

# WHY ADVERTISE IN THE 2018 FACT BOOK?

The AX Fact Book is the most comprehensive concessions reference book and the preferred resource guide by airport industry leaders in North America. For nearly two decades, the AX Fact Book has been the most valued data source for airport and concessions executives and other aviation officials who use the book daily. It has a 12-month read cycle, which makes it a valuable advertising resource.

## THE INDUSTRY RELIES ON THE AX FACT BOOK...

The AX Fact Book is the airport industry's foremost resource on concessions programs in more than 100 airports. The 500-page directory shares details on sales, square footages, enplanements, dwell times, dominant airlines, existing tenants and lease expirations for each terminal at airports across North America. The book also contains contact information for airports, developers, concessionaires and more.

## NO OTHER RESOURCE PROVIDES CONCESSIONS DETAILS...

Airport Experience® News is the only publisher of detailed data on airport concessions programs. The comprehensive statistics help industry executives benchmark and compare the sales performance of his or her airport against competing airports.



# RATES & SPECS

## 2018 FACT BOOK

### DEADLINES

Space reservation deadline: Monday, June 25<sup>th</sup>, 2018  
 Artwork deadline: Friday, June 29<sup>th</sup>, 2018  
 On sale: SUMMER 2018

### ADVERTISING RATES

Choose from the ad positions below and submit requests to Business Development Department

- I would like to Reserve The Front Cover \$5,425
- I would like to Reserve Binding/Spine \$4,375
- I would like to Reserve The Inside Front Cover \$4,125
- I would like to Reserve The Inside Back Cover \$3,850
- I would like to Reserve The Back Cover \$4,375
- I would like to Reserve The Bookmark \$4,375
- I would like to Reserve Page 1 \$3,600
- I would like to Reserve Full Page 4-color Lead Page Next to the Table of Contents \$3,600
- I would like to Reserve Full Page 4-color Lead Page Next to the Introduction \$3,600
- I would like to Reserve Full Page 4-color Lead Page Next to the Glossary \$3,600
- I would like to Reserve Full Page 4-color Lead Page Next to the 2nd Glossary Page \$3,600
- I would like to Reserve Full Page 4-color Lead Page Next to Airport Concessions Section \$3,600
- I would like to Reserve Full Page 4-color Opening Specific Concessions Section \$3,600
- I would like to Reserve Full Page 4-color Ad \$2,350
- I would like to Reserve Half Page 4-color Ad \$1,575
  - Horizontal
  - Vertical
- I would like to Reserve Informational listing \$750

Name: \_\_\_\_\_

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

Company Name: \_\_\_\_\_

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

City: \_\_\_\_\_

State/Zip: \_\_\_\_\_

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

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

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

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

We accept American Express, Mastercard, Visa and Checks

Account #: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ Code: \_\_\_\_\_

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

Credit Card Payments are subject to a 2.5% processing fee.

AD SIZES	WIDTH	HEIGHT
Full Page	8.5"	11"
– Bleed Size	8.75"	11.25"
– Live Area	7.75"	10.25"
1/2 page horizontal	7.375"	5"
1/2 page vertical	3.625"	10"

Note: There are NO bleeds on half page ads.

### MATERIAL/SPEC REQUIREMENTS

#### FILE GUIDELINES

- Send finished artwork ONLY as a TIFF or PDF.
- We do not accept artwork submitted as MS Word or PowerPoint. Ads submitted in formats other than what is specified above, will be re-designed and a design fee may be applied.
- All type must be outlined if sending a PDF.
- Off-set crop marks and printer information by at least 15 pts.
- Artwork must be CMYK and at least 300 dpi.
- Use only Postscript Type 1 fonts. Avoid using TrueType fonts.

#### HOW TO GET YOUR FILES TO US

Please save file as a high resolution PDF and send via email to donna@airportxnews.com if file is very large send via a free transfer site like WeTransfer.com (preferred) or dropbox.com.

#### PRINT OUTS

Supply final color or B&W laser printouts at actual size (100%). Output files should include REGISTRATION MARKS offset 15 pt. ADVERTISER or AGENCY must provide digital color proofs at 100% size, created from the supplied digital file, on a contract-quality, digital halftone proofing system in accordance with SWOP web coated standards (AGFA Pressmatch, Kodak Approval, DuPont Waterproof, etc.). Laser or inkjet proofs are not considered accurate in color and will be used only to confirm content of the advertisement. If laser or inkjet proofs are supplied or if no proofs are supplied, PUBLISHER is not responsible for variances in color between supplied digital file and the completed magazine.

### CONTACT INFORMATION

#### SALES

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#### PRODUCTION AND MATERIALS

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