

ATLANTIC *Flyer*

"VOICE OF THE GENERAL AVIATION COMMUNITY"

Thank you for your interest in the Atlantic Flyer newspaper. Enclosed is the information you requested. Please call me at 203-458-3348 or send an email to: Richard@Aflyer.com, if you have any questions.

Our mission is to be **"The Voice of The General Aviation Community."** Each 48 page, full color, newspaper covers topics that range from the history of aviation to the newest trends in the industry. Our newspaper is designed to appeal to recreational and professional pilots, aviation enthusiasts and student pilots. Our articles cover all types of GA aircraft. The Atlantic Flyer is distributed to over 1,200 airports from Maine to Florida, and west to the Ohio valley. The newspaper is available in FBOs, airport terminals, restaurants, flight schools, avionics and maintenance shops, everywhere pilots and flight enthusiasts are likely to congregate. Each month we reach over 74,000 readers, and we receive more than 100,000 hits on our web site, www.aflyer.com.

Issue includes: • Articles from our nationally-known columnists. • Important news and information from EAA, AOPA, NBAA, and the FAA. • The 'Checkpoints' and Air Shows sections offer a comprehensive calendar of local and regional aviation events. • 'Feature' articles provide product information, as well as, personal and historical aviation stories. • For weekend fun the 'Tailwind Traveler' presents day and weekend fly-away locations, and the \$100 Hamburger series. • Our classified section is a great place to list your plane, product, real estate and services for sale. • On our web site, we offer listings for meetings, special events, flying club news, museums, and places of interest.

What do our Readers say about the Atlantic Flyer?

• "Great Job, I picked up a copy of the June issue, took a quick flip through and ... WOW! I'm impressed! It looks great. I like the smaller size. The layout is crisp. Navigation is clear. Front page is attractive. The new logo looks great. Readability is way, way improved and the use of color is very effective." Rick N.

• "I just read the "Atlantic Flyer" for the first time with your April issue, and thoroughly enjoyed it. Hands down the best aviation newspaper I have ever read." Lewis D.

• "I'd like to get the distribution schedule so I know when to get to the airport. They go fast and I want to be sure to get a copy." Warren C.

What do our Advertisers say about the Atlantic Flyer?

"We began advertising with the Atlantic Flyer when we opened our doors 15 years ago, and couldn't be happier with their personalized services and the response we get from our ads. In that time we have grown into the largest pilot shop in NY. We also distribute the newspaper and love the extra traffic it produces for our store." Sandy S.

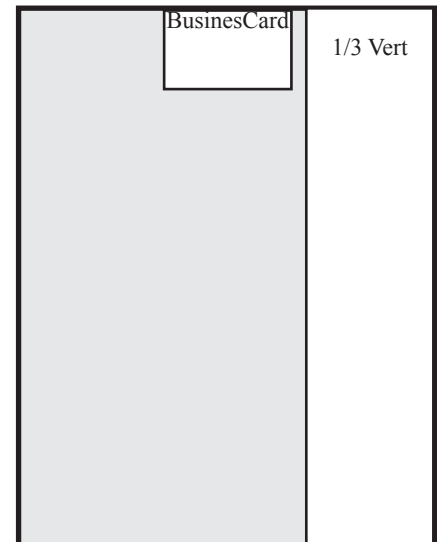
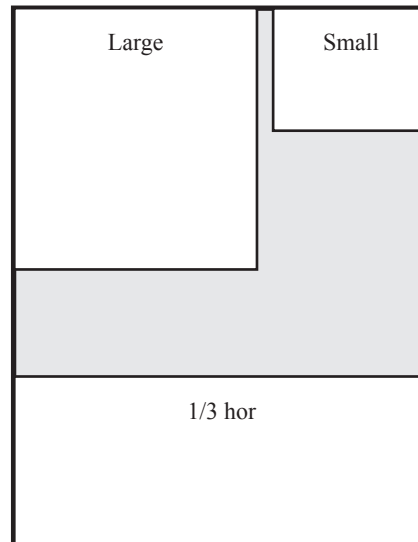
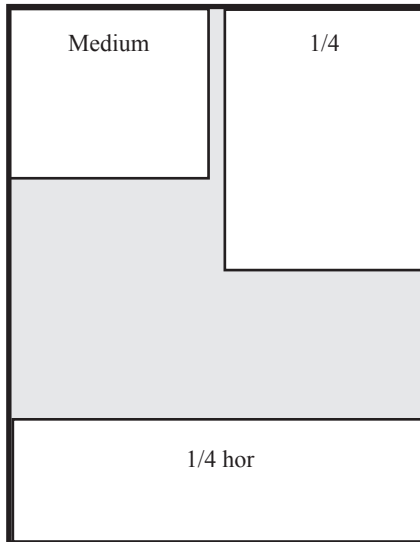
"It has been a sheer delight working with Richard Porter/Atlantic Flyer in this advertising season for the Geneseo Airshow. He is courteous, PATIENT, helpful, PATIENT, print savvy, PATIENT, calming and the ad looks great. Thank-you Richard for furthering the success of the Geneseo Airshow July 14th and 15th." Raubie H.

"We believe our avionics company is the best in the Northeast. The Atlantic Flyer helps us get that message to our marketplace. Our ability to highlight new information, products and "toot our own horn" has brought a number of inquiries to our door. Many new customers mention seeing our ad in the Atlantic Flyer. It is also very easy to do business with Richard Porter, publisher of the Atlantic Flyer. I just tell him what I want to do, and he does it. We are avionics specialists, not designers. I can give Richard what we want to say, and he makes the ad what we want it to be. It's why we've advertised on the back page for over 10 years!" Barb R.

The Atlantic Flyer offers a variety of advertising opportunities, designed to fit every advertisers needs and budget from display, classified ads to web advertising. We have very competitive advertising rates (see enclosed rate sheet). So why not advertise your product or service in a publication that is readily available, and actually read by pilots, aircraft owners, and business professionals.

For Color Printing please add \$80 to the cost of the black and white ad

Type	Size w x h	1x	3x	6x	12x
FULL PAGE	9.25 x 11.50	\$1,050	\$925	\$875	\$815
3/4 PAGE	hor 9.25 x 8.50	\$925	\$805	\$755	\$715
	ver 6.88 x 11.50				
2/3 PAGE	hor 9.25 x 7.54	\$810	\$690	\$645	\$610
	ver 6.08 x 11.50				
HALF PAGE	hor 9.25 x 5.625	\$610	\$525	\$490	\$465
	ver 4.50 x 11.50				
1/3 PAGE	hor 9.25 x 3.67	\$415	\$355	\$330	\$315
	ver 2.93 x 11.50				
LARGE	5.46 x 5.625	\$395	\$345	\$315	\$300
1/4 PAGE	hor 9.25 x 2.75	\$375	\$320	\$295	\$280
	ver 2.13 x 11.50				
	ver 4.50 x 5.625				
MEDIUM	4.50 x 3.67	\$285	\$245	\$230	\$215
SMALL AD	3.55 x 2.75	\$190	\$175	\$160	\$145
BUSINESS CARD	2.93 x 1.75	\$130	\$120	\$110	\$100



Advertising Deadlines 2009

Ads Due	Print Date	Ads Due	Print Date	Ads Due	Print Date
January 16th	January 21st	May 15th	May 20th	September 18th	September 23rd
February 13th	February 18th	June 19th	June 24th	October 16th	October 21st
March 20th	March 25th	July 17th	July 22nd	November 13th	November 18th
April 17th	April 22nd	August 14th	August 19th	December 18th	December 23rd

Mechanical Specs and Digital Guidelines

There are two ways to create an ad in the Atlantic Flyer - you can send us a camera ready digital ad, or we can produce it for you. The Atlantic Flyer is produced digitally using Adobe InDesign, and Adobe Acrobat on the Macintosh platform. We require electronic ads supplied to our specifications for all camera ready display ads and other graphic materials submitted (logos, photos, etc). Materials not in compliance with our specs will be modified and accepted at the publisher's discretion and using our font substitutions where necessary. Please fax or mail a hard copy version of your digital ad.

We accept ad layouts and supporting graphic files created with • Adobe Acrobat (PDF files with all fonts & graphics properly embedded), Adobe Illustrator (EPS files, converting all text to outline), QuarkXPress, Adobe InDesign, Adobe Photoshop (TIFF or EPS files). Be sure to include all fonts and supporting files used in the ad, including fonts buried in EPS files.

- Please use exact ad dimensions for display ads.
- Output should be set for Press Ready, 300 dpi, B&W or grayscale.
- Please use CMYK when creating four color or spot color ad. The newspaper is printed at 100 line screen.

Ad Design Fees

Our ad design fee is \$25 for advertisements up to and including 1/4 page sizes. All others are \$50. Ad Design Cost is waived for any display ad 1/4 page or larger, contracted for a run of three times or more.

More Ways to Advertise

Classified: \$.70 per word, \$14 minimum. Atlantic Flyer using MS Word count tool, will determine word count for figuring your cost. Please submit typed listings by e-mail (preferred), fax or mail.

Picture Classified: Picture classified ads are an additional \$35.

Payment must accompany all advertising. We accept check, cash, money order, and Visa/MasterCard.

Web Advertising www.Aflyer.com

Our Website is currently undergoing re-construction. The new site will include several opportunities to advertise to the internet audience. These will include home-page links, our display advertisers guide, banner advertising, and more. We will be in touch regarding these exciting new opportunities.

Advertising Terms and Conditions

Payment: We accept check, Visa/MasterCard, cash, and money orders. *Payment is due for one month upon placing your ad. Continuing ads will be billed on the first of the month at Net 15 days.* Accounts will be assessed a late fee of \$25 after 30 days, and collection costs after 60 days past due. Atlantic Flyer reserves the right to change advertising rates with 30 days notice. Ad insertion orders not cancelled by the ad deadline become binding for that issue and advertisers will be held accountable for payment of that space.

Ad Changes: It is the advertiser's responsibility to submit ad changes for each issue by the 20th of the Month due. Atlantic Flyer will run the advertiser's most recent ad or ad proof without liability if no new ad copy, artwork or revisions are submitted by the deadline.

Atlantic Flyer Advertising Conditions

Atlantic Flyer reserves the right to reject any advertising at any time and is not liable for any cost or damages if, for any reason, they fail to publish an ad. For printed errors of the publisher's responsibility, liability is limited to the cost of the ad space. Editorial themes may change without notice. Publisher cannot guarantee that any advertisement will appear on a specific page or at a specific position on a page without the payment of preferred placement fees. Advertisers are liable for any claims made against Atlantic Flyer as a result of ad content supplied to the publisher. Publisher and its constituents will not be responsible for the printing quality of any artwork or ad provided by the advertiser that is of poor quality or in non-compliance with our digital or mechanical requirements, or for the printing of digital files submitted without hard copy proof.