



2025

ADVERTISING RATES & MEDIA INFORMATION

FEATURED INSIDE

- › Digital and print advertising opportunities.
- › Audience profiles and targeting segments for *Aerospace America*, AIAA.org, Aerospace Research Central (ARC), and other digital solutions while accessing nearly 30,000 AIAA members.
- › Custom content and thought leadership.

EFFECTIVE 1 JANUARY 2025



3 AIAA Technology Segments Breakdown

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Aerospace America

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REACH AEROSPACE DECISION MAKERS WITH AIAA'S ADVERTISING OPTIONS

The American Institute of Aeronautics and Astronautics (AIAA) is the largest and most prestigious community of aerospace professionals in the world. AIAA exists to help aerospace professionals and their organizations succeed across government, industry, and academia. AIAA's vision is to be the voice of the aerospace profession through innovation, technical excellence, and global leadership.

We understand your company or organization needs access to leaders and decision makers in the aerospace community, and AIAA offers a selection of advertising opportunities to help you reach our members and the general aerospace community. We offer various digital media advertising selections such as banners or buttons on the aiaa.org site and digital banners on the aerospaceamerica.aiaa.org site. In addition, AIAA offers print advertising in *Aerospace America*, which is our flagship monthly magazine. *Aerospace America* reaches more than 58,000 aerospace professionals and students in print and online—including every AIAA member, congressional offices on Capitol Hill, and hundreds of engineering and aerospace libraries.



AIAA TECHNOLOGY SEGMENTS BREAKDOWN



AIAA members are asked to identify primary technology areas that reflect their professional interest and work activities.

Aerospace Sciences 30%

Aeroacoustics
Applied Aerodynamics
Astrodynamics/Orbital Mechanics
Astrophysics
Atmospheric and Space Environments
Atmospheric Flight Mechanics
Fluid Dynamics
Guidance, Navigation & Control
Aerodynamic Measurement Technology
Plasmadynamics and Lasers
Sounding Rockets
Thermophysics
Remote Sensing & Applications
Thermodynamics
Computational Fluid Dynamics
Modeling & Simulation
Ground Testing
Meshing, Visualization & Computational Environments
General Aerospace Sciences

Space Colonization
Space Tourism
Terraforming
Space Resources
Space Architecture
Space Logistics
Space Traffic Management
Space Commercialization
General Space & Missiles

Aircraft and Atmospheric Systems 15%

Air Transportation Systems
Transformation Flight
On Demand Mobility
Aircraft Design
Aircraft Noise & Emissions
Aircraft Operations
Aircraft Safety
Balloon Systems
General Aviation
Helicopter Design
Lighter-Than-Air Systems
V/STOL Aircraft Systems
Marine Systems & Technology
Hypersonic Systems
Flight Testing
Electronic Equipment Design
Ground Support Equipment
Aircraft Maintenance
Reliability
Test & Evaluation
Standards Engineering
Producibility & Cost Engineering
Production Engineering
Aerodynamic Decelerator Systems
Electric Aircraft
General Aircraft & Atmospheric Systems

Propulsion and Energy 15%

Aerospace Power Systems
Electric Propulsion
Liquid Propulsion
Propellants and Combustion
Solid Rockets
Terrestrial Energy Systems
Nuclear and Future Flight Propulsion
Hybrid Rockets
Energetic Components & Systems
Gas Turbine Engines
High Speed Air Breathing Propulsion
Propulsion Air-frame Integration
Hybrid Electric Propulsion
General Propulsion & Energy

Intelligent Systems
Information and Command & Control Systems
Communications Systems
Computer Systems
Digital Avionics Systems
Sensor Systems
Software Systems
Support Systems
System Effectiveness and Safety
Micro-Nanotechnology
Systems Engineering
General Information Systems

Systems Integration 15%

Survivability
Design Engineering
Design Technology
Materials
Structural Dynamics
Structures
Adaptive Structures
Radar Absorbing Materials & Structures
Gossamer Spacecraft
Non-Deterministic Approaches
Multidisciplinary Design Optimization
Advanced/Additive Manufacturing
Green Aerospace Engineering
Complex Aerospace Systems
General Aerospace Design & Structures

Aerospace Design and Structures 6%

Aerospace Traffic Management
CFD Vision 2030
Digital Engineering
Directed Energy Systems
Energy Optimized Aircraft
Green Engineering
Space Exploration
Transformational Flight
Unmanned Systems

Space and Missiles 22%

Life Sciences and Systems
Missile Systems
Space Operations and Support
Microgravity & Space Processes
Space Systems
Space Transportation
Space Exploration
Space Sciences & Astronomy
Space Automation & Robotics
Directed Energy Systems Weapons
Weapons System Effectiveness
Human Factors Engineering
Satellite Design, Integration & Test
Launch Operations
Laser Technology & Applications
Space Tethers

Business Management 6%

Society and Aerospace Technology
Economics
Legal Aspects of Aeronautics & Astronautics
Management
Technical Information Services
Environmental Assurance/Compliance
Computer-Aided Enterprise Solutions
General Business, Management & Aerospace Outreach

Information Systems 11%

Aerospace Electronics
Cybersecurity of Aerospace Systems
Robotics
Aerospace Maintenance

AEROSPACE AMERICA ONLINE

Advertising on aerospaceamerica.aiaa.org provides valuable exposure to key decision makers employed throughout the aerospace industry, government agencies, and research institutes worldwide. Our readers rely on the feature stories and columns that appear in *Aerospace America Online* to keep them informed of the latest trends and issues directly affecting them, their colleagues, projects, and future.

- › Over 17,000+ active users per month
- › Over 26,000+ pageviews per month

All prices are based on a fixed 30-day exposure on the home page. Ads are available as a banner and each ad placement is exclusive. AIAA does not use the traditional CPM model, but the model for supporting our world class technical journalism. This gives advertisers a larger share of voice across our platforms, ensuring visibility. Availability is limited.

CUSTOM ADVERTISING PACKAGE

By bundling print and/or online advertising with AIAA and *Aerospace America*, your company can get more for your investment!

Elizabeth Just (Companies A-N)
C: 571.439.4672 | elizabethj@aiaa.org

Brian Williams (Companies O-Z)
C: 908.723.4613 | brianw@aiaa.org

Vickie Singer
C: 443.629.9013 | vickies@aiaa.org

2025 ONLINE ADVERTISING RATES

	30 Days
Above Page Banner - Rotates with 1 other Advertiser Banner	Inquire
Leaderboard	Inquire
Inline Banner	Inquire
End Banner	Inquire
Rectangle	Inquire

ARTWORK SPECIFICATIONS

Maximum file size	50kb
File format	GIF or JPEG Animated GIF files accepted
Flash files	Not Accepted

Note: Ads are responsive on mobile devices and retain banner dimensions.

AD SIZES

Above Page Banner & Leaderboard	1200 x 250
Inline Banner	728 x 150
End Banner	728 x 90
Rectangle	300 x 250

Web-ready artwork for both ad sizes are required by ad closing deadline, typically 15th of month prior to run date.

ARTWORK AND MATERIALS DELIVERY

Email all files, text, graphics, and photos to:
advertising@aiaa.org

Source: Google Analytics, January 2024 to October 2024

The screenshot displays the homepage of aerospaceamerica.aiaa.org. At the top, there is a green banner with the text "ABOVE PAGE BANNER". Below this is a navigation bar with social media icons and the site logo. The main content area features a large green "LEADERBOARD" section. To the right, there are several smaller ad spots: a "RECTANGLE" ad, an "INLINE BANNER" ad, and an "END BANNER" ad. The main article is titled "AIAA Announces 2025 Premier Award Winners" and lists several award recipients with their photos and descriptions. The website layout is clean and professional, with a focus on high-quality technical content.

AIAA.ORG

Advertising on AIAA's website, aiaa.org, gives your company immediate and daily exposure to the decision makers in the leading agencies and companies throughout the aerospace industry.

- Over 47,000+ active users per month
- Over 80,000+ pageviews per month

All prices are based on a fixed 30-day exposure. Ads are available either as a home page banner or subpage rectangle and advertising can be purchased as exclusive or rotating with either one or two other ads. AIAA does not use the traditional CPM model, but the model for supporting our world class technical journalism. This gives advertisers a larger share of voice across our platforms ensuring visibility. Availability is limited.

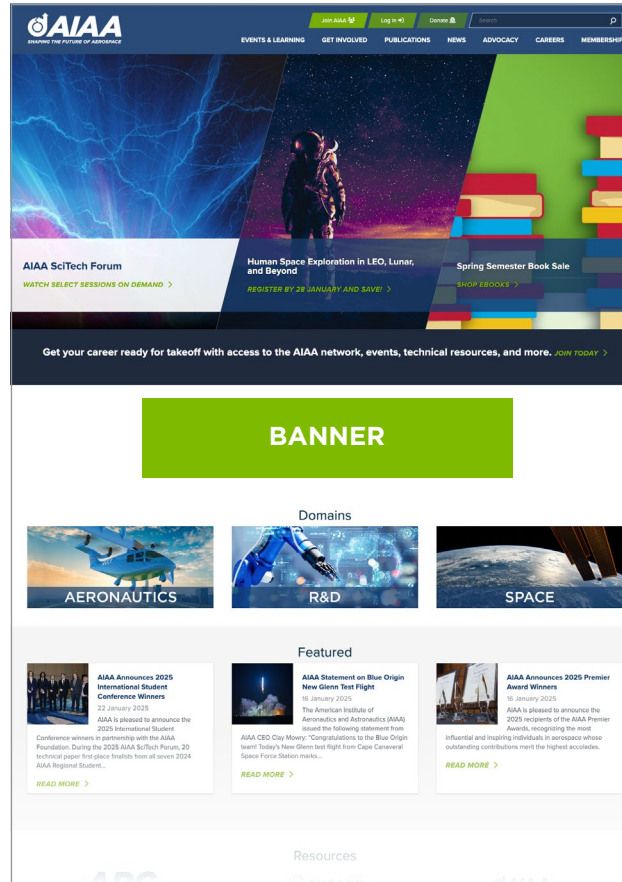
2025 ONLINE ADVERTISING RATES

30 Days	Homepage
Exclusive Banner	\$3,500
Rotates w/ 1 other Advertiser	\$2,500
Banner	

30 Days	Subpage
Exclusive Rectangle (Choice of Membership, Publications, or Events & Learning landing page)	\$1,000

ARTWORK SPECIFICATIONS

Maximum file size	50kb
File format	GIF or JPEG Animated GIF files accepted
Flash files	Not Accepted

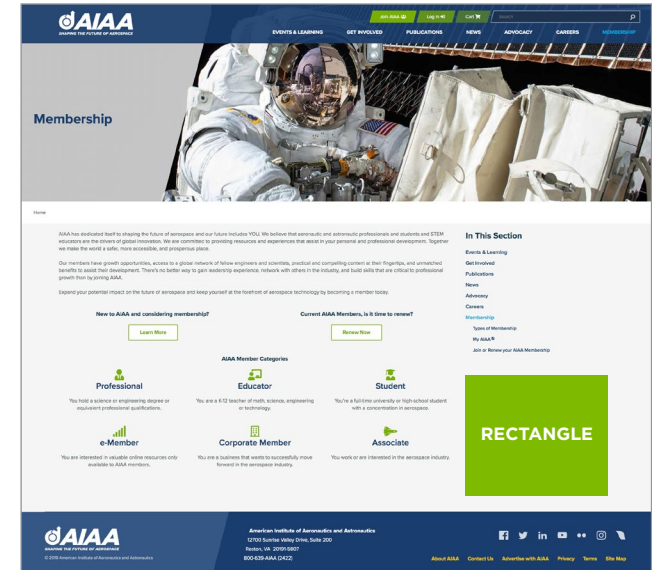


Note: Ads are responsive on mobile devices and retain banner dimensions.

AD SIZES

Banner	970 x 250px
Rectangle	300 x 250px

Web-ready artwork for both ad sizes are required by ad closing deadline, typically 15th of month prior to run date.



SUBPAGE RECTANGLE AD OPPORTUNITIES

Top subpages of AIAA average more than 4,000 active users per month

- Membership (landing page)
Over 6,800+ active users per month
- Publications (landing page)
Over 3,000+ active users per month
- Events & Learning (landing page)
Over 2,800+ active users per month

ARTWORK AND MATERIALS DELIVERY

Email all files, text, graphics, and photos to:
advertising@aiaa.org

Source: Google Analytics, January 2024 to October 2024



As the world's resource for aerospace technical information, Aerospace Research Central (ARC) will give you daily exposure to thousands of individuals in the aerospace industry.

- › Over 16,800+ active users per month
- › Over 24,600+ pageviews per month

All prices are based on a fixed, 30-day exposure on the home page. Ads are available either as a banner or rectangle. All ads are exclusive and will not rotate with other advertisers for the duration of the exposure. AIAA does not use the traditional CPM model, but the model for supporting our world class technical journalism. This gives advertisers a larger share of voice across our platforms ensuring visibility.

Source: Google Analytics, January 2024 to October 2024

2025 ONLINE ADVERTISING RATES

30 Days	Homepage
Exclusive Rectangle 1 or 2	\$5,000

ARTWORK SPECIFICATIONS

Maximum file size	50 kb
File Format	GIF or JPEG Animated GIF files accepted
Flash Files	Not Accepted

Note: Ads are responsive on mobile devices and retain banner dimensions.

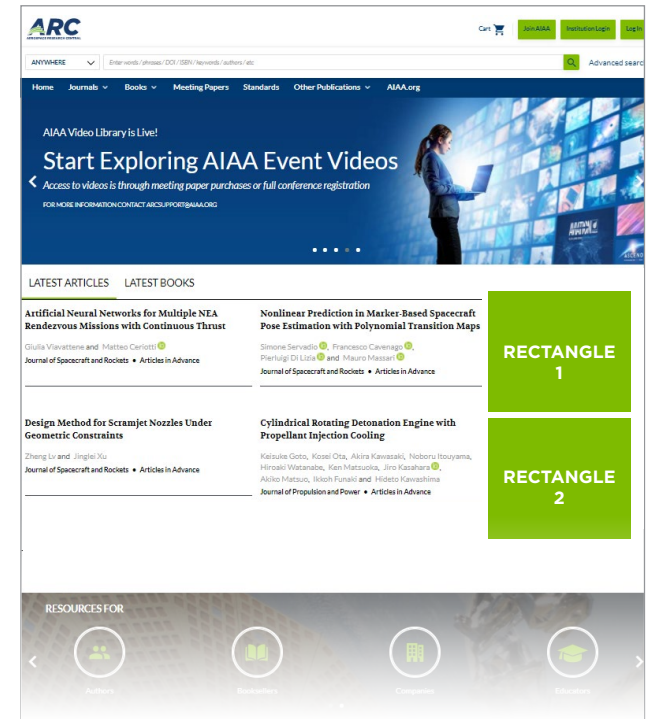
AD SIZE

Rectangle	300 x 250px
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Web-ready artwork for both ad sizes are required by ad closing deadline, typically 15th of month prior to run date.

ARTWORK AND MATERIALS DELIVERY

Email all files, text, graphics, and photos to:
advertising@aiaa.org



ASCEND™

ASCEND, which stands for Accelerating Space Commerce, Exploration, and New Discovery, is the world's premier outcomes-focused, interdisciplinary space event designed to accelerate the building of our off-world future. Attended by 1,250+ from 20 countries, it convenes the civil, commercial, and national security space sectors, along with leaders from throughout adjacent industries, to address the challenges and opportunities presented by increased activity in space.

- › Over 3,000+ active users per month
- › Over 5,000+ pageviews per month

All prices are based on a fixed 30-day exposure on the home page. Ads are available either as a banner or rectangle. All ads are exclusive and will not rotate with other advertisers for the duration of the exposure. AIAA does not use the traditional CPM model, but the model for supporting our world class technical journalism. This gives advertisers a larger share of voice across our platforms ensuring visibility.

Source: Google Analytics, January 2024 to October 2024

2025 ONLINE ADVERTISING RATES

30 Days	Homepage
Exclusive Banner	\$3,000
Rotates w/ 1 other Advertiser Banner	\$2,000

ARTWORK SPECIFICATIONS

Maximum file size	50 kb
File Format	GIF or JPEG Animated GIF files accepted
Flash Files	Not Accepted

Note: Ads are responsive on mobile devices and retain banner dimensions.

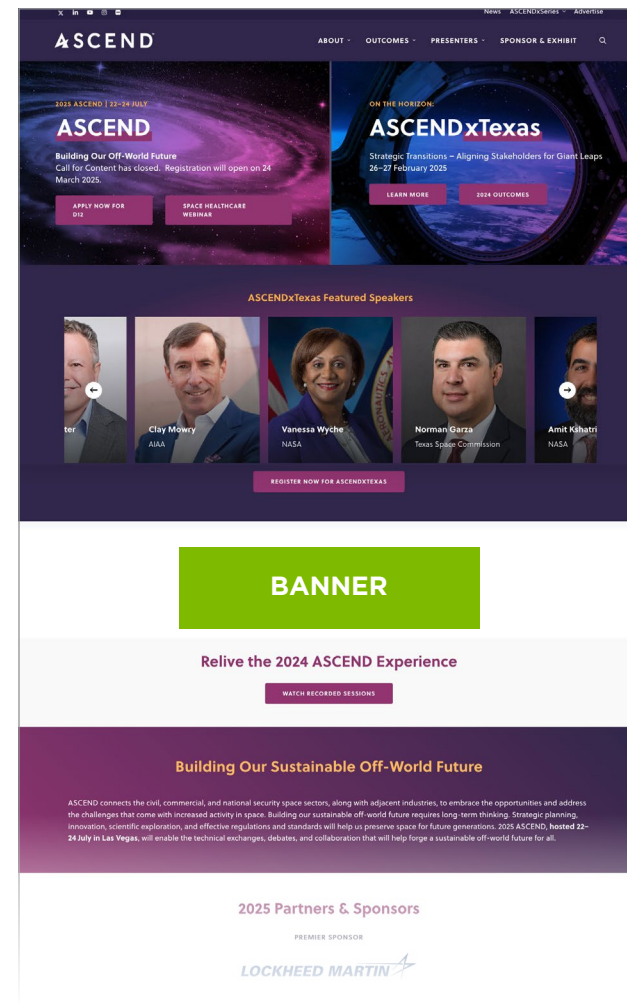
AD SIZE

Banner	970 x 250px
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Web-ready artwork for both ad sizes are required by ad closing deadline, typically 15th of month prior to run date.

ARTWORK AND MATERIALS DELIVERY

Email all files, text, graphics, and photos to:
advertising@aiaa.org



2025 ONLINE ADVERTISING RATES

30 Days	Homepage
Exclusive Banner	\$3,000
Rotates w/ 1 other Advertiser Banner	\$2,000

ARTWORK SPECIFICATIONS

Maximum file size	50 kb
File Format	GIF or JPEG Animated GIF files accepted
Flash Files	Not Accepted

Note: Ads are responsive on mobile devices and retain banner dimensions.

AD SIZE

Banner	970 x 250px
--------	-------------

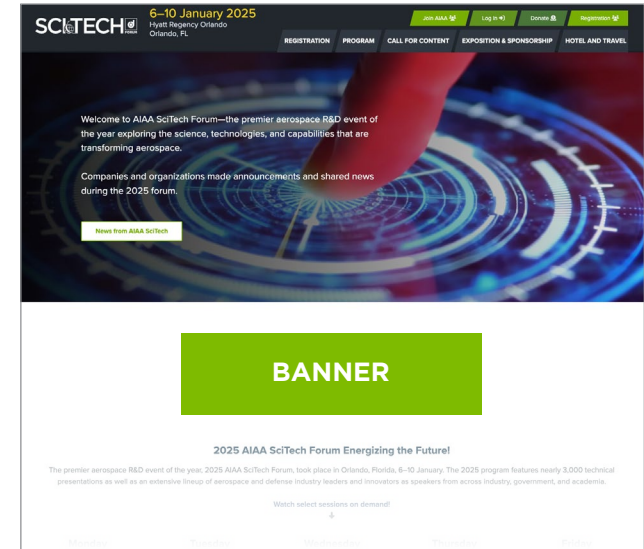
Web-ready artwork for both ad sizes are required by ad closing deadline, typically 15th of month prior to run date.

ARTWORK AND MATERIALS DELIVERY

Email all files, text, graphics, and photos to:
advertising@aiaa.org

AIAA SciTech Forum is the world's largest event for aerospace R&D, showcasing breakthrough science, revolutionary technologies, and generation-after-next capabilities that are redefining what is possible in aerospace. Attended by 6,100+ from 48 countries, the forum serves as a vital nexus for the international aerospace community, bringing together academic, industry, and government professionals across civil, commercial, and national security sectors, along with leaders from adjacent industries.

- › Over 6,800+ active users per month
- › Over 13,600+ pageviews per month



AVIATION

AIAA AVIATION Forum is the only aviation event that covers the entire integrated spectrum of aviation business, research, development, and technology. Attended by 2,500+ from 40 countries, the forum unites thought leaders, industry experts, and forward-thinking professionals to showcase cutting-edge research, advancements, and best practices that are driving progress towards the goal of net-zero emissions by 2050.

- › Over 7,000+ active users per month
- › Over 10,700+ pageviews per month



MY DAILY LAUNCH NEWSLETTER

One of the most valued benefits among our members is My Daily Launch, the Institute's newsletter, delivered by email to the aerospace community. It offers insightful stories on the trends and topics shaping the aerospace industry, ensuring our readers remain well-informed about the issues affecting them. The newsletter was refreshed February 2024 and now features greater personalization of the news experience, a redesigned modern look and feel, better mobile device integration, and expanded news coverage.

WHY MY DAILY LAUNCH?

Personalization: My Daily Launch adapts to your reading habits and preferences. With every edition, the content becomes more tailored to your interests, ensuring you always have the most relevant aerospace news at your fingertips.

Exclusive Member Benefit: Available exclusively to AIAA members, My Daily Launch is one of our most acclaimed offerings, reaching an impressive daily audience of over 18,000 readers.

Prestigious Audience: Your company's message will be showcased to one of the most prestigious groups in the aerospace industry. These are decision makers, influencers, and thought leaders shaping the future of aerospace across government, industry and academia.

** Source: 2024 Email platform*

ELEVATE YOUR REACH WITH AIAA'S REVAMPED MY DAILY LAUNCH

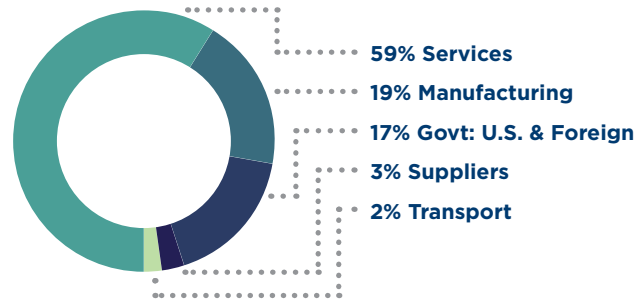
80,000+

Circulation

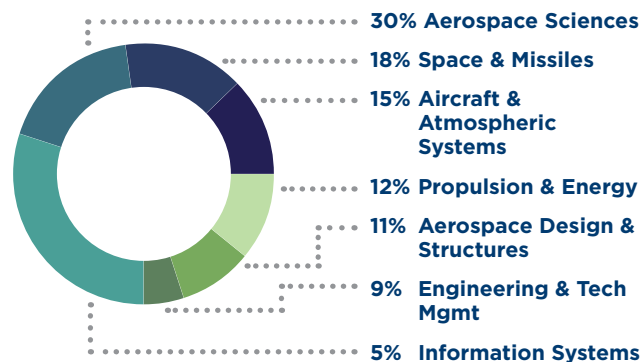
73%

Unique Open Rate

AIAA INDUSTRY SEGMENTS



AIAA TECHNOLOGY SEGMENTS



ADVERTISE WITH US - BE SEEN BY ELITE IN AEROSPACE

Seize the opportunity to feature your banner ad within My Daily Launch. Choose from three prime locations: Premium, Space or Aviation, and ensure your brand stands out in this exclusive newsletter.

Don't miss out on this unique opportunity to connect with the aerospace elite. Book your banner ad today and be part of the world's only truly personalized email newsletter — My Daily Launch by AIAA.

Maximize Visibility with AIAA's Targeted Ad Frequency Packages

Elevate your brand's impact through strategic frequency and exclusive discounts, ensuring your message resonates with your audience consistently.

Segment your Audience

Our segmentation and targeting capabilities empower you to tailor your promotions, reaching the right audience at the right time. Drive engagement, build loyalty, and maximize ROI with our approach that puts your brand in the spotlight.

Flexible Campaigns Tailored to Your Goals

We believe in a partnership approach and are committed to accommodating the unique needs of your specific campaign. Our flexible rate card allows you to plan a campaign that aligns with your marketing strategies and budget, ensuring optimal engagement with the aerospace community.

Position (Monday - Friday)	1-13 weeks	14-26 weeks	27-39 weeks	40-50 weeks
Top Banner	\$2,000 per wk	\$1,800 per wk	\$1,700 per wk	\$1,600 per wk
Middle Banner	\$3,000 per wk	\$2,700 per wk	\$2,550 per wk	\$2,400 per wk
Bottom Banner	\$2,000 per wk	\$1,800 per wk	\$1,700 per wk	\$1,600 per wk

All above rates are net. Campaigns must be run in consecutive weeks to receive discounts.

STANDARD IMAGE BANNER AD SPECIFICATIONS

File formats accepted: JPG, PNG (Flash SWF not supported)

Maximum file size: 40kb

Image color mode: RGB (not CMYK)

Image resolution: 72dpi

Ad size: 600x116

No animation will be allowed.

Note: Include important information in the first frame for banners appearing in emails as outlook doesn't support animated files.

DEADLINE & SUBMISSION

Materials due: 15 business days prior to start date

Email all files, text, graphics, and photos to:

advertising@aiaa.org

PAYMENT POLICY

Full payment for your digital placement is required at the start date of your schedule. One invoice will be generated and due net 30. Cancellations made to digital ad schedules must be made in writing at least 30 days prior to your scheduled start date.

We will prorate your schedule as applicable.

Elizabeth Just (Companies A-N)
Sr. Manager, Sales Capture & Client Executive
C: 571.439.4672 | elizabethj@aiaa.org

Vickie Singer
Sr. Director, Revenue Development
C: 443.629.9013 | vickies@aiaa.org

Brian Williams (Companies O-Z)
Manager, Sales Capture & Client Executive
C: 908.723.4613 | brianw@aiaa.org

@AIAA MY DAILY LAUNCH
Exclusively for AIAA Members

PREMIER - TOP

NEWS FOR YOU

AVIATION INTERNATIONAL NEWS
FAA Bill Takes Increased Urgency in 2024
Business aviation leaders are encouraged that FAA's leadership has settled in place and that Congress has crafted a multi-year FAA reauthorization bill...

SPACE
NASA Juno spacecraft reveals Jupiter's volcanic moon Io like never before in spectacular new images
On Dec. 30, 2023, NASA's Juno spacecraft came closer to the volcanic moon Io than any other mission has in 20 years. In the process, Juno was able to grab...

DEFENSE DAILY
Terran Orbital Receives Rivada Payment, Ends Year with \$70 Million In Cash
Satellite developer and manufacturer Terran Orbital [LLAP] said it received a long-awaited payment from Rivada Space Networks and expects additional milestones...

AVIATION BANNER

AVIATION

JANES
South Korean air force receives first
The Defense Acquisition Program Administration Korea Aerospace Industries (KAI) TA-50 'Golden'

FLIGHT GLOBAL
China Southern to inject capital, trim Airlines unit
Sichuan Airlines is set to receive a capital infusion (million) from key shareholder China Southern Air

AVIATION INTERNATIONAL NEWS
Signature Acquires Two FBOs in M
Signature Aviation, the world's largest FBO chain locations with the acquisition of New Jersey-based

VIA SATELLITE
ISRO Launches Astronomy Satellite in New Year Mission
The Indian Space Research Organisation (ISRO) launched an astronomy satellite on a PSLV mission on Jan. 1. The PSLV-C58 mission launched the XPoSat - X-ray...

SPACE
NASA and Russia will keep launching each other's astronauts to ISS until 2025: report
The International Space Station will continue to see launching crews mixed with American and Russian astronauts, according to media reports based on a...

SPACENEWS
Terran Orbital says Rivada is up to date on invoices after undisclosed payment
Terran Orbital told investors Jan. 2 it has received a past-due payment for the 300 satellites it is building for Rivada Space Networks, but it is unclear...

SPACE BANNER

Advertise with AIAA Daily Launch:
[Email Our Team](#) | [Click Here For Media Kit](#)

AIAA
SHAPING THE FUTURE OF AEROSPACE

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ADDITIONAL WAYS TO REACH AIAA MEMBERS

AIAA AEROSPACE PERSPECTIVES WEBINAR - \$15,000

A customized AIAA webinar that explores significant topics across the aerospace industry that provides organizations the ability to share their perspectives and advancements with AIAA members world-wide, select government and military officials, and the public.

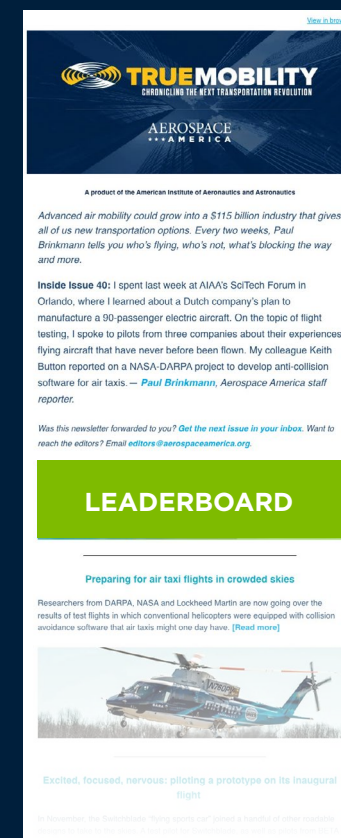
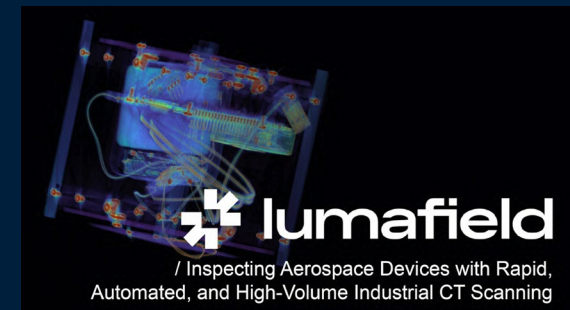
AIAA Aerospace Perspectives Series webinars average 1,150+ registrants per webinar. View upcoming and archived webinars by visiting aiaa.org/aerospaceperspectivesseries.

TRUE MOBILITY NEWSLETTER - Contact for Information

Advanced air mobility (AAM) could grow into a \$115 billion industry that gives all of us new transportation options. True Mobility is a newsletter delivered to your inbox every other week describing the state of this rapidly growing industry. You'll find out who's flying, who's not, what's blocking the way, and more. You can subscribe to the newsletter by visiting <https://comms.aiaa.org/true-mobility-aerospace-america>.

This *Aerospace America* newsletter is sent to a targeted list of 12,500+ recipients. Bundle options are available for you to make the most of this opportunity.

Sizing	Price
728x90 Leaderboard, top of page	\$7,000 per quarter, \$2,500 per month
300x250 Ad, right side above the fold	\$5,500 per quarter, \$2,000 per month



Our readers are your company's customers.

TOTAL CIRCULATION

58,000+

Print: 28,900* | Digital: 29,100^

GEOGRAPHIC DISTRIBUTION**

85.5%

United States

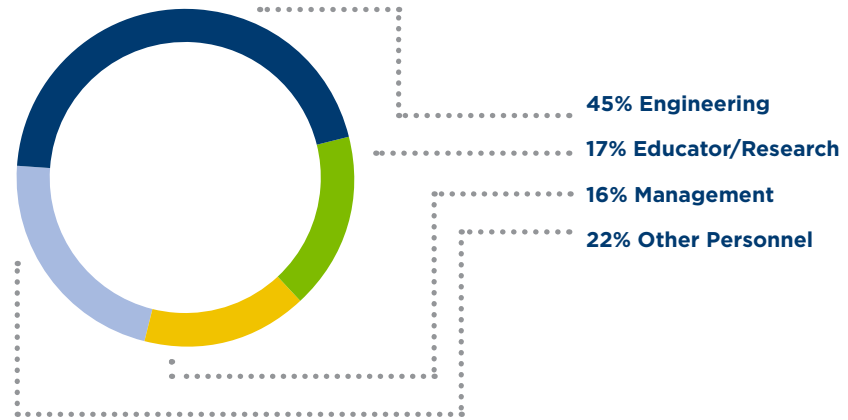
14.5%

International
(80+ countries)

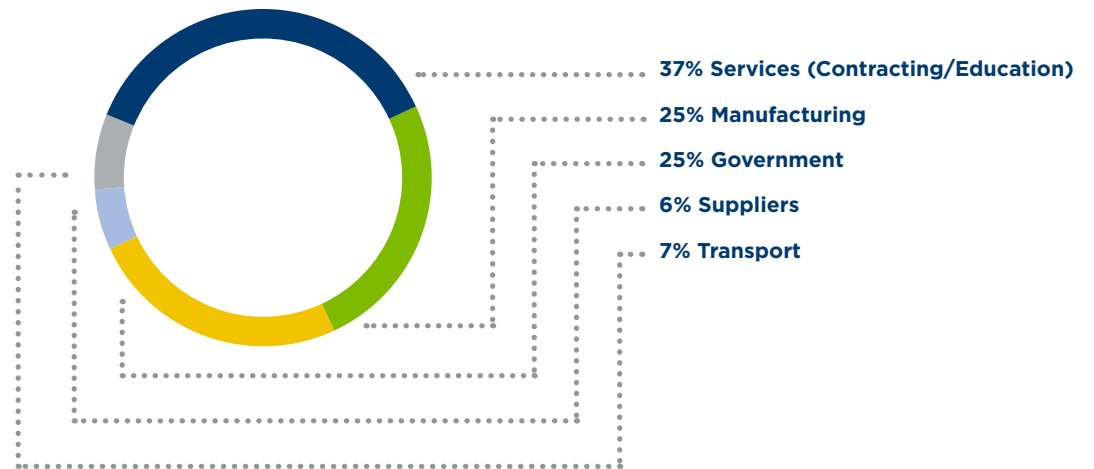
*USPS Statement of Ownership | ^Student and international members
** AIAA Membership Data, NetForum

Here's what they do:

JOB FUNCTION**



INDUSTRY SEGMENTS**



2025 EDITORIAL FOR PRINT MAGAZINE

ISSUE	FEATURING*	INDUSTRY EVENTS DISTRIBUTION	SPACE CLOSE	ARTWORK DUE**
January	<ul style="list-style-type: none"> › Humans in space › Test infrastructure 	<ul style="list-style-type: none"> › AIAA SciTech Forum — Orlando, FL (6-10 January) 	10 December 2024	13 December 2024
February/ March	<ul style="list-style-type: none"> › Regulatory environment › Hypersonic flight 	<ul style="list-style-type: none"> › ASCENDxTexas — Houston, TX (26-27 February) › SATELLITE 2025 — Washington, D.C. (10-13 March) 	15 January 2025	17 January 2025
April-June	<ul style="list-style-type: none"> › Missile defense › Exoplanets › Supersonic flight › Life support for private space stations 	<ul style="list-style-type: none"> › Space Symposium — Colorado Springs, CO › AIAA DEFENSE Forum — Laurel, MD › GEOINT Symposium — St. Louis, MO › AUVERSI XPONENTIAL — Houston, TX › VFS Forum 80 — Virginia Beach, VA › Paris Air Show — Paris, France 	5 March 2025	10 March 2025
July- September	<ul style="list-style-type: none"> › Hypersonic testbeds › Air safety › Commercial space › Sustainable aviation 	<ul style="list-style-type: none"> › EAA AirVenture — Oshkosh, WI › AIAA AVIATION Forum — Las Vegas, NV › ASCEND — Las Vegas, NV › Small Satellite — Logan, UT › AIAA CTO Summit — Washington, DC 	2 June 2025	5 June 2025
October- December	<ul style="list-style-type: none"> › R&D › Workforce › Satellite architectures › Artificial intelligence 	<ul style="list-style-type: none"> › NBAA Business Aviation Convention and Exhibition — Las Vegas, NV 	8 September 2025	11 September 2025

**All content subject to change at editor's discretion. ** If you are placing a classified ad that needs layout and design, content is due seven days in advance of the camera-ready artwork dates above. Magazine stories go live online the first of the month, and print copies arrive in mailboxes around mid-month.*

2025 PRINT DISPLAY ADVERTISING RATES

Four-Color	1x	3x	6x	10x
Full page	\$8,550	\$8,300	\$8,000	\$7,700
1/2 page*	\$5,225	\$5,050	\$4,900	\$4,700
1/3 page	\$4,000	\$3,900	\$3,750	\$3,600
1/6 page	\$2,375	\$2,300	\$2,225	\$2,125

Covers (Four-color only)

Cover 2	\$11,700	\$11,350	\$11,000	\$10,550
Cover 3	\$11,700	\$11,350	\$11,000	\$10,550
Cover 4	\$13,500	\$13,100	\$12,700	\$12,150

All rates gross. 15% discount applies to recognized agencies.

*Rate applies to 1/2 horizontal ads. 1/2 island ads are available for a 20% premium

PAST ADVERTISERS

- Auburn University
- CalPoly
- ClickBond
- dSpace
- Intelligent Light
- MIT
- NRO
- Penn State University
- Purdue University
- The Boeing Company
- USC
- Siemens PLM Software



CAREER OPPORTUNITY ADVERTISING

Aerospace America is the first choice for aerospace professionals seeking employment, and the first choice of the organizations that want to hire them.



When your organization needs to fill key professional positions with the most experienced people, you need to reach the most qualified candidates. Advertising in *Aerospace America* ensures that your vacancy announcements will be seen by the industry professionals most qualified to fill them. Whether it's a university faculty position or a corporate engineering or technical position, *Aerospace America* produces results quickly, saving you and your staff significant time in attracting the right candidates for each position. When you next have a key position to fill, advertise it in *Aerospace America*.

CAREER OPPORTUNITY ADVERTISING RATES

Four-Color	1x	3x	6x	10x
Full page	\$4,200	\$3,910	\$3,810	\$3,680
2/3 page	\$3,165	\$2,950	\$2,880	\$2,790
1/2 page	\$2,900	\$2,690	\$2,625	\$2,550
1/3 page	\$2,240	\$2,090	\$2,055	\$1,995
1/6 page	\$1,800	\$1,690	\$1,660	\$1,625

Word Count Recomm.	
Full page	1,000 words
2/3 page	720 words
1/2 page	500 words
1/3 page	330 words
1/6 page	150 words

AD SPECIFICATIONS

PDF files are required. PDFx/1a preferred.

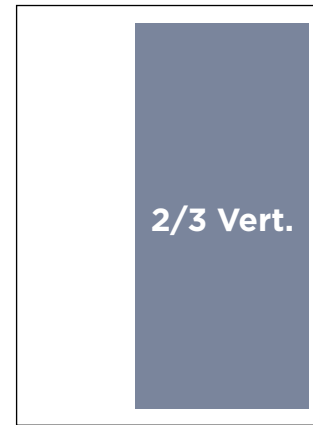
Bleed	8.875" x 11.125"
Trim size	8.625" x 10.875"
Live area	7.5" x 10"
Number of columns	3
Column width	2.125"
Column height	10"
Binding	Perfect bound
Process	Heatset web offset

Vital advertising matters should be kept 0.25" from trim on all sides.

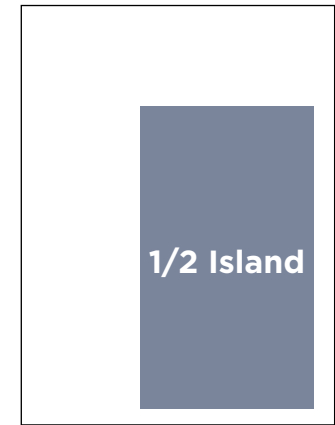
SIZE DIMENSIONS



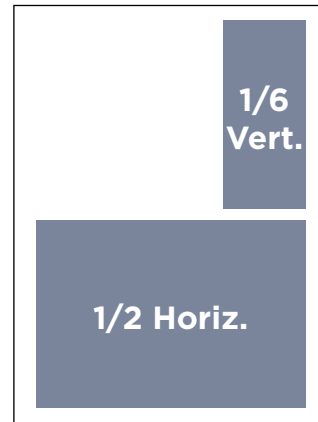
Full page: 8.625" x 10.875"



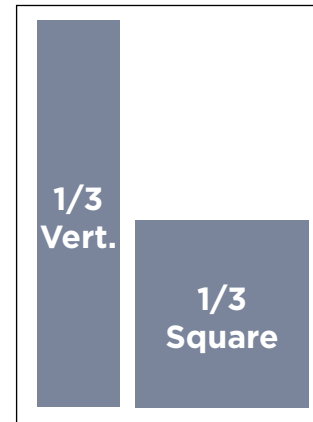
2/3 Vertical: 4.5" x 10"
Only available for Career Opportunity Advertising



1/2 Island: 4.5" x 7"



1/6 Vertical: 2.125" x 4.875"
1/2 Horizontal: 7" x 4.875"



1/3 Vertical: 2.125" x 10"
1/3 Square: 4.5" x 4.875"

SHIPPING INFORMATION

Email all files, text, graphics, and photos to:

advertising@aiaa.org

PUBLICATION FREQUENCY: Published 10 times a year, issued on the first of the month of the cover date of publication.

COMMUNICATION: Contracts, insertion orders, correspondence, request a quote, and special requests, should be addressed to advertising@aiaa.org.

PUBLISHER'S COPY PROTECTIVE CLAUSE:

Advertisers and advertising agencies assume sole liability for all content (including text, representations, photographs, and illustrations) of advertisement printed, and also assume responsibility for any claims arising therefrom made against the Publisher. The Publisher reserves the right to reject any advertising that does not conform to its publication standards, which are subject to change or modification at the sole discretion of the Publisher. Any advertising resembling editorial matter may be designated as advertising by the Publisher.

POSITIONING OF ADVERTISEMENTS:

Advertisement placement is at the sole discretion of the Publisher except where a request for a specified preferred position is agreed to and acknowledged by the Publisher.

ADVERTISING POLICIES:

- › Publisher has the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to Publisher for advertising which advertiser or its agent ordered and for which such advertising was published.
- › Conditions other than rates are subject to change by Publisher without notice. As used in this section, entitled Advertising Policies, the term "Publisher" shall refer to *Aerospace America* Magazine and/or the American Institute of Aeronautics and Astronautics, Inc. (AIAA). The terms and conditions of this rate card supersede any terms or conditions appearing on advertiser's orders or materials.
- › Regulations concerning copy and contracts are those generally accepted throughout the industry.
- › Advertisements are not accepted if they contain testimonial statements or endorsements given by a member or members of AIAA.
- › No conditions other than those set forth in this rate card shall be binding on the Publisher unless specifically agreed to in writing by the Publisher.
- › All orders are accepted for space subject to our credit requirements.
- › Publisher retains right of final approval and acceptance of all advertising submitted, and shall not be liable for any loss resulting from rejection of such advertising.

AGENCY COMMISSION: 15% of gross billing allowed to recognized advertising agencies on display space, color and preferred position charges. Commission is not allowed on such charges as artwork, reprints, backup of inserts, classified ads under 1/6 page, production and bindery charges and special handling charges. Commission is subject to forfeiture on invoices not paid within 90 days from invoice date. All accounts not paid in full within 30 days of invoice date may incur a charge of 1.5% per month until paid in full.

DUAL LIABILITY: All advertising placed by an entity acting as the agent for another shall be regulated by the Law of Agency as defined in the Uniform Commercial Code. The entity for which any advertising is placed shall be held liable for payment in full for all advertising placed on its behalf regardless of whether such payment was remitted to the agent.

SALES CONTACTS:

Elizabeth Just (Companies A-N)
Sr. Manager, Sales Capture & Client Executive
C: 571.439.4672 | elizabethj@aiaa.org

Vickie Singer
Sr. Director Revenue Development
C: 443.629.9013 | vickies@aiaa.org

Brian Williams (Companies O-Z)
Manager, Sales Capture & Client Executive
C: 908.723.4613 | brianw@aiaa.org

SUMMARY:

Provide an industry-related sponsored article or product showcase to be featured in the printed and digital issue of *Aerospace America*

CIRCULATION:

58,000+

Print: 28,900 | Digital: 29,100

Digital is Flip Book version of printed distributed via email

85.5%

United States

14.5%

International
(80+ countries)

ARTICLE LENGTH, PRICING:

	Single Page	2-Page Spread	4-Page Spread
Copy and images OR print-ready article provided by advertiser	\$9,000	\$12,500	\$15,000
AIAA provided freelance copy writer	\$11,000	\$15,000	\$18,000

SPECIFICATIONS, DESIGN AND WORKFLOW:

- › Copy and images to be provided to **advertising@aiaa.org** 30 days prior to issue release date
- › AIAA will review copy for grammar, spelling, potential libel and accusations
- › AIAA will lay out article and provide proof to advertiser for approval
- › Pages to be clearly marked as “Sponsored Content”
- › 500 words per page
- › Issue themes listed here are not a requirement for article subject matter

NOTE: Advertiser does have the option to provide print-ready article in PDF format if layout by AIAA is not necessary. AIAA will still review copy and reserves the right to request changes if necessary

RECOMMENDED ELEMENTS:

- › Headline, introduction, byline and body text
- › Articles be written using AP Style or other formalized style guide

SPECIFICATIONS

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CONTACT INFORMATION

ADVERTISING SALES AND PRODUCTION

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Cat Hofacker began covering local news and politics in Athens, Ohio, as a student reporter and editor. She came to *Aerospace America* in 2019 after covering the 2018 congressional midterm elections for *USA Today*. Cat spent two years leading Aerospace America's online news coverage as our staff reporter, writing about topics including the Boeing 737 MAX crashes and the inception of NASA's Artemis moon program. In 2021, she became associate editor, overseeing production of *Aerospace America's* monthly print issues. She is a 2017 White House Correspondents Association scholar and a two-time finalist for the Aerospace Media Awards' Best Young Journalist category.