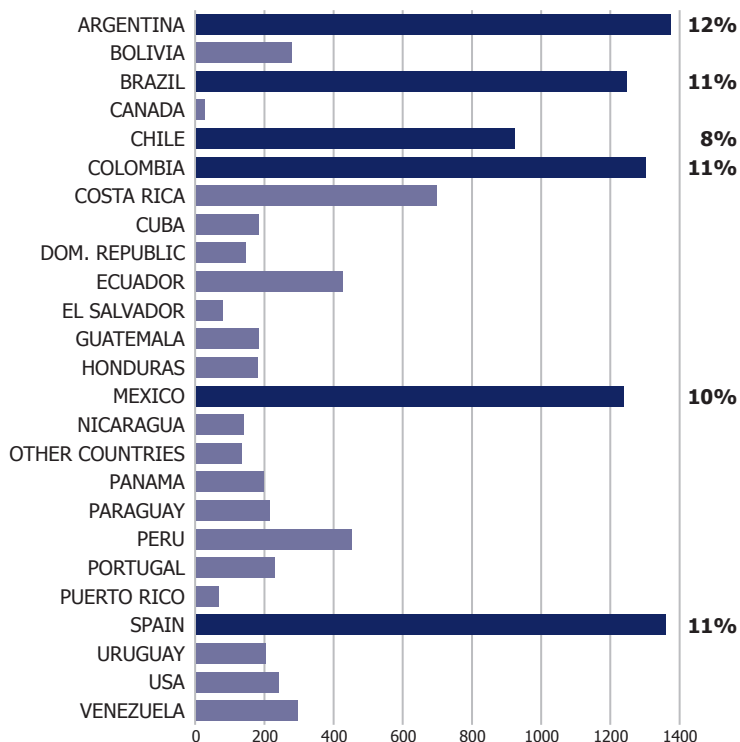


revista aerea



2016
RATES & DATA

BY COUNTRY



52%

OF REVISTA AEREA IS
DISTRIBUTED IN THE MOST
IMPORTANT AERONAUTICAL
MARKETS IN LATIN AMERICA

38% HIGH LEVEL MANAGEMENT

[CEOs, CFOs, COOs, VPs, Directors, Managers,
Owners, Partners]

8% MAINTENANCE

[Engineers, Maintenance Personnel,
Tech Support]

7% PILOTS

[Private, Commercial, Military, Fixed Wing &
Helicopters]

7% MILITARY

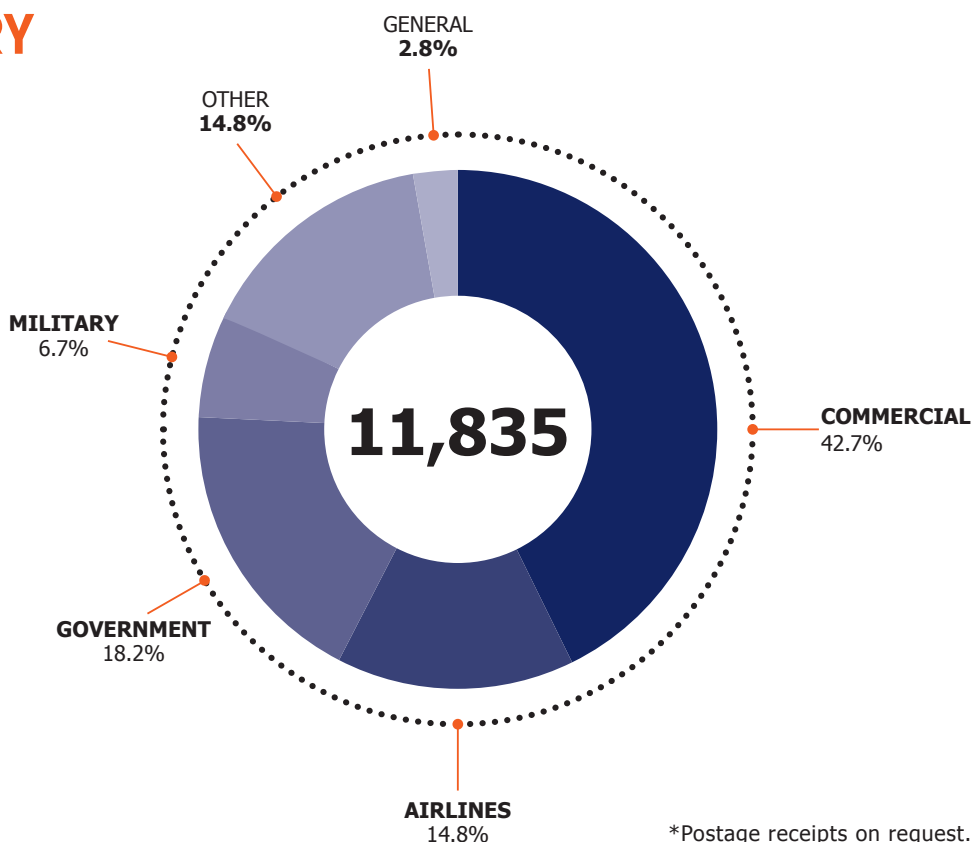
[Armed Forces, Law Enforcement, Parapublic]

BY INDUSTRY SEGMENT

Our circulation is targeted to the Latin American decision-makers you most need to reach. Our readers are top level executives in all sectors of aviation, both commercial and military.

These are the people who make the choices, control the budgets and have the buying power you want to tap into. Our circulation is not derived from lists, but rather from written requests sent by the executives themselves or by corporations who request revista aérea for their executives*.

We are read from the tribal areas in Peru to the executives offices in Brazil. 79 years in 23 countries. You will find us at every domestic and international aviation event.



*Postage receipts on request.

2016 ADVERTISEMENT RATES

SIZE	6X	3X	1X
1/2 Page	\$ 5,700	\$ 5,999	\$ 6,700
1/2 Page Spread	\$ 8,750	\$ 8,999	\$ 9,750
1 Full Page	\$ 8,750	\$ 8,999	\$ 9,750
2 Page Spread	\$14,000	\$15,000	\$17,000

All ad placements include a bonus ad of the same size with a link to your company's website in revista aérea's Spanish and Portuguese digital editions.

PRINTED AD DIMENSIONS

SIZE	BLEED (WxH)	NON-BLEED
2 Page Spread	Trim: 16.25" x 10.875" Bleed: 16.75 x 11.375"	15.125" x 9.75"
1 Full Page	Trim: 8.125" x 10.875" Bleed: 8.625 x 11.375"	7" x 9.75"
1/2 Pg. Spread	Trim: 16.25" x 5.50" Bleed: 16.75" x 5.75"	15.125" x 4.875"
1/2 Pg. Vertical	Trim: 4.00" x 10.875" Bleed: 4.25" x 11.375"	3.5" x 9.75"
1/2 Pg. Horizontal	Trim: 8.125" x 5.50" Bleed: 8.625 x 5.75"	7" x 4.875"

Publication Trim Size: 8.125" x 10.875" (20.64 cm x 27.62 cm)
Bleed: .25" Live Area Box: .25" inside trim size

PRINTING MATERIALS:

Supported file types: PDF
 Compression: StuffIt® or Zip archives
 Transmission Options: Via e-mail or FTP upload to the ad portal located on:
RevistaAerea.com/rates&data

DIGITAL PROOFS:

It is recommended that all advertisers submit a contact proof with their ad files regardless of delivery method.
 Note: Kodak Approval, Kodak Digital Matchprint and Fuji Final are the contact level digital proofs accepted by revista aérea's color guidance (133-150 line screen required). Color laser & ink jet proofs can be used for content checking only and will not serve as press color guidance.

ADVERTISING INSPECTION PROCESS:

Advertising material arriving for production will be put through an inspection process including a mechanical size check, Pre-flight of the file and SWOP. Should the ad material fail the mechanical or Pre-flight steps, the sender will be notified and given the opportunity to replace the file. revista aérea reserves the right to reject files that are not print quality or supplied in any format other than the above.

REQUIREMENTS:

1. 4-Color CMYK Process
2. Embedded fonts or converted to outlines
3. Ad translation into Spanish provided at no charge. Please provide copy before submitting advertising material
4. Advertising material will be stored for 6 months

MECHANICAL SPECS:

Printing: direct to plate, Web Offset. Use 133 line screen for best half-tone reproduction. Binding: Saddle stitched.
 Paper stock: 60 lb. cover, 60 lb. body

ISSUANCE & CLOSING DATES:

1. Issued on fifth day of second month of each of the six issues of publication.
2. Closing date for space reservation and for material not requiring translation into Spanish: See Editorial Program for monthly closing.
3. Closing date for advertising material requiring translation: One week prior to materials closing date for intended issue.



Trim: 4.00" x 10.875"
Bleed: 4.25" x 11.375"

Trim: 8.125" x 5.50"
Bleed: 8.625 x 5.75"



Trim: 16.25" x 5.50"
Bleed: 16.75" x 5.75"



Trim: 8.125" x 10.875"
Bleed: 8.625 x 11.375"



Trim: 16.25" x 10.875"
Bleed: 16.75 x 11.375"



revista aérea

79 years flying around the world

COMMISSION AND CASH DISCOUNT:

Fifteen percent of gross billing given to recognized agencies. Commission not allowed on following charges: Insert Back-ups; Under-size inserts; Production costs.

RATES

Frequency rates are determined by the number of insertions within any 6-issue period. For purpose of computing frequency discounts, each page or fraction thereof counts as one insertion, whether in a single issue or spread over multiple issues. Thus a spread is figured as two insertions. However, an insertion smaller than a page cannot be added to full page insertions within the 6-issue period for the purposes of obtaining a higher-frequency discount.

Advertising will be billed at rate prevailing for date of issue. New rates will be announced at least three months in advance. Contracts and orders confirmed prior to announcement of new contract period, but extending into the new period will be honored at rates prevailing at the time of confirmation.

Composition charge will be made for any advertisement that is ordered, set and not run.

Production charge will be made for typesetting and composing. The charge for this service is \$200 per hour.

SPECIALS & PREMIUMS:

Special Service: www.RevistaAerea.com will provide a direct link to the sites of our advertisers each month, free of charge.

GENERAL

Publisher's copy protective clause: Advertiser and advertising agency assume liability for all content (including names, portraits, texts, representations, illustrations, or any sketches, maps, words, labels, trademarks, or other copyrighted matter) of advertisements printed, and also assume responsibility for any claims arising therefrom made against the publisher. The publisher reserves the right to reject any advertising.

Translations of ad copy from English to Spanish will be made by publisher at no cost to advertiser. The Publisher will charge \$100 per hour for proofing and corrections to any copy not set by the publisher. Printed proofs of translated material will, upon request, be submitted to advertiser for final approval.

Production charges to be billed to advertiser at cost. Publisher assumes responsibility for the accuracy of such translations.

Short-rates and rebates: Advertisers will be short-rated if within a 6-issue period they do not use the number of insertions upon which their billings have been based. Advertisers will be rebated if within a 6-issue period they have used sufficient insertions to earn a lower rate.

Rate protective clause: Proper notification will be given of any rate changes, and contracts may be cancelled at the time the change in rate becomes effective without incurring a short-rate adjustment if the contract has been earned up to the date of cancellation.

Any advertising resembling editorial matter may be designated as advertising by the publisher.

At Revista, we have always strived to get our publication into the hands of the most important decision-makers in the aviation industry, both in the defense and commercial sectors. But we haven't stopped there. RevistaAerea.com is now enjoying a loyal, active readership of its own on the web. RevistaAerea.com's audience is growing rapidly reaching more than 120 countries throughout the world.

Now you can pinpoint thousands of readers of Revista Aerea each month by including your message on RevistaAerea.com

In addition to the hard copy edition of Revista Aerea, we publish two separate digital editions, one in Spanish and one Portuguese. You can be certain your advertisement will be focusing on the hottest markets in Latin America. You'll benefit by having your message read by those who are interested in your products in other regions as well. RevistaAerea.com features videos of important Air Expos, and video interviews of key personnel, news updates in English, Portuguese and Spanish

on its homepage and is emailed to subscribers where your banner advertisements can be seen.

One of our goals is to bring you a combination of dynamic vehicles that reaches a vast number of key readers interested in aviation and aerospace; all written by respected industry professionals... and at a super value. Revista is well on its way to achieving that.



RevistaAerea.com Price List

HOME PAGE SKYSCRAPER BANNER

Vertical Banner Ad

Cost: \$500 per issue (2 month duration).

Dimensions: 300 x 287 px or 336 x 280 px

PREMIUM BANNER PACKAGES

Gold Sponsorship Banner Package

Leaderboard banners placed alongside the front pages of both Digital Editions (Spanish & Portuguese) and a Bonus Skyscraper banner on RevistaAerea.com
Cost: \$1000 per issue (2 month duration)
Dimensions: 350 px W x 150 px H
(This premium position may include a flash video).

Silver Sponsorship Package

Leaderboard banner placed alongside the Front Cover of one of our Digital Editions. (Spanish or Portuguese)
Cost: \$750 per issue (2 month duration)
Dimensions: 350 px W x 150 px H
(This premium position may include a flash video).

Both sponsorship packages include a Bonus Large Skyscraper Banner advertisement space on RevistaAerea.com. (dimensions above). This Banner will circulate throughout RevistaAerea.com and the emailed news updates.

Premium Sponsorship Space (beside our digital Front Covers) is limited to 4 Sponsors per edition. They must be non-competitive, so order early.

Added Value Bonus

All print ads placed in the hard copy of Revista Aerea in 2016 will receive a complimentary duplicate copy in each of our digital editions. This is of Enormous Value.

Email Thomas Asch at
Thomas@RevistaAerea.com
for more information.

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New York, NY 10022

FLY WITH REVISTA TO



Visit **revistaaerea.com** for details in Portuguese, Spanish and English.

Brazil, an aviation market we have promoted for 79 years. At the beginning the plane would fly where transportation by car did not exist. Revista Aerea was read from the small cities to the big towns in 23 countries.

How the aviation world has changed. Just look at the gigantic Airbus A380 or the Boeing Dreamliner fashioned for the comfort of the passenger.

We are proud of the changes that have taken place in our territories. The growth of the market that has enabled purchases never thought possible before. Alliances, shows and new airlines and routes.

Take a look at our calendar of subjects for 2016. Articles written by our superb group of writers who we call our family. And notice how many years they have faithfully kept our readers abreast of all facets of aviation.

So fly with us to Rio; we won't let you down; we never have, and we never will!

Elaine Asch, U.S.A.	53 years
Thomas Asch, U.S.A.	9 years
Rosario Aviles ,Mexico	3 years
Sergio Barriga Kreft, Chile	32 years
Roy Braybrook, South Africa	37 years
Gladys Galindo, Cuba/USA	16 years
Raul Eduardo Gutierrez Gomez	5 years
Gisela Heymann, Brazil/France	7 years
Dave Higdon , U.S.A.	4 years
Charles Kopke, Colombia	9 years
Rocco Leo, Peru	17 years
Santiago Lopez, Colombia	9 years
Carlos Luis Mecias, Cuba	3 years
David Mejia, El Salvador	2 years
Luis Monsante, U.S.A.	9 years
Fred Nicolau, Brazil	4 years
Miguel Perez, U.S.A.	4 years
Santiago Rivas, Argentina	5 years
German Sarasqueta, Panama	10 years
Rod Simpson, United Kingdom	10 years
Peter Tarr, U.S.A.	17 years



Elenita Asch



Thomas Asch



Gladys Galindo



Gisela Heymann



Luis Monsante

2016 EDITORIAL PROGRAM

December / January

COLOMBIA
Commercial Aviation
Alliances
Airports
Charles Kopke reports

February / March

ARGENTINA
Commercial Aviation
Military Operations
Light Aircraft
Santiago Rivas reports

April / May

MEXICO
Air Shows
Helicopter Operations
Business Aircraft
Rosario Aviles reports

June / July

CUBA
Aviation industry resurfaces
The Airlines return
Maintenance
Carlos Luis Mecias reports

August / September

BRAZIL
Summer Olympic travel
New Helicopters
LAN/TAM report
Rod Simpson reports

October / November

ECUADOR, PERU
New Airports
Avionics
Roy Braybrook reports