

# TODAY EAA AIRVENTURE

The Official Newspaper of EAA AirVenture Oshkosh  
PUBLISHED JULY 26 – AUGUST 2, 2009

EAA ADVERTISING • 3000 POBEREZNY ROAD • OSHKOSH, WI 54901 • 920.426.6127 • FAX 920.426.4828  
For rate cards and other publication information, go to [www.eaaadvertising.org](http://www.eaaadvertising.org)

## ADVERTISING INSERTION ORDER

Date: \_\_\_\_\_

Purchase Order: \_\_\_\_\_

Advertiser: \_\_\_\_\_

Agency (if applicable): \_\_\_\_\_

Address: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

Fax: \_\_\_\_\_

Person Placing Order: \_\_\_\_\_

Person Placing Order: \_\_\_\_\_

Title: \_\_\_\_\_

Title: \_\_\_\_\_

Signature: \_\_\_\_\_

Signature: \_\_\_\_\_

Email: \_\_\_\_\_

Email: \_\_\_\_\_

Website: \_\_\_\_\_

Email: \_\_\_\_\_

Select dates for advertising or check here  for all 8 days:

Sun. 7/26	Mon. 7/27	Tues. 7/28	Wed. 7/29	Thurs. 7/30	Fri. 7/31	Sat. 8/1	Sun. 8/2
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Ad Size: \_\_\_\_\_  B/W  Color  
 NEW  PICK UP

Billing Will Be Sent To:  Advertiser  Agency

Check enclosed

Visa  MC  AE  DC Exp. Date \_\_\_\_\_

Credit Card# \_\_\_\_\_

Signature: \_\_\_\_\_

Rate confirmed at: Gross: \$ \_\_\_\_\_

Net: \$ \_\_\_\_\_

GENERAL INFORMATION: The closing date is June 29, 2009.  
MATERIALS ARE DUE JULY 6, 2009, AND MUST BE PROVIDED IN ELECTRONIC FORMAT (SEE RATE CARD FOR SPECIFICATIONS).

Return Signed Insertion Order to: EAA Advertising, P.O. Box 3086, Oshkosh, WI 54903-3086. FAX: 920.426.4828

**SHIP AD MATERIALS TO:**  
EAA – AirVenture Today 2009  
Attn: Sue Anderson  
3000 Poberezny Road  
Oshkosh, WI 54901  
920.426.6127

**ADVERTISING SALES REPS**  
SPECIALIZED PUBLICATIONS CO.  
5215 Crooked Rd. Parkville, MO 64152  
816.741.5151 800.444.9932  
Fax 816.741.6458

Accepted for the Publisher by: \_\_\_\_\_ Date \_\_\_\_\_

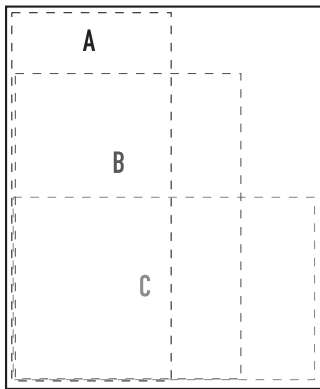
# SPECIFICATIONS & MECHANICAL REQUIREMENTS

Published July 26 - August 2, 2009

- Daily insertions for Friday/Saturday/Sunday incur a 20% premium.
- 1x rate is per day; 8x rate covers all eight days.
- All rates are gross.
- Space reservation due date: **JUNE 29, 2009.** (Signed insertion order is required to hold space.)
- **MATERIALS DUE DATE: JULY 6, 2009.**
- **SPECIAL POSITIONS:** 10% premium, subject to availability
- **Art materials:** All ads should be provided in Macintosh digital format (preferably a PDF file, but will accept .eps or .tif format. We will also accept Adobe Indesign, QuarkXPress,

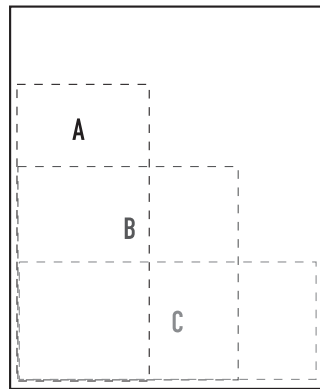
Illustrator, or Photoshop,). **INCLUDE ALL GRAPHIC FILES** (support documents) **AND FONTS** (screen and printer). **MUST SUPPLY AN ACCURATELY SIZED PROOF TO ENSURE PROPER REPRODUCTION.**

- **Media:** Zip or CD
- **Resolution for graphic files:** 100 line screen (200 dpi)
- **Fonts:** Adobe only, **NO TRUE-TYPE FONTS**
- **Proof:** CLIENT MUST FURNISH AN APPROVED PROOF THAT DISPLAYS ACCURATE COLOR AND SIZE.  
Note: *EAA AirVenture Today* is a newspaper. Please consider newsprint's inherent limitations and paper quality when designing your ad.

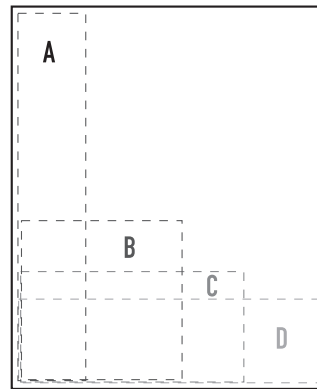


Full Page 10W x 13H

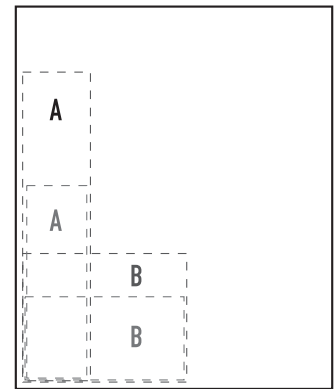
Half Page (A) 4.875W x 12.75H  
(B) 7.437W x 10.5H (Magazine Full)  
(C) 10W x 6.25H



Third Page (A) 4.875W x 9H  
(B) 7.437W x 7.5H  
(C) 10W x 4.5H



Quarter Page (A) 2.375W x 12.75H  
(B) 4.825W x 6.25H  
(C) 7.437W x 4H  
(D) 10W x 3.25H



Fifth Page (A) 2.375W x 10H (Magazine 1/3-page)  
(B) 4.825W x 5H (Magazine 1/3-page)  
Eighth Page (A) 2.375W x 6.25H  
(B) 4.825W x 3H

## EAA AIRVENTURE TODAY 2009 AD RATES

All rates are per day. 8x rate is given when all 8 days are purchased.

SIZE	BLACK & WHITE		COLOR	
	1x	8x	1x	8x
Full pg.	\$2,110.00	\$12,665.00	\$3,015.00	\$18,080.00
Cover 2/3			3,620.00	21,705.00
Cover 4			8,495.00	25,325.00
1/2 pg.	1,480.00	8,885.00	2,110.00	12,665.00
1/3 pg.	1,125.00	6,745.00	1,600.00	9,610.00
1/4 pg.	950.00	5,700.00	1,360.00	8,160.00
1/5 pg.	845.00	5,070.00	1,210.00	7,245.00
1/8 pg.	675.00	4,065.00	965.00	5,796.00