

# Advertising Insertion Order



For Media Kit and other publication information, visit [EAA.org/Advertising](http://EAA.org/Advertising)

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

## Advertiser's Information

Advertiser: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_  
 Phone: \_\_\_\_\_  
 Fax: \_\_\_\_\_  
 Person Placing Order: \_\_\_\_\_  
 Title: \_\_\_\_\_  
 Signature: \_\_\_\_\_  
 Email: \_\_\_\_\_  
 Purchase Order: \_\_\_\_\_

## Agency's Information

Agency: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_  
 Phone: \_\_\_\_\_  
 Fax: \_\_\_\_\_  
 Person Placing Order: \_\_\_\_\_  
 Title: \_\_\_\_\_  
 Signature: \_\_\_\_\_  
 Email: \_\_\_\_\_

## AirVenture Today – The Official Newspaper of EAA® AirVenture® Oshkosh™

### Select Dates:

Entire Week  
  Sunday  
  Monday  
  Tuesday  
  Wednesday  
  Thursday  
  Friday  
  Saturday  
  Sunday

### Select Ad Size:

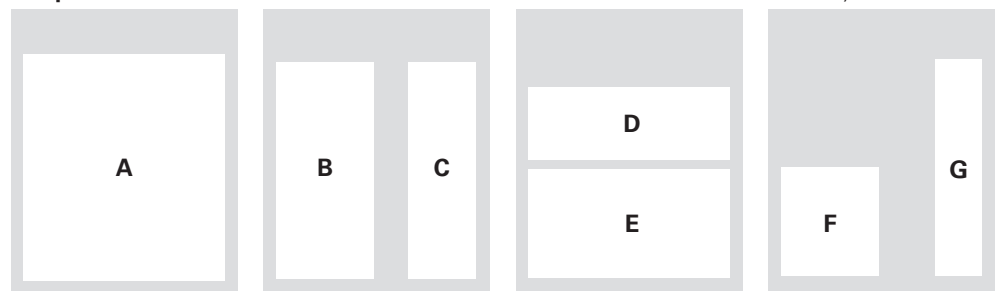
- Cover 4 (8x: \$28,250)
- Cover 2/3 (8x: \$24,200)
- Full Page (8x: \$20,076, 1x: \$3,360)
- 1/2 page horizontal (8x: \$14,120, 1x: \$2,353)
- 1/2 page vertical (8x: \$14,120, 1x: \$2,353)
- 1/3 page horizontal (8x: \$10,735, 1x: \$1,785)
- 1/3 page vertical (8x: \$10,735, 1x: \$1,785)
- 1/4 page square (8x: \$9,098, 1x: \$1,514)
- 1/4 page vertical (8x: \$9,098, 1x: \$1,514)

### Confirmed Rate:

Gross \$ \_\_\_\_\_  
 Net \$ \_\_\_\_\_

### Ad Specifications:

All AirVenture Today ads do not bleed



- |                                     |              |                                    |               |
|-------------------------------------|--------------|------------------------------------|---------------|
| <b>A.</b> Full Page .....           | 9.88" x 10"  | <b>E.</b> 1/2 page horizontal..... | 9.88" x 4.66" |
| <b>B.</b> 1/2 page vertical.....    | 4.86" x 9.5" | <b>F.</b> 1/4 page square .....    | 4.86" x 4.66" |
| <b>C.</b> 1/3 page vertical.....    | 3.18" x 9.5" | <b>G.</b> 1/4 page vertical.....   | 2.35" x 9.5"  |
| <b>D.</b> 1/3 page horizontal ..... | 9.88" x 3"   |                                    |               |

**Closing Date: July 1**
**Ad Materials Due: July 15**

## EAA® AirVenture® Oshkosh™ Commemorative Souvenir Program

### Select Color Ad Size:

- Cover 4 (\$4,805)
- Cover 2/3 (\$4,170)
- Full Page (\$3,205)
- 2-page Spread (\$6,410)
- 2/3 page vertical (\$2,400)
- 1/2 page horizontal (\$1,930)
- 1/3 page square (\$1,445)
- 1/4 page vertical (\$1,130)
- 1/6 page horizontal (\$800)
- 1/6 page vertical (\$800)

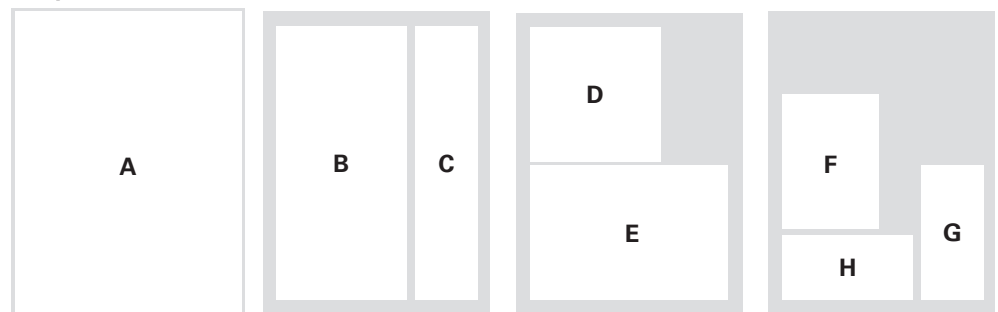
### Select Black & White Ad Size:

- Full Page (\$2,245)
- 2/3 page vertical (\$1,690)
- 1/2 page horizontal (\$1,350)
- 1/3 page square (\$1,010)
- 1/4 page vertical (\$795)
- 1/6 page horizontal (\$570)
- 1/6 page vertical (\$570)

### Confirmed Rate:

Gross \$ \_\_\_\_\_  
 Net \$ \_\_\_\_\_

### Ad Specifications:



- |                                   |                              |                                     |                 |
|-----------------------------------|------------------------------|-------------------------------------|-----------------|
| <b>A.</b> Full Page .....         | 7.875" x 10.5"               | <b>D.</b> 1/3 page square.....      | 4.521" x 4.656" |
|                                   | add .125" bleed on all sides | <b>E.</b> 1/2 page horizontal.....  | 6.875" x 4.656" |
| 2-page Spread.....                | 15.75" x 10.5"               | <b>F.</b> 1/4 page vertical.....    | 3.344" x 4.656" |
|                                   | add .125" bleed on all sides | <b>G.</b> 1/6 page vertical.....    | 2.167" x 4.656" |
| <b>B.</b> 2/3 page vertical ..... | 4.521" x 9.50"               | <b>H.</b> 1/6 page horizontal ..... | 4.521" x 2.230" |
| <b>C.</b> 1/3 page vertical.....  | 2.167" x 9.50"               |                                     |                 |

**Closing Date: May 1**
**Ad Materials Due: May 15**

<b>Return Signed IO to:</b> EAA Advertising P.O. Box 3086, Oshkosh, WI 54903-3086 Fax: 920.426.4828	<b>Ship Ad Materials to:</b> EAA Advertising 3000 Pobereznny Road, Oshkosh, WI 54901
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# Advertising Insertion Order



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## EAA® AirVenture® Oshkosh™ Visitor & Camper's Guide

### Select Color Ad Size:

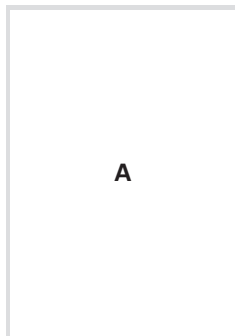
- Cover 2/4 (\$2,625)
- Cover 3 (\$2,100)
- Interior Page 1 (\$2,100)
- Interior Page 2 (\$2,100)
- ROB (\$1,900)

### Confirmed Rate:

Gross \$ \_\_\_\_\_  
Net \$ \_\_\_\_\_

**A.** Covers/Interior Pages/ROB.....7" x 10" with bleed  
(6.75" x 9.75" trim size)

### Ad Specifications:



### EAA AirVenture Oshkosh Advertising Pre-Press Requirements

#### Software:

Preferred software is Adobe InDesign for Mac. We can accept most programs in the following order of preference and with noted requirements:

- > Adobe InDesign or QuarkXPress
- > Illustrator—type converted to outlines, saved as an EPS
- > Photoshop—saved as TIFF or EPS

#### Platform/Formats:

- > Macintosh is the preferred platform; 300 dpi PDF files.
- > PC files are accepted in PDF (must be PDF X-1a compliant), from Adobe InDesign or QuarkXPress.
- > We cannot accept Microsoft Word documents or Microsoft Publisher files.

**Ads sent in file formats other than those specified will NOT BE ACCEPTED.**

#### Bleed Requirements:

When creating a PDF of your full-page ad, please DO NOT include any crop or bleed marks, page information, or color bars. Please make all ads to the size(s) indicated above.

#### Fonts:

Use only Postscript fonts and supply both screen and printer fonts with your files. We cannot guarantee the consistency of True Type fonts. Do not use "pseudo-type" commands. Use the italic, bold, etc., versions of the font.

#### Scans:

Scans should be compatible with Photoshop. Resolution should be 300 dpi for Grayscale and CMYK images. Resolution should be 1200 dpi for Bitmap art. No RGB files. No Compression.

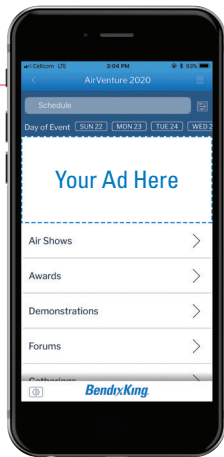
#### Acceptable Media:

Zip disk, CD.

**Closing Date:**  
May 1

**Ad Materials Due:**  
May 15

## EAA® AirVenture® Oshkosh™ App



**Call 1-800-236-1025 for pricing**

### Ad Specifications:

Resolution.....1920 pixels wide x 1080 pixels high  
Full Ad Area/Safety Zone.....1460 pixels wide x 820 pixels high  
Linking.....URL to a mobile friendly site

**Closing Date:**  
May 1

**Ad Materials Due:**  
May 15

## EAA® AirVenture® Oshkosh™ Jumbotron

### Select Dates:

- Entire Week  
  Monday  
  Tuesday  
  Wednesday  
  Thursday  
  Friday  
  Saturday  
  Sunday

### Ad Rates:

Entire Week.....\$3,150  
Per Day.....\$500

### Confirmed Rate:

Gross \$ \_\_\_\_\_  
Net \$ \_\_\_\_\_

### Image Size:

Resolution: 1920x1080 or 1280x720  
Aspect ratio: 16:9

### Image Requirements:

Hi-res JPEG or PNG (300 dpi)  
or Vector (AI or EPS)

**Closing Date: July 1**

**Ad Materials Due: July 15**

## EAA® AirVenture® Oshkosh™ Megatron

### Select Dates:

- Entire Week  
  Monday  
  Tuesday  
  Wednesday  
  Thursday  
  Friday  
  Saturday  
  Sunday

### Ad Rates:

Entire Week.....\$6,000  
Per Day.....\$900

### Confirmed Rate:

Gross \$ \_\_\_\_\_  
Net \$ \_\_\_\_\_

### Image Size:

3' wide x 12' high  
(36" wide x 144" high)

### Image Requirements:

Hi-res JPEG (300 dpi)

**Closing Date: July 1**

**Ad Materials Due: July 15**

## EAA® AirVenture® Oshkosh™ Megatron Video

### Select Dates:

- Entire Week  
  Monday  
  Tuesday  
  Wednesday  
  Thursday  
  Friday  
  Saturday  
  Sunday

### Ad Rates:

Entire Week.....\$3,000

### Confirmed Rate:

Gross \$ \_\_\_\_\_  
Net \$ \_\_\_\_\_

### Ad Specifications:

Resolution: 1920 x 1080  
59.94 FPS (frames per second)

### Ad Specifications:

8 Mbps data rate/length 30-60 secs  
File format accepted: .mp4

**Closing Date: July 1**

**Ad Materials Due: July 15**



## Terms and Conditions

### **I. Definitions**

A. As used herein, the following terms have the following definitions:

1. "Advertiser" means the individual or entity listed in the Order as "Advertiser" and all of its affiliates and agencies.
2. "Advertisement" means the advertisement as described, including ad size and general placement, in the Insertion Order.
3. "Agreement" refers to the document titled "Insertion Order," which is attached hereto, along with these Terms and Conditions.
4. "Publisher" means Experimental Aircraft Association, Inc.

### **II. Entire Agreement & Advertiser Representations**

A. These Terms and Conditions and the attached Insertion Order is the entire Agreement for the Advertisement and there are no other agreements or understandings between Advertiser and Publisher as to the Advertisement other than stated herein. This document contains the entire agreement between Advertiser and Publisher and is governed by Wisconsin law.

B. Advertiser represents, warrants and covenants that:

1. The advertising sought by Advertiser will be solely and strictly used for purposes of advertising the business in which Advertiser is engaged, or the products or services sold by Advertiser;
2. The advertising that Advertiser seeks to obtain from Publisher is not subject to resale;
3. Advertiser's performance of this Agreement will not violate any contracts with any third parties; and
4. The description of the business, product or service advertised is true and correct in all respects.

C. The person signing this Agreement represents, warrants and covenants that he or she is the duly appointed agent or authorized representative of Advertiser and has full power and authority to enter into this Agreement, and sign it, on behalf of Advertiser.

D. This Agreement, if accepted by Publisher, shall become a binding obligation upon Advertiser with respect to any deadlines that the Advertiser has agreed, including without limitation insertion deadlines and deadlines for delivery of advertising materials.

E. The terms and conditions of the current rate card, receipt of which is acknowledged by the Advertiser, are incorporated in these terms by reference.

### **III. Publisher's Rights**

A. The provisions of this Agreement, other than those relating to the agreed upon rate, are subject to change by Publisher without notice.

B. Publisher reserves the right at all times to edit, reject or discontinue any or all advertising matter at its sole discretion. In the event of rejection or discontinuance, Advertiser shall be given a pro rata refund.

C. Positioning of advertisements is at the sole discretion of Publisher.

D. Publisher reserves the right to restrict or refuse advertising where (a) the advertising ordered by Advertiser contains willfully false statements, willfully serves to mislead the public or, (b) Publisher has had complaints from readers and/or city, county, state, federal, or other regulatory agencies which indicate Advertiser may be engaging in unethical business practices or (c) where such advertising is not consistent with the policies, practices and principles of Publisher or its affiliates, sponsors and/or members; or (d) where such advertising is not consistent with the other content of the publication.

### **IV. Payments & Cancellations**

A. The charges detailed in this Agreement will be due and payable upon receipt of invoice, except in the event that Publisher, in its sole discretion, requires prepayment. In the event Advertiser fails to pay promptly any amount due, all amounts remaining to be paid for the Advertisement shall become due and payable together with interest at the rate of 18% per annum, compounded monthly, plus reasonable attorney's fees, collection costs and court costs. Publisher reserves the right to require payment in advance of publication for all or part of the charges for the advertising for any issue.

B. Publisher has the right to hold Advertiser and/or any of its affiliates which are referenced in the Advertisement jointly and severally liable for all monies due to Publisher for the Advertisement and Advertiser's obligations pursuant to this Agreement.

C. Changes or cancellations must be received by Publisher, in writing, before the deadline for which advertising materials are due. Production charges will be invoiced to Advertiser according to Publisher's established policy and rates.

### **V. Errors and Limitation of Liability**

A. Publisher is not liable in any way for any delays in delivery of the publication due to any act or condition that is beyond the control of Publisher.

B. Advertiser agrees that Publisher shall not be liable to correct any omission or error in any advertisement, nor will Publisher be required to acknowledge any omission or error or to provide, either verbally or in writing, any notice of any omission or error in any future publication or advertising of any kind.

C. In the event of any error or omission by Publisher, or if Publisher otherwise fails to perform, in whole or in part, the services detailed herein, then, in that event, Publisher's liability shall be limited to a pro rata abatement of the charges payable for the Advertisement during the service life of the publication issue in which such error, omission or failure to perform occurs in the same proportion that such error, omission or failure to perform reduces the value of the entire advertisement. **In no event shall Publisher's liability arising out of or resulting from any such error, omission or failure to perform exceed the total amount payable by Advertiser for the Advertisement. In no event shall Publisher be liable for any indirect, special, consequential, exemplary, incidental or punitive damages which damages may include, but are not limited to, damages for loss of opportunity, loss of revenue or profits or the cost to Advertiser to obtain different advertising.** The foregoing provisions shall constitute Publisher's sole liability to Advertiser and Advertiser's exclusive remedy against Publisher in the event of such error, omission or failure to perform.

### **VI. Intellectual Property and Indemnification**

A. Advertiser represents, warrants and covenants that it has any and all rights, licenses, consents and releases required to have the contents of the Advertisement published and the Advertisement is accepted by Publisher in express reliance thereof. In consideration of Publisher's agreement to publish the Advertisement, Advertiser agrees that it shall, at its own expense, **defend, protect, indemnify and hold Publisher and its affiliates, officers, directors, representatives, agents, volunteers, members, chapters, attorneys, employees, successors, agents and assigns harmless from and against any and all claims, demands, suits, actions, proceedings, expenses, fines, damages, losses, judgments, liabilities and costs (including without limitation reasonable attorneys' fees and costs) arising out of: (i) the use of any trademark, copyright or other intellectual property right arising out of, or connected with the Advertisement or any advertising materials provided by Advertiser; and/or (ii) the accuracy, character, form and subject matter of the Advertisement or any advertising materials provided by Advertiser.**

B. Advertiser assumes sole responsibility for the protection of copyright or trademark in any writing, pictorial illustration, design, map, photograph, or combination thereof included in its Advertisement or advertising materials submitted to Publisher.

C. Advertiser represents, warrants and covenants that the Advertisement, and none of the advertising matter, submitted violates any rights of any third parties, including but not limited to, copyright, trademark, trade secrets, right to privacy, right to publicity and civil rights.

\_\_\_\_\_ Advertiser Initials      \_\_\_\_/\_\_\_\_/\_\_\_\_ Date of signature/initials