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AirMaintenance

UPDATE

The Magazine for Aircraft Maintenance Professionals



2011 - 2012 MEDIA KIT

AirMaintenance

The Magazine for Aircraft Maintenance Professionals **UPDATE**

A Division of Alpha Publishing Group Inc.

about the magazine:

AirMaintenance Update (AMU) magazine is *the* serious publication for the dedicated professional. Its focus: all issues related to aviation maintenance and management.

The magazine is printed in Canada and distributed throughout North America and to more than 50 countries worldwide.

- ▶ Reach: over 86,000 Aviation Professionals in 53 countries
- ▶ Professional Associations: includes PAMA and AME Associations
- ▶ Trade Shows and Conventions: NBAA, HAI, HAC, CBAA
- ▶ Credibility: articles are written by professionals who currently work in their fields of expertise. This ensures diverse and invaluable information in every issue of the magazine.
- ▶ Impact: each edition is read and kept, not “skimmed and tossed”
- ▶ Transport Canada approved for Canadian Recurrent Training
- ▶ Internet: companies receive a link from our website to theirs
- ▶ AMU magazine is now available online at: www.amumagazine.com
- ▶ Exposure: distributed at NBAA, HAI, and PAMA events, as well as other trade shows. Awareness of your company’s products and services are also generated by your contributions to the STCs and Industry Forum sections. For inclusion in these sections of the magazine, send us news releases and short technical articles related to aviation maintenance products, services and operations.

the importance of your input:

As publisher of AIRMAINTENANCE UPDATE, I know how important quality and accuracy are to the field of aviation. One of the criticisms of trade magazines is that articles are mere “filler”. By contrast, the word most associated with AIRMAINTENANCE UPDATE is “educational.” At AMU, we invite potential contributors to write articles pertaining to their fields of expertise. By contributing to AMU, you are providing readers with up-to-date information about your expertise while creating an awareness of your business and talents. As an editorial contributor, you elevate your stature in the industry and establish a reputation for excellence that sets you apart from the competition. This is really why AMU came to be:

to create a forum that allows for the sharing of information, and highlights the professionalism of individuals and companies. Through this approach, AMU’s readers remain informed about the latest technical developments in the field of aircraft maintenance and your role in shaping the industry. In short, sharing your expertise helps promote your products and services. To make your contribution to AIRMAINTENANCE UPDATE, please see our editorial guidelines. They’re simple, straightforward, and easy to follow; don’t worry about the editing — we’ll make you look good. That’s why we’re here!

— *Sincerely*, Bill Carter, Publisher, AMU

editorial deadlines:

February/March 2011 issue: January 7, 2011
April/May 2011 issue: March 1, 2011
June/July 2011 issue: April 29, 2011
August/September 2011 issue: June 28, 2011
October/November 2011 issue: August 31, 2011
December/January 2012 issue: October 28, 2011

Please Note: these are *hard* deadlines, not *soft*.

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new for 2011:

AMU continues to move forward and grow. Over the next year, we will introduce editorial covering various areas of aviation:

Industry Spotlight articles will focus on the products or services of a specific company. Articles will highlight technical developments in the field of aviation and ways in which companies' products, facilities and services are of value to individuals or other companies. Industry Spotlight items are not "advertorial", but rather, are informative, educational or technical articles.

From the Cockpit is a section about the experiences of pilots and the issues they face. Articles will help readers relate to pilots and the the common challenges facing both pilots and others working in various areas of the aviation industry. We look forward to seeing

some serious (and some not so serious) articles that are both informative and entertaining.

The Rebuild provides an ongoing history of amazing and interesting stories about aircraft – both vintage and present-day – that are being restored and preserved by individuals or companies who are involved in keeping our aviation past alive. Topics focus on projects throughout North America and abroad that bring attention to the preservation of information, knowledge and parts with a view to providing a resource whereby those involved in aircraft preservation can connect with each other, particularly in the supply of parts and expertise to restorers and owners.

Stay tuned! AMU continues to grow and cover your industry.

editorial guidelines:

Feature Articles

- 1 Feature articles should focus on an area of specialization.
- 2 Minimum 800 words; maximum 2,800.
- 3 Photos and illustrations are recommended, but not essential.
- 4 Author's name, title, and company affiliation will be included in the byline; i.e., "Installing and Trouble-Shooting O-Rings" by John Phillips, Just-In-Time O-Ring Ltd.
- 5 With the exception of the title, the article will not reference the writer's company. The one exception would be a case in which your company offers a product or service that has very limited accessibility. In this case, the article must include a reasonable number of competing companies that offer that product or service, with your company mentioned last; i.e., "This process involves nitrogen treatment of 36 hours prior to normalization. These services are available at limited outlets, including O-Rings Now Ltd., Rings Supply Inc., and Just-In-Time O-Ring Ltd."
- 6 A brief writer's biography may be included at the end of the article, detailing the author's expertise, work history, and contact information, such as phone number and web site.

Industry Spotlight Articles

- 1 Industry Spotlight is intended to highlight services or products provided by your company. Such services or products should be described in a manner which is informative and of value to others working in the field of aircraft maintenance. Articles should relay only facts, such as technical data and areas of specialization, without obviously promoting the company.
- 2 Minimum 800 words; maximum 1,500 words.
- 3 Photos or illustrations are necessary.
- 4 Author's name, title, and company affiliation will be included in the byline.
- 5 A brief writer's biography should be included at the end of the article, detailing the author's expertise as well as contact information, such as phone number and web site.

Please note: The purchase of advertising and the inclusion of editorial content are mutually exclusive. However, if you advertise in the issue in which your article is published, every effort will be made to place your ad adjacent to your article. The advertising of products or services relevant to your article may be placed around your article to ensure balance and fairness. Articles may be edited for grammar and spelling, and will be forwarded to writers for their approval.



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stcs and new products guidelines:

stcs AND NEW PRODUCTS

Capturing borescope inspection images of aircraft parts easy with Luxxor Video System

Documenting borescopic inspection of aircraft parts and components is increasingly important with the growth of 100-percent inspection policies – a no-hassle proposition with the new Luxxor Video System from Gradient Lens Corporation (GLC). The new system offers an easy way to capture, share and store borescope inspection images, aiding the effort to discover product flaws. The Luxxor Video System connects to any rigid or flexible Hawkeye Precision Borescope as well as to most other borescope brands. For information visit www.gradientlens.com

AirPro Spray Guns feature advanced spraying technology

Graco's new AirPro air spray guns have a cutting-edge air cap and nozzle design to optimize spray performance and reduce air consumption. A variety of models were developed to meet the needs of specific markets.

In addition to delivering a high quality finish, AirPro guns were designed for operator comfort. The guns are lighter and better balanced, making it easier to spray at a steady rate all day. They also have an ultra-light trigger pull to reduce operator fatigue.

For additional information about Graco's finishing products and systems visit www.graco.com

Sherwin-Williams Aerospace develops chrome and lead-free primer/surfacer

The new CM0481968 Primer/Surfacer from Sherwin-Williams Aerospace Coatings allows faster priming and surfacing on all types of aircraft while providing key environmental benefits. This very low-VOC, low-temperature, chrome-free, lead-free primer/surfacer is available in a variety of colors and finishes. For information visit www.sherwin-williams.com

Tdata introduces U.S. Regulatory Information OnDemand

Tdata, Inc., a regulatory research provider since 1991, has announced the release of its OnDemand Regulatory Services. This new service provides regulatory information on demand. For information visit www.tdata.com

Above is an example of the STCs and New Products section in AMU magazine. It's easy to have your new product appear in this section, with no cost or obligation on your part.

- 1 Send us a good quality JPG of the STC/new product attached to an email. **email:** amu.magazine@telus.net
- 2 Send us a 40 to 80-word write-up along with your company contact information; (if the description is too long we will ask you to edit it to the required length).

We will send you confirmation that your material has been received. Editorial space in each issue is limited; however, your item will be included at the first available opening. We will inform you once we have determined which issue your STC item or new product will appear in.

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ad sizes and guidelines:

AD	Width Inches	Height Inches
Magazine Trimmed Page size	8¹/₈ (8.125)	10¹/₂ (10.5)
Full Page (including 1/4-inch bleed)	8 ⁵ / ₈ (8.625)	11
2/3 Vertical	4 ¹¹ / ₁₆ (4.687)	9 ¹ / ₂ (9.5)
1/2 Horizontal	7 ¹ / ₈ (7.125)	4 ⁵ / ₈ (4.625)
1/2 Vertical	3 ⁷ / ₁₆ (3.437)	9 ¹ / ₂ (9.5)
1/2 Island	4 ¹¹ / ₁₆ (4.687)	7
1/3 Square	4 ¹¹ / ₁₆ (4.687)	4 ⁵ / ₈ (4.625)
1/3 Vertical	2 ¹ / ₄ (2.25)	9 ¹ / ₂ (9.5)
1/3 Horizontal	7 ¹ / ₈ (7.125)	3
1/4 Vertical	3 ⁷ / ₁₆ (3.437)	4 ⁵ / ₈ (4.625)
1/4 Horizontal	7 ¹ / ₈ (7.125)	2 ¹ / ₄ (2.25)
1/6 Vertical	2 ¹ / ₄ (2.25)	4 ⁵ / ₈ (4.625)
1/6 Horizontal	4 ⁵ / ₈ (4.625)	2 ¹ / ₄ (2.25)
1/9 Classified	2 ¹ / ₄ (2.25)	2 ⁷ / ₈ (2.875)
2/9 Horizontal Classified	4 ¹¹ / ₁₆ (4.687)	2 ⁷ / ₈ (2.875)
2/9 Vertical Classified	2 ¹ / ₄ (2.25)	5 ¹⁵ / ₁₆ (5.937)
3/9 Vertical Classified	2 ¹ / ₄ (2.25)	9
4/9 Classified	4 ¹¹ / ₁₆ (4.687)	5 ¹⁵ / ₁₆ (5.937)

Electronic artwork: please provide your ad files in the following Mac-compatible formats: press quality Acrobat PDF, high-quality Photoshop JPG, TIF, PSD or Illustrator AI or EPS.

For ads designed by AMU, please provide ad material at the following resolution: JPGs are acceptable at a resolution of 72, but at poster size (ex: 30 x 40 inches). TIF, PSD and Photoshop EPS files should be set at a resolution of 300. Black & white graphics (i.e., line art) should be set at a resolution set of 800 or greater (preferably 1400).

If you are providing a scanned image, set your scanner to 100% of the image size. Logos may be sent as high-quality JPGs, TIFs or Illustrator EPS files set at a minimum resolution of 300.

Text can be provided in the following formats: .txt, .doc, .wps, or in the body of an email. Please proof your copy carefully, as we will cut and paste this text to create your ad; (a proof will be emailed to you to confirm the accuracy of your text and all graphic elements).

PC files must be in the following Mac-compatible file formats: Photoshop: JPG, TIF, PSD, EPS; Illustrator: AI, EPS. CorelDraw files must be exported as Mac-compatible Illustrator AI files. PC or TrueType fonts must be converted to shapes or objects in CorelDraw or Illustrator for Windows, and saved as Mac-compatible Illustrator AI files.

If you have any concerns, contact us at:
604-214-9824 or toll free: 1-877-214-9826



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advertising rates:

Full Colour Cover Ads	1X	3X	6X
Outside Back Cover	\$6500	\$5400	\$4700
Inside Front Cover	5900	5000	4200
Inside Back Cover	5200	4500	3700

Full Colour Inside-Page Display Ads

Full Page	\$3900	\$3300	\$2800
2/3 Page	3300	2900	2400
1/2 Page	3000	2550	2150
1/3 Page	2550	2200	1875
1/4 Page	2250	1950	1675
1/6 Page	2000	1700	1450

Full Colour Classified Ads (Non-editorial pages toward the back of the magazine)

4/9 Page	\$1240	\$1080	\$930
3/9 Page	1010	890	770
2/9 Page	800	680	600
1/9 Page	615	480	410

ad deadlines:

February/March 2011 issue: January 18, 2011

April/May 2011 issue: March 16, 2011

June/July 2011 issue: May 17, 2011

August/September 2011 issue: July 18, 2011

October/November 2011 issue: September 20, 2011

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