

King Air

A MAGAZINE FOR THE OWNER/PILOT OF KING AIR AIRCRAFT



2022

Advertising Rate Card

Effective September 1, 2021

King Air

MAGAZINE

A MAGAZINE FOR THE OWNER/PILOT OF KING AIR AIRCRAFT

King Air magazine is for the pilots and owners of the thousands of King Airs that have been produced, as well as the entire world market of prospective buyers. Editorial will include owner features regarding how they use their King Air, pointers regarding maintaining the aircraft, pilot Q&As and tips written by certified flight instructors, new product announcements, notable vendor highlights, product reviews, aviation issues affecting pilots and owners, STC updates, service bulletins, and more.

King Air, this is your magazine.

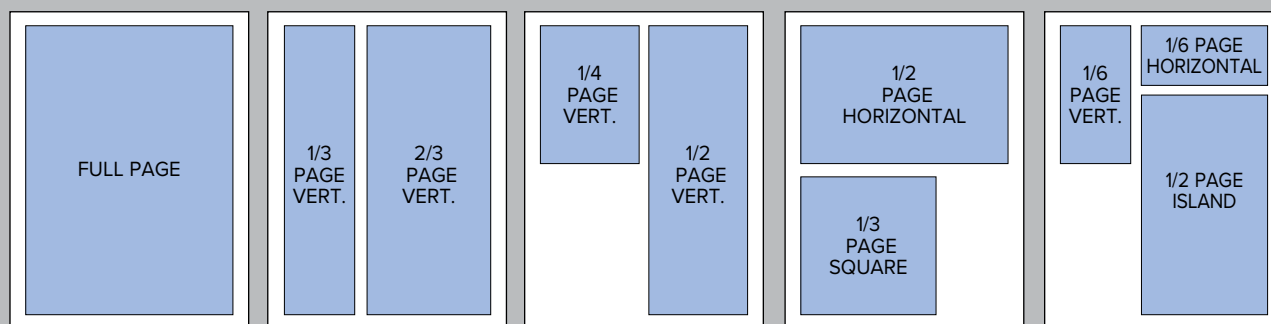
Controlled Circulation ▶ 4,400 Print Distribution, North America
▶ 6,700 Digital, Worldwide

Questions? Call Jenna Reid: 316-409-7033.

Issue & Closing Dates for 2022		
Issue	Contract Cancellation Deadline	Space/Copy Deadline
January	November 1	December 13
February	December 1	January 13
March	January 1	February 13
April	February 1	March 13
May	March 1	April 13
June	April 1	May 13
July	May 1	June 13
August	June 1	July 13
September	July 1	August 13
October	August 1	September 13
November	September 1	October 13
December	October 1	November 13

Dimensions	
Unit	In inches, Width X Height
Front Cover Spread	15¼" x 10¾" (add 1/8" bleed around 3 sides only)
Spread	16¼" x 10¾" (live area: 14" x 10")
Full Page Bleed	8⅝" x 11" (live area: 7" x 10")
Full Page	8⅝" x 10¾" (live area: 7" x 10")
2/3 Page	4⅝" x 9⅞"
1/2 Page H	7" x 4⅞"
1/2 Page V	3⅞" x 9⅞"
1/2 Page Island	4⅝" x 7⅞"
1/3 Page Square	4⅝" x 4⅞"
1/3 Page V	2¼" x 9⅞"
1/4 Page V	3⅞" x 4⅞"
1/6 Page H	4⅝" x 2⅜"
1/6 Page V	2¼" x 4⅞"

KING AIR 2022 Advertising Rates		
Covers	1x	12x
Front Cover Spread	\$16,864	\$15,080
Cover 2 (inside front)	\$ 4,773	\$ 4,150
Cover 3 (inside back)	\$ 4,773	\$ 4,150
Cover 4 (outside back)	\$ 4,998	\$ 4,350
Four Color	1x	12x
Spread	\$ 8,466	\$ 7,120
Full Page	\$ 4,549	\$ 3,957
2/3 Page	\$ 3,140	\$ 2,652
1/2 Page	\$ 2,376	\$ 2,020
1/3 Page	\$ 1,580	\$ 1,346
1/4 Page	\$ 1,182	\$ 1,009
1/6 Page	\$ 795	\$ 679



Ad Sizes — trim size 8⅛" x 10¾"

160 x 600
Pixel
Vertical
Web
Banner
Ad

Web Page

King Air 2022 Web Page Advertising Rates Per Month

\$800 for 160 x 600 pixels Vertical Web Banner Ad

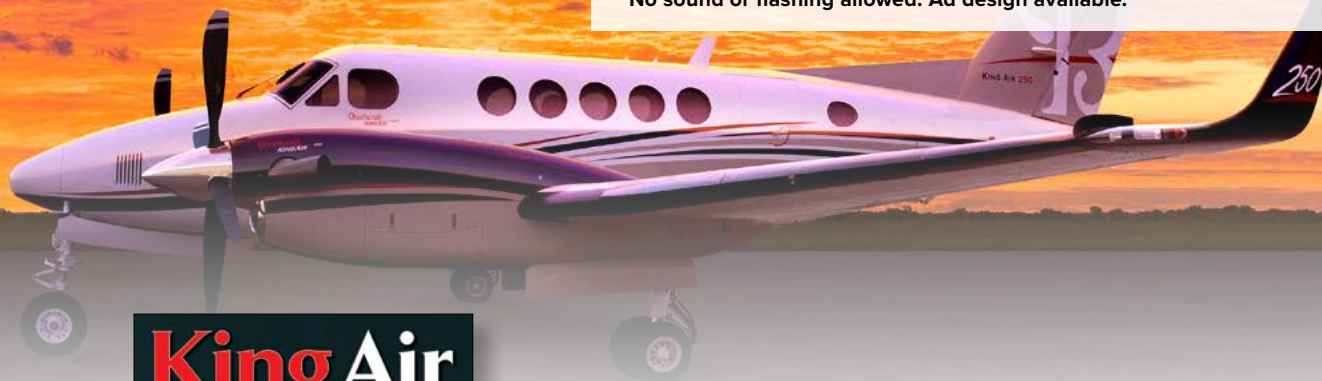
\$800 for 728 x 90 pixels Horizontal Web Banner Ad

\$250 for 250 x 250 pixels Square Web Banner Ad

250 x 250
Pixel Spot
Web Banner
Ad

728 x 90 Pixel Horizontal
Web Banner Ad

Digital Ad Requirements PREFERRED DIGITAL AD SUBMISSION: RGB color, 72 dpi.; .jpg or .png format for static banners, .gif files for animated banners. No sound or flashing allowed. Ad design available.



Your ad message stays with owners because **KING AIR** stays with the owners – and provides you, at a cost competitive rate, with the market you care about reaching.

CONTRACT AND COPY REGULATIONS

Rates Shown are for digital ads submitted as specified. Any art correction will be charged to advertisers at cost.

DISCOUNTS & COMMISSIONS

Terms: Net 30. 15% commission on space to recognized agencies for camera-ready copy if invoices are paid within 30 days. Commissions and discounts are forfeited on past-due accounts.

ADVERTISING AGREEMENT

The publisher reserves the right to reject any advertising, or to request alteration in content prior to publication. Advertisements are accepted and published upon the representation that the agency and/or advertiser is authorized to publish the entire contents and subject matter thereof. The agency and/or advertiser will indemnify and hold harmless from and against all loss or expense resulting from claims or suits based upon contents or subject matter, including, without limitations, claims or suits for libel, violation of rights of privacy, plagiarism, and copyright infringement. The publisher shall have the right to hold advertiser and/or its agent jointly and severally liable for such monies as are due and payable to publisher for advertising that advertiser or its agent ordered and that was published.

If change of copy is not received by the closing date, copy run in previous issue will be inserted.

Authority and License to use (1) the names, portraits and/or pictures of living persons; (2) any copyrighted material; and (3) any testimonials contained in any advertisement submitted by or on behalf of an advertiser are the responsibility of the advertiser and its agency if there be one. As part of the consideration and to induce *King Air Magazine* to publish such advertisement, the advertiser and its agency, if there be one, each agrees to indemnify and save harmless King Air, publisher of *King Air Magazine*, against all loss, liability,

(continued on back)

damage and expense of whatsoever nature arising out of the copying, printing, or publishing of such advertisement.

Cancellations cannot be accepted after closing dates.

Advertising Rates may be adjusted without notice if circulation increases or publication costs require. Contract advertisers, under such circumstances, will have the right to adjust their contracts. All invoices are payable in U.S. funds.

All advertisement orders set and not used will be charged for composition.

The publisher's liability for any error will not exceed the cost of the space occupied by the error.

MECHANICAL REQUIREMENTS:

Printing: Sheet fed Offset **Trim Size:** 8-1/8" × 10-3/4"

Binding: Saddle wire **Column Width:** 2-1/4"

Ad Prep Service: Your ad can be prepared for publication by *King Air Magazine*. The charge will be assessed on the first insertion of the ad. Agency discount does not apply on first insertion.

Ads submitted in digital format must meet the Village Press Production guidelines. Please call if you have any questions regarding your file set-up. Please see <http://www.villagepress.com/support> for ad submission guidelines.

It is your responsibility to send the proper sized ad and format for the ad space purchased. If the Art Department considers a

digital ad to be incorrectly set up by the advertiser, we reserve the right to do one of the following options at our discretion: scale the file size unconstrained up to 5% (wide or tall), or send the ad back to the advertiser to correct and resubmit. The advertiser may also request our Art Department to alter the ad to meet the specifications at an additional charge to be quoted. Please call if you have any questions regarding your file setup.

MISCELLANEOUS:

Direct mail services: Additional information on request.

Special Positions: Every effort will be made to comply with advertiser requests but special positions cannot be guaranteed. Contact Ad Director about possible premium placement rates.

Reprint Service: For more information please contact:

Betsy Beaudoin, Reprint Sales Representative,
Email: betsybeaudoin@villagepress.com
Phone: 1-800-773-7798

SHIPPING & MAILING ADDRESS CONTACT:

Jenna Reid, Advertising Director
Email: jenna.reid@vpdcs.com

Village Press, Inc., 2779 Aero Park Dr.,
P.O. Box 968, Traverse City, MI 49685-0968
Phone: 316-409-7033
FAX: (231) 946-9588



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www.kingairmagazine.com