/8" x 7-7/16"
hor.: 7" x 4-15/16"

1/3 Page
ver.: 2-1/4" x 10"
hor.: 7" x 3-1/4"
sq.: 4-5/8" x 4-15/16"

1/4 Page
ver.: 2-1/4" x 7-7/16"
hor.: 7" x 2-3/8"
sq.: 4-5/8" x 3-11/16"

1/6 Page
ver.: 2-1/4" x 4-15/16"
hor.: 4-5/8" x 2-3/8"

hor. = horizontal *ver. = vertical* *sq. = square*

Multi-page rates are available - call for details. **Also available are package details for those who advertise in *Park Pilot* and *Model Aviation* magazines**.

All ads must conform to these size specifications. Double-check all mechanical requirements before sending in your materials. Each page is three (3) columns wide. Each column is 2-1/4 inch wide and 140 lines (10 inches) deep. Final trim is 8 x 10-7/8 inches.

No charge for bleeds. Bleeds are accepted only for advertisements one half page or larger. Full page bleeds require an additional 1/8 inch of image past the trim area on all four sides - a total image area of 8-1/4 x 11-1/8 inches.

CREATE YOUR AD IN ONE THESE SUPPORTED PROGRAMS

Acrobat - Must be a press-ready pdf with fonts embedded. Graphics and photos should be 300 dpi minimum.

CorelDRAW - The file must be exported as an .eps file with all fonts converted to curves.

FreeHand - The file must be exported as an .eps file with all fonts converted to curves.

Illustrator - The file must be exported as an .eps file with all fonts converted to curves.

InDesign - *Export option:* as a press-ready .pdf or .eps file.
Native option: Native files only - be sure to include all fonts, graphics and/or placed graphics with the file.

PageMaker - Native files only - be sure to include all fonts, graphics and/or placed graphics with the file.

Photoshop - Be sure to flatten the image before sending. This will embed all fonts.

QuarkXpress - *Export option:* as a press-ready.pdf or .eps file.
Native option: Native files only - be sure to include all fonts, graphics and/or placed graphics with the file.

Other programs which can export high-resolution .tif or .eps files can work. Call for details first.

CHANGE ALL COLORS TO PROCESS CMYK FORMAT

Change all spot colors to process colors. Change all color photos/artwork from RGB to CMYK format before including them in your layout. When RGB files are separated using any CMYK system, colors will not match and will appear quite washed out. **This is the responsibility of the advertiser**.

INCLUDE ALL FONTS AND LINKED GRAPHIC FILES

For your ad to print as you envisioned it, we must have a copy of all fonts as well as any photos/graphics which were placed in the ad. If we don't have your fonts, we will substitute the best we can but cannot guarantee the results.

SEND YOUR AD TO US BY THE MATERIALS DUE DATE

E-mail: Be sure to compress all files into a single .sit (Mac) or .zip (Win) file before sending. Also, E-mail attachments are usually limited to files under 5mb. Files over 5mb can be sent over the Internet via FTP (see below).

FTP: Be sure to compress all files into a single .sit (Mac) or .zip (Win) before sending. If you don't have an FTP Client program, you can upload via the Airborne Media web site (www.airbornemedia.com/advertising.htm).

On Disc: CD-R, CD-RW, DVD-R or DVD-RAM discs. Macintosh or DOS/Windows format.

PROVIDE A HARD COPY OF THE AD

Digital ad customers must furnish a matchprint or other professional color proof or the prepress and press will not be responsible for font substitution(s), correct color, image shift, or dropout. High-resolution inkjet printouts or matchprint proofs are suggested, but are at the expense of the advertiser.

ADVERTISING CONTENT

All advertisements are accepted subject to terms and provisions of the current rate card. The Academy of Model Aeronautics (herein known as Publisher) reserves the right to reject any advertising for any reason at any time. Any advertisements which contain (or imply) crude or vulgar language, and/or content of a sexual nature will not be accepted. All advertisements are accepted and published by the Publisher upon the representation that the advertiser is authorized to publish the entire contents and subject matter thereof. Further, all advertisements must clearly and prominently identify trademark and/or signature of advertiser.

Publisher reserves the right to place the word "advertisement" with copy that resembles editorial material. All contracts accepted with the provision that rates are subject to change.

In consideration of publication of an advertisement, the advertiser and the agency, jointly and severally, will indemnify and hold harmless *Park Pilot*/Academy of Model Aeronautics and its officers, directors, agents, employees, representatives and members from and against all losses, damages, claims, liabilities and expenses (including legal fees and costs), resulting from the publication of the contents of the advertisement, including, by way of illustration and not limitation, claims or losses for libel, violation of right to privacy, copyright infringement, plagiarism, defamation and unfair competition. Advertisements are accepted upon the representation that the advertisement and its agency have the right to the publication in question and the contents and statements contained therein.

CREDIT

Advertisers must prepay their first insertion and each subsequent insertion until given an open-account status. Checks must be received by the Space Reservation Deadline each month. Advertisers desiring an open account must complete a credit application. Approval is based on a credit report and information supplied in the credit application. Advertisers with an open account status will be invoiced each issue. All open accounts are due and payable within 30 days. Accounts past due will have a 1-1⁄2% late charge added. Any accounts over 90 days may be subject to suspension of future advertising until the account is current. Any account over 120 days may be turned over to a collection agency at the Publisher's discretion.

No conditions, printed or otherwise, appearing on contracts, orders or copying instructions, that conflict with the publishers' policies will be binding on the publisher. Further, any insertion orders, with disclaimers will not to be accepted.

CASH DISCOUNT

A 2% cash discount is allowed if a payment is received within 10 days after date of invoice and the account is current. Cash discounts taken (but not eligible) will be billed on the next invoice.

AGENCY COMMISSION

The agency commission on space and color charges is calculated as 15% of gross billing for electronic files (10% of gross billing for non-electronic files - films, positives, etc). There is no commission allowed on mechanical or handling charges such as artwork, printing, backup of inserts, etc. If art from agencies is not camera-ready, additional charges will be billed to the advertiser. It is not necessary to have the ad placed by an agency to qualify for this discount. The Publisher is not responsible for checking proofs or making corrections when copy is received after the deadline.

CONTRACTS

To receive a rate discount, a signed contract must be on file with Airborne Media. New contracts must be signed upon expiration of the prior contract. Rate discount is available only to advertisers who have returned a signed contract. Advertisers who fail to run the agreed number of times in their contract will be billed at the appropriate rate adjustment.

1. Contract rates are based on the total number of insertions placed within a 12-month period.
2. Rates on advertising of varying sizes are determined by totalling the number of insertions used during a 12 month period. No space smaller than 1⁄2 page may be included as a "rate holder" to earn a frequency discount on larger sizes.
3. Should the advertiser wish to change from a 1 to a 4 times, the advertiser must sign a new contract and will be credited with the difference after the 4th insertion.
4. *Park Pilot* reserves the right to change its rates by giving 60 days notice. Any advertiser wishing to cancel a contract upon notification of a rate change may do so without being subject to 1-time rates.

MAILING

One copy of any issue in which an ad appears will be sent by USPS Mail to the advertiser. One tear sheet of the advertisement will also accompany the monthly billing statement.

AMA®

OFFICIAL PUBLICATION OF THE ACADEMY OF MODEL AERONAUTICS

Director of Publications: Rob Kurek