

How much does it cost to advertise?

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
Virtual Tour	call for rates

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

AC-U-KWIK ALERT

All rates are per month. Released monthly.

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

Space Reservation Deadline - One Week before release date

North American Edition

Published annually in December.

FBO/handler Pricing	
Tabbed - Full Page, Color (single sided)	\$15,500
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 13, 2010

International Edition

Published annually in December.

FBO Pricing	
Outside Back Cover, Color	\$26,250
Inside Front Cover, Color	\$12,500
Inside Back Cover, Color	\$10,500
Tabbed - Full Page, Color (single sided)	\$9,750
Full Page Color	\$8,300
Full Page B&W	\$2,650
Half B&W	\$1,575
Page Filler B&W	\$1,150
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

Space Reservation Deadline - September 3, 2010

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 - April 23, 2010

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 - April 23, 2010

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 April 23, 2010
- FREE weblink with web listing
- FREE airport diagram with your location marked on website, CD-ROM and scheduling software
- 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 April 23, 2010
 - FREE regular listing on website
 - complimentary directory
 - same company listings under more than one location are all subject to a 10% discount
 - Web listing viewable to non-web subscribers

How do I submit my advertising artwork?

North American & International Editions

Full Page

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 area.....	3.625" x 5.5" (9.2075 x 13.97 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)

Tabbed Page*(see example on page 18)..... same size as full page color ad

Tab trim size.....	.5" x 1.5" (1.27 x 3.81 cm)
Tab bleed size.....	.75" x 1.75" (1.905 x 4.445)
Tab live area.....	.375" x 1.375" (.9525 x 3.4925)

North American Artwork Deadline: August 13, 2010

International Artwork Deadline: September 3, 2010

Managers' World Edition

Full Page-Color

Trim size.....	8.375" x 10.875" (21.2725 x 27.6225 cm)
Bleed size.....	8.875" x 11.375" (22.5425 x 28.8925 cm)
Live area.....	7.75" x 10.375" (19.685 x 26.3525 cm)

Tabbed Page..... same size as full page-color ad (no artwork on tab itself)

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: April 23, 2010



Preferred Print Specifications:

Files should be delivered as Press-Optimized PDFs with crop marks at 300 dpi. All fonts and artwork must be embedded. Do not embed spot colors – use only process CMYK for all ads.

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.

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: April 23, 2010

Online

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.....	at least 350 x 240
Virtual Tour.....	call for details

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.

Need help with your ad?

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.

Renewing Advertisers

If you are renewing your advertising, our Production Department will email your previous ad(s) to review before the artwork deadline.

*Tabbed Page North American & International Directories Only

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



Preferred Digital Specifications:

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 50k. Please specify linking URL for all web ads and web links.

Submit artwork to:

Julie Jantzer-Ward • Production Manager
E-mail: ads@acukwik.com
Tel: 913-967-1907 • Fax: 913-514-9334

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.

How do I contact AC-U-KWIK?

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