

# 2012 Media Kit

Contact: David Renzi, Director of Meetings and Advertising, (703) 684-6777 x105 or AHSAds@vtol.org.

In This Issue:

## **NOW PUBLISHED BI-MONTHLY!**

hen you advertise in *Vertiflite* you'll forge new bonds and create connections to vital customers, clients, businesses and buyers from the global vertical flight industry. Your message will be carried in a publication that is well respected and well read in a magazine that has been serving the vertical flight community for 68 years, longer than any other rotary wing publication. Plus, AHS International is now offering *Vertiflite* to its prestigious audience six times a year, which will help our readers recognize your viability and standing in a very competitive arena.

AHS has over 6,000 individual members and 70 corporate members from around the world that cover the entire spectrum of the vertical flight industry. Avid Vertiflite readers come from the worldwide government, military, and civil sectors and include CEOs, managers, engineers, pilots, educators and students. AHS is actively involved in supporting increased rotorcraft research and is a member of the Vertical Lift Consortium Board of Directors. Vertiflite profiles leading manufacturers, Non-Traditional Contractors and the extensive vertical flight supplier base. A recent *Vertiflite* article prompted the president of a small company to remark that, "The AHS has been an oasis in a military-industrial complex that, as a matter of policy, favors the dominant helicopter producers. On behalf of all independent inventors who may offer innovative vertical lift configurations, thank you for providing this unique and necessary service to the engineering community and our nation." Vertiflite magazine is the leading authority

for the entire spectrum of the vertical flight arena including helicopters, the Joint Strike Fighter, powered lift, UAVs, and tilt rotor manufacturing, development and deployment. The global targeted audience of this leading four-color publication stretches far beyond its circulation of more than 6,000 to a pass-along readership of 12,000 quality vertical flight and aerospace professionals. Its distribution list includes key members of the US Congress, the FAA, and Department of Transportation, the Pentagon, the vertical lift academic community and leaders of the international vertical flight community.

Your ad will move civilian and military vertical flight professionals into action – professionals who are setting the course for programs critical for commercial operations and military deployment across the U.S. and around the world. Without your advertising presence in *Vertiflite*, key decisions could be made without con-

sideration of your products and services. Be certain that your capabilities are included from the inception through the delivery of each critical project. Your compelling ad in *Vertiflite* will expand your market share by gaining the attention of senior vertical flight professionals interested in your products and services.

The leading forecaster of the vertical flight market, Forecast International, predicts that more than 6,300 military rotorcraft, worth approximately \$124.5 billion dollars, will be built during the 2011–2020 time period. During that same time span, Forecast International projects that 17,630 civil rotorcraft will be produced at an estimated value of \$70 billion in constant 2010 US dollars. Together these projections indicate that more than 24,000 rotorcraft, valued at nearly \$195 billion, will be produced. *Vertiflite* can help you maximize your business in this competitive global marketplace.

## **Editorial Calendar**

In every issue we include an Editorial by AHS Executive Director Mike Hirschberg, the latest industry briefs, an aerodynamics column by renowned engineer Ray Prouty, a profile on a distinctive vertical flight leader, an article on vertical flight history, book reviews on notable publications, International Industry Spotlights on international activities and a review of AHS member activities.

The January/February issue offers an in-depth article by Contributing Editor and award-winning journalist Frank Colucci on the surprising payoffs and penalties of Fly-By-Wire. The Safety Spotlight will feature a review of the progress made by the International Helicopter Safety Team as reported at its symposium on "Human Factors: Our Collective Challenge – Our Individual Responsibility." Readers will be able to gauge for themselves how effectively this international group has been able to reduce helicopter accident rates since its inception in 2005. We will also take an incisive look at AgustaWestland's manufacturing capabilities in Pennsylvania. This is a pre-Forum issue and it offers an excellent opportunity for exhibitors to build booth traffic for this pivotal event in the vertical flight business development calendar. This issue will have bonus distribution at Heli-Expo, February 11–14, 2012, the Asian Rotorcraft Forum, February 12–15, 2012 and Heli Power India, March 19–20, 2012. Material Close Date: December 12, 2011.

The March/April Forum issue features articles by Frank Colucci on Kaman Aerospace and its aerostructures work, as well as a Safety Spotlight on the cutting edge developments in civil rotorcraft simulation. Forecast International will offer their much anticipated annual prognostications on the health and expected markets for both civil and military helicopters. Publisher Mike Hirschberg will offer his unique perspectives on Heli Power India and the Asian Rotorcraft Forum. We will also review the highlights of the ever popular AHS International Specialists' Meeting on Future Vertical Lift Aircraft Design. This issue will also be distributed at the Army Aviation Association of America, April 1–4, 2012 and at the Navy League Sea-Air-Space 2012, Symposium, April 15–18, 2012. It will also be distributed to all of the more than 2,000 attendees at the 68th AHS Annual Forum and Technology Display, May 1–3, 2012, Fort Worth, Texas. Material Close Date: February 25, 2012.

The May/June issue of the magazine will offer a comprehensive look at Forum 68 highlights. In addition, expert

journalists will highlight systems integration of the CH-148 Cyclone, while the Safety Spotlight will focus on ADS-B implementation for rotorcraft. Our contributors will also take a close look at Naval Aviation and offer readers insight into what this service is doing to ensure that its naval helicopters are performing their diverse and difficult missions. We will also take an in-depth look at the state of other U.S. military programs. Bonus distribution TBD. Material Close Date: April 20, 2012.

The July/August Vertiflite issue will offer a comprehensive overview of the Army's Aviation Engineering Directorate. Contributing professional journalists will detail the progress of the Joint Strike Fighter, focusing on how its international customers are faring in this revolutionary program. Our Safety Spotlight will focus on the activities in the ever competitive arena of civil operations and Vertiflite contributors will talk to the Safety Directors at PHI, Air Methods and other major operators to find out how they are creating a safety culture within their organizations. Material Close Date: June 22, 2012.

The **September/October** issue will highlight the progress of the V-22 and the manufacturing cost reductions that have been incorporated into the program. In addition, our Contributing Editor Frank Colucci visits Northrop Grumman to find out how FireX integration is progressing. Our International Industry Spotlight will take a look at vertical flight activities in The Netherlands. International vertical flight regulations will be explored and their impact on market penetration for both the US and international vertical flight manufacturers. This issue will have a bonus distribution at the European Rotorcraft Forum, September 4–7, 2012 in Amsterdam, as well as at the well-attended AHS Helicopter Military Operations and Technology (HELMOT) XV meeting scheduled to take place October 30 – November 1, 2012. Material Close Date: August 3, 2012.

The November/December issue includes a close look at all of AHS International's 70+ corporate members, including a current description of their activities and points of contact within these companies dedicated to worldwide vertical flight technology. Frank Colucci, our award winning journalist, will investigate the progress by Sikorsky Aircraft Corp. on the CH-53K Large Composite Structure. *Vertiflite* contributors will also take an indepth look at propulsion advances, including engine producers Rolls-Royce, Pratt & Whitney and General Electric. Bonus distribution TBD. Material Close Date: October 19, 2012.

A recent *Vertiflite* article prompted the president of a small company to remark that, "The AHS has been an oasis in a military-industrial complex that, as a matter of policy, favors the dominant helicopter producers. On behalf of all independent inventors who may offer innovative vertical lift configurations, thank you for providing this unique and necessary service to the engineering community and our nation."

# AHS 2012 Advertising Rates

## Vertiflite Magazine

(Published Six-Times a Year)

Ad Size	1X 4-Color		6X 4-Color	
	Member	Non-Member	Member	Non-Member
Two-page spread	\$ 4,760	\$ 6,025	\$ 3,810	\$ 5,625
Full-page	\$ 3,540	\$ 4,325	\$ 2,710	\$ 3,925
2/3 page	\$ 2,790	\$ 3,625	\$ 2,035	\$ 3,250
1/2 page	\$ 2,475	\$ 3,035	\$ 1,750	\$ 2,675
1/4 page	\$ 1,815	\$ 1,825	\$ 1,155	\$ 1,425
Cover 2	\$ 4,070	\$ 4,975	\$ 3,190	\$ 4,575
Cover 3	\$ 3,820	\$ 4,675	\$ 2,965	\$ 4,300
Cover 4	\$ 4,420	\$ 5,410	\$ 3,500	\$ 5,025
No additional charge for blee	eds.			



Receive a free banner ad on the AHS Online Membership Directory web page when you purchase four equal size *Vertiflite* ads. As a bonus, your banner ad will also be displayed on the FORUM 68 registration web page. Banner ads will appear in a random rotation with other participating advertisers. See the mechanical specifications table for banner ad technical requirements.

### FORUM 68 Final Program

## FORUM 68 Proceedings (CD-ROM)

Ad Size			Ad Size		
	Member	Non-Member		Member	Non-Member
Two-page spread	\$ 4,200	\$ 4,300	Back Cover (CD-ROM)	\$ 5,500	\$ 6,000
Full-page	\$ 3,025	\$ 3,125			
Cover 2	\$ 3,200	\$ 3,300	No additional charge for bleeds.		
Cover 3	\$ 3,100	\$ 3,200	CD-Rom ad accepted in four-color only		
Cover 4	\$ 3,400	\$ 3,500			
No additional charge for bleeds	S.				

# AHS Web Site Advertising

# AHS Online Membership Directory / FORUM 68 Web Site Banner Ad /AHS Job Opportunities Page

When you advertise on the AHS Online Membership Directory, you gain year-round advertising exposure to a virtual "Who's Who" in the international vertical lift community. Widely accessed by thousands of AHS members this service enables our members to quickly and simply find out contact information about the leading vertical flight technologists in the world. And this cutting edge service allows members to search by a plethora of fields: last name, first name, company, city, state, country, AHS membership type and by AHS Chapter. And it is password protected and only available to Society members – the leaders in the worldwide vertical flight community.

#### Purchase six equal size advertisements in Vertiflite Magazine and receive an AHS web site banner for free!

As an added bonus your banner ad will also appear on the FORUM 68 online registration page as well as the much visited AHS Job Opportunities page. Ensure that your company will be seen by top defense and industry officials when registering for FORUM 68 or viewing employment opportunities. Banner ads will appear in a random rotation with other participating advertisers. No additional charge for banner ad creation. See the mechanical specifications table for banner ad technical requirements. All banner ads will offer hyperlinks direct to your web site.

#### Sample Banner Ad



# Mechanical Specifications

Advertising materials must be provided in a high-resolution PDF digital format (300 dpi minimum). High-resolution PDF files should be created from professional design software applications such as QuarkXPress, Illustrator, FreeHand, Photoshop or InDesign. Publisher will not accept native application files from these software programs. Do not make PDF's from Microsoft applications such as MS Publisher, Word, Excel, PowerPoint, or CorelDraw. All fonts must be imbedded in the PDF.

#### File Prep

- Set up document to final ad size (same width and depth) as listed in ad size table
- Full-page ads should be set up as full bleeds
- Do not compress linked graphics when preparing final PDF
- All files must be converted to CMYK not RGB. Two-color ads must be CMYK
- Scan all photos/art at minimum 300 dpi resolution at the size you want to print

Publisher is not responsible for missing files, disk errors, file corruption or other problems, and materials will be considered "non-delivered" in the event of any problem.

Printing specifications for Vertiflite: printing: web; paper stock: 60lb. gloss; binding: saddle stitch. Printing specifications for the FORUM 68 Final Program: printing; offset; paper stock: offset 60 lb. gloss; Binding: Saddle stitch. Publisher reserves the right to perfect bind without notice to advertiser.

#### **FTP Site Instructions:**

Microsoft Internet Explorer must be used to access the FTP site. If you do not have appropriate internet access you will need to place ad files on a disk as described in the mechanical specifications and mail it to AHS International.

- **Open Internet Explorer**
- Enter the following address: ftp://vertiflite.org
- Enter the user ID and password exactly as given to you by the Vertiflite Advertising representative.
- Double click on the folder representing the Vertiflite issue in which the ad will be published.
- Upload Find the file on your computer that contains your ad. Select it. Right-mouse click, select COPY. Move to the selected FTP folder and then select PASTE.
- After completely uploading your file, close Internet Explorer.

Uploading Tips: To minimize the risk of file corruption during file transfer, use compression software such as WinZip (PC). If you experience difficulty accessing the FTP site, it is most likely caused by security settings or firewalls associated with your computer or system. Should this occur contact your Information Technology Department for assistance or mail your ad materials on disk to AHS International.

### 2012 Advertising Deadlines and Publication Dates

Vertiflite Magazine, 2012 Online Membership Directory, FORUM 68 Final Program and FORUM 68 Proceedings CD-ROM.

Issue	Space Reservation Date	Materials Close	Mail/ Distribution
Vertiflite Magazine January/February	Dec. 5, 2011	Dec. 12, 2011	Jan. 6, 2012
March/April (FORUM ISSUE)	Feb. 17, 2012	Feb. 25, 2012	March 9, 2012
May/June	April 10, 2012	April 20, 2012	May 14, 2012
July/August	June 12, 2012	June 22, 2012	July 6, 2012
September/October	July 24, 2012	August 3, 2012	August 17, 2012
November/December	Oct. 12, 2012	Oct. 19, 2012	Nov. 1, 2012
FORUM 68 Final Program	March 25, 2012	April 1, 2012	May 1, 2012
FORUM 68 Proceedings CD Back Cover	March 25, 2012	April 1, 2012	May 1, 2012

## **Mailing Information**

Send insertion orders or production materials to: Vertiflite Advertising, AHS International - The Vertical Flight Technical Society, 217 N. Washington St., Alexandria, VA 22314-2538, Telephone: 703-684-6777 • Toll Free: (855) AHS-INTL • Fax: 703-739-9279 • Email: AHSAds@vtol.org • Website: www.vtol.org

Vertiflite Magazine	Vertif	ite N	laga	zine
---------------------	--------	-------	------	------

	Width	Depth
Publication Trim Size	8 3/8"	10 7/8"
Two-page spread (bleed only)	17"	11 1/8"
Full-page (bleed only)	8 5/8"	11 1/8"
2/3 page (bleed only)	5 5/8"	11 1/8"
1/2 page (bleed only)	8 5/8"	5 1/2"
1/4 page (bleed only)	3 1/2"	4 3/4"

#### **FORUM 68 Final Program**

	Width	Depth
Publication Trim Size	8 1/2 "	11"
Two-Page Spread (Full bleed)	17 1/4"	11 1/4"
Full-Page (Full Bleed)	8 2/3"	11 1/4"
Live Image Area (Non-bleed)	7 3/4"	10 1/8"

- No additional charge for bleeds.

#### FORUM 68 Proceedings CD

	Width	Depth
Trim Size	5 1/2"	5 1/2"

- Extend materials exactly 1/8" outside the image area for bleeds. No additional charge for bleeds

#### **AHS Web Site Advertising**

AHS Online Membership Directory/Forum 68 Registration Web Site Banner Ad

**Banner Dimensions** Width Depth 468 pixels 60 pixels

No additional charge for banner creation. Advertisers will need to provide a short company description, advertising message, URL or web address, and an appropriate sized company logo.

## AHS Vertiflite Staff

#### Michael Hirschberg

Executive Director and Publisher of Vertiflite

#### editor@vtol.org

Frank Colucci **Andy Healey** Raymond W. Prouty **Contributing Editors** 

#### David M. Renzi

Director of Advertising

#### **Kay Yosua Brackins**

Deputy Director and Vertiflite Graphic Design

## **Holly Cafferelli**

**Editorial Assistant**