

Advertising Rates₂₀₁₀

Online* All rates are per year.

Banner	\$36,000
Vertical Skyscraper	\$25,000
Button	\$12,000
Search-Based	\$2,500
Web Link	\$400
Fuel Logo	\$300
Billboard	\$600
Expanded Info Page.....	\$1,500

*All print advertisers benefit from discounted rates and/or bonus advertising on acukwik.com

North American Edition Published annually in December.

FBO Pricing

Tabbed - Full Page, Color	\$26,950
Full Page Color	\$13,750
Full Page B&W	\$3,865
Bold Listing.....	\$550
Extra Line (boldface, per location)	\$650
Icon & Footer.....	\$600

Aviation Service Pricing (limousine, charter, catering, etc.)

Full Page B&W	\$2,595
Catering Listing	\$295
Limousine Listing	\$295
Charter Listing	\$295
Extra Line (boldface, per location)	\$225

Space Reservation Deadline - August 14, 2009

International Edition Published annually in December.

FBO Pricing

Outside Back Cover, Color	\$26,250
Tabbed - Full Page, Color	\$19,000
Inside Front Cover, Color	\$12,500
Inside Back Cover, Color.....	\$10,500
Full Page Color	\$8,300
Full Page B&W	\$2,625
Half B&W	\$1,500
Page Filler B&W.....	\$1,100
Bold Listing.....	\$295

Aviation Service Pricing (handlers, limousine, charter, etc.)

Full Page B&W	\$2,550
Catering Listing	\$295
Limousine Listing	\$295
Charter Listing	\$295
Bold Listing (per location)	\$210

Space Reservation Deadline - September 4, 2009

Managers' World Edition Published annually in July.

Tabbed - Full Page, Color	\$8,500
Tabbed - Half Page, Color	\$4,300
Full Page Color	\$6,500
Full Page B&W	\$1,730
Half Page B&W	\$1,370
Quarter Page B&W.....	\$1,180
Space Listing.....	\$550

Space Reservation Deadline - May 1, 2009

Global CD-ROM Released annually in August.

Outside Back Cover, Color	\$18,500
Inside Front Cover, Color	\$15,000
Front Cover Strip	\$11,000
Opening Screen	\$9,500
Closing Screen	\$7,000
Bottom Banner	\$25,000
Top Banner	\$20,000
Skyscraper.....	\$11,500
Button	\$9,500
Expanded Info Page.....	\$650
Billboard	\$500
Color Enhanced Boldface Listing	\$350

Space Reservation Deadline - May 1, 2009

AC-U-KWIK ALERT All rates are per month. Released monthly.

Impact.....	\$1,000
Banner	\$750
Text Ad	\$550

Bonus Advertising

For ads placed in the North American and International Directories

FBO B&W page advertisers

- FREE reverse listing and your location marked on an airport diagram in the world edition for ads confirmed by May 1, 2009
- FREE weblink with web listing
- FREE airport diagram with your location marked on website
- FREE directories
- FREE drilled directories with display stands

FBO Bold advertisers

- FREE regular listing on website
- complimentary directory

Full & Half Page advertisers

Purchase includes a highlighted reverse listing to direct readers to your ad.

Aviation Service B&W Page advertisers

 (catering, limousine, charter, etc.)

- includes 3 FREE listings
- 1 FREE weblink with web listing
- 3 FREE regular listings on website
- complimentary directory

Aviation Service advertisers

 (handler, catering, limousine, charter, etc.)

- FREE listing in the world edition to direct readers to your ad for ads confirmed by May 1, 2009
- FREE regular listing on website
- complimentary directory
- same company listings under more than one location are all subject to a 10% discount

Mechanical Specs

Send artwork to:

Julie Jantzer-Ward • Production Manager

E-mail: ads@acukwik.com • Tel: 913-967-1907 • Fax: 913-514-9334

Preferred Print Specifications:

Files should be delivered as Press-Optimized PDFs with crop marks. All fonts and artwork must be embedded. Do not embed spot colors – use only process CMYK for all ads. Materials can be sent via e-mail in a compressed folder (Zipped or Stuffed). They can also be sent on DVD, CD-ROM, or downloaded from an FTP site.

Page Sizes: Please note that black & white full-page ads are placed on right facing 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.

North American & International Directories

Trim size	4.25" x 6" (10.795 X 15.24 cm)
Bleed size	4.75" x 6.5" (12.065 x 16.51 cm)
Live matter	3.625" x 5.5" (9.2075 x 13.97 cm)
Tab***(see example at right)	5" x 1.5" (1.27 x 3.175 cm)
Half Page (International Edition only)	3.5" x 2.6" (8.89 x 6.604 cm)
Page Filler (International Edition only)	3.5" x 1.9" (8.89 x 4.826 cm)

North American Artwork Deadline: August 14, 2009

International Artwork Deadline: September 4, 2009

Managers' World Edition

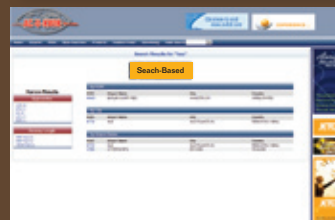
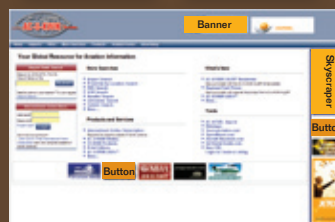
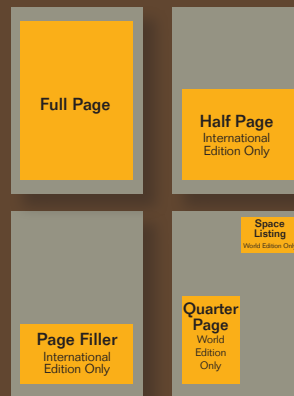
Full Page Trim size, Color	8.375" x 10.8125" (21.2725 x 27.6225 cm)
Full Page Bleed size, Color	8.875" x 11.3125" (22.5425 x 28.8925 cm)
Full Page Live matter, Color	7.75" x 10.375" (19.685 x 26.3525 cm)
Full Page B&W	7.25" x 9.375" (18.415 x 23.8125 cm)
Half Page	7.25" x 4.625" (18.415 x 11.7475 cm)
Quarter Page	3.5" x 4.625" (8.89 x 11.7475 cm)
Space Listing	3.5" x 2.25" (8.89 x 5.715 cm)

Artwork Deadline: May 1, 2009

Online

All image files must be web palette or RGB color and at 72 dpi. They must be JPG, GIF or SWF file format. SWF files must have links embedded and cannot exceed 30k. Please specify linking URL for all web ads and web links.

Billboards	468 x 60 pixels
Banners & Search-Based	234 x 60 pixels
Buttons	120 x 60 pixels
Vertical Skyscrapers	120 x 240 pixels
Expanded Info Page Logo	up to 728 x 105
Expanded Info Page Photos	350 x 240



**Tabbed Pages

Tabbed ad pages must include .25" bleed from trim edge, plus artwork and bleed for tab. See example above.

Global CD-ROM

Outside Back Cover, Color	call for details
Inside Front Cover, Color	call for details
Front Cover Strip	call for details
Opening Screen	550 x 400 pixels
Closing Screen	550 x 400 pixels
Bottom Banner	468 x 60 pixels
Top Banner	234 x 60 pixels
Skyscraper	120 x 240 pixels
Button	120 x 60 pixels
Billboard	468 x 60 pixels

Artwork Deadline: May 1, 2008

AC-U-KWIK ALERT

Impact	300 x 250 pixels
Banner	720 x 90 pixels
Text Ad Logo	125 x 60 pixels

Artwork Deadline: 1 week prior to issue release date.



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