



# 2013 Media Kit

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

**PUBLISHED BI-MONTHLY!**

**W**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 70 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 75 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, 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 consideration 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 approximately 19,600 civil rotorcraft, worth an estimated \$84.8 billion in constant 2012 U.S. dollars, will be produced from 2012 through 2021. This includes 6,400 piston-powered rotorcraft and 13,200 turbine-powered rotorcraft. Furthermore, Forecast International's market projections are that more than 6,400 military rotorcraft will be produced in the 10-year period from 2012 through 2021.

Combined military and civil rotorcraft production is projected by at more than 26,000 rotorcraft and \$216 billion. Vertiflite can help you maximize your business in this competitive global marketplace!

## Editorial Calendar

Every issue includes a Commentary 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, in-depth stories on advances in vertical flight technology, spotlights on leading and innovative companies, and a review of AHS member activities.

**The January/February issue focuses on Operations in Demanding Environments** such as Afghanistan. Our Contributing Editor and award-winning journalist Frank Colucci will profile the stunning successes of the Kaman/Lockheed Martin K-MAX unmanned helicopter operational performance. The issue will also feature overviews of Carson Helicopters, the AHS Helicopter Military Operations and Technology (HELMOT) conference, and industry propulsion initiatives. Updates on the Joint Multi-Role (JMR) rotorcraft technology demonstration effort and Marengo Swisshelicopter will also be provided.

This issue will have bonus distribution at the AHS Unmanned Rotorcraft and Network Centric Operations Specialists Meeting, in Phoenix, Arizona on January 22-24, 2013, and the AHS Airworthiness, CBM and HUMS Specialists' Meeting, in Huntsville, Alabama on February 11-13, 2013.

*Material Close Date: December 5, 2011.*

**The March/April issue's theme is Structures** and will include a company profile on Aurora Flight Sciences and an in-depth review of the CH-53K Large Composite Structures, as well as the progress of this heavy lift helicopter program. We will also take an in-depth look at the state of other U.S. military programs in our annual update by Frank Colucci. A review of the AHS Unmanned Rotorcraft and Network Centric Operations Specialists Meeting will also be provided.

This is the 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 also have bonus distribution at the Annual Professional Forum of the Army Aviation Association of America (Quad A), April 10-13, 2013 in Fort Worth, Texas.

*Material Close Date: February 1, 2013.*

**The theme for the May/June issue of Vertiflite will be Light Helicopters.** Articles will include updates on MD Helicopters, Robinson Helicopter's R66 turbine helicopter, European competition to Robinson, and Contributing Editor Frank Colucci's update on the U.S. Army's Scout programs. A review of the AHS Specialists' Meeting on Airworthiness, Condition Based Maintenance (CBM), and Health and Usage

Monitoring (HUMS) will also be included.

This issue will also be distributed to all of the more than 1,300 attendees at the 69th AHS Annual Forum and Technology Display, May 21-23, 2013, Phoenix, Arizona.

*Material Close Date: April 5, 2013.*

**The July/August Vertiflite issue will offer in-depth insights into New Commercial Initiatives.** AHS will be sizing up the Bell 525, and providing updates on the AgustaWestland AW169 and AW189, and the Bell 429. This issue will also feature a comprehensive look at the highlights from the AHS 69th Annual Forum & Technology Display by Contributing Editor Frank Colucci.

This issue will be distributed to all of the attendees at the AHS Vertical Lift Research, Development, Test & Evaluation (RDT&E), Patuxent River, Maryland, Aug 28-29, 2013.

*Material Close Date: June 7, 2013.*

**The September/October issue will highlight Systems Integration,** covering the work at Sikorsky Global in Coatesville, Pennsylvania as well as Frank Colucci's insights into the U.S. Army's Aviation Flight Test Directorate in Huntsville, Alabama. Updates will also be provided on the breaking rotorcraft news from the Paris Airshow, and we will recognize the half-century mark of the Chinook with a look at operations in the U.K. and other countries.

This issue will have bonus distribution at the European Rotorcraft Forum (ERF), September 3-6, 2013 in Moscow, Russia, as well as at the 2nd Asian Rotorcraft Forum (ARF), Tianjin, China, September 12-13, 2013.

*Material Close Date: August 2, 2013.*

**Avionics will be the theme of the November/December issue.** Feature articles will provide an overview of the major avionics suppliers and Frank Colucci will examine cockpit integration for airborne law enforcement. This issue will also provide an overview of the UK commercial and military marketplace, as well as the latest operational experience with the Puma 2. Our annual corporate member directory will provide a close look at all of AHS International's 75+ corporate members, including a current description of their activities and points of contact within these companies dedicated to worldwide vertical flight technology.

This issue will also be distributed at the AHS conference on Rotorcraft Structures and Survivability in Williamsburg, Virginia on October 30-31, 2013.

*Material Close Date: October 4, 2013.*

## AHS Vertiflite Staff

**Michael Hirschberg**, Executive Director and Publisher of Vertiflite, [editor@vtol.org](mailto:editor@vtol.org)

**Frank Colucci, Ian Frain, Andy Healey, Robert Moorman, Raymond W. Prouty**, Contributing Editors

**David M. Renzi**, Director of Advertising

**Kay Yosua Brackins**, Deputy Director and Vertiflite Graphic Design

**Holly Cafferelli and Angelo Collins**, Editorial Assistants

**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 2013 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 bleeds.

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 69 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 69 Final Program

Ad Size	Member	Non-Member
Two-page spread	\$ 4,200	\$ 4,300
Full-page	\$ 3,025	\$ 3,125
Cover 2	\$ 3,200	\$ 3,300
Cover 3	\$ 3,100	\$ 3,200
Cover 4	\$ 3,400	\$ 3,500

No additional charge for bleeds.

### FORUM 69 Proceedings (CD-ROM)

Ad Size	Member	Non-Member
Back Cover (CD-ROM)	\$ 5,500	\$ 6,000

No additional charge for bleeds.  
CD-Rom ad accepted in four-color only

## AHS Web Site Advertising

### AHS Online Membership Directory/FORUM 69 Web Site Banner Ad

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 69 online registration page. Ensure that your company will be seen by top defense and industry officials when registering for FORUM 69 or viewing the Membership Directory. 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



**EXPERIENCE THE LATEST IN ROTORCRAFT AND  
VERTICAL LIFT TECHNOLOGY**  
Join AHS today! [www.vtol.org](http://www.vtol.org)

*AHS Banner Advertisement*

\$1,000 (If Purchased Separately)

# Mechanical Specifications

Advertising materials must be provided in a high-resolution CMYK 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. Bleed should be 1/8" all sides. Live area should be inset 3/8" from trim size.
- 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*: web; paper stock: 60lb. gloss; binding: saddle stitch.

Printing specifications for the **FORUM 69** 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.

## 2013 Advertising Deadlines and Publication Dates

*Vertiflite* Magazine, 2013 Online Membership Directory, FORUM 69 Final Program and FORUM 69 Proceedings CD-ROM.

Issue	Space Reservation Date	Materials Close	Mail/Distribution
<b>Vertiflite Magazine</b>			
<b>January/February</b>	Nov. 28, 2012	Dec. 5, 2012	Dec. 28, 2012
<b>March/April</b>	Jan. 25, 2013	Feb. 1, 2013	Feb. 27, 2013
<b>May/June (FORUM ISSUE)</b>	March 29, 2013	April 5, 2013	April 30, 2013
<b>July/August</b>	May 31, 2013	June 7, 2013	July 2, 2013
<b>September/October</b>	July 26, 2013	Aug. 2, 2013	Aug. 27, 2013
<b>November/December</b>	Sept. 27, 2013	Oct. 4, 2013	Oct. 29, 2013
<b>FORUM 69</b>			
<b>Final Program</b>	March 29, 2013	April 5, 2013	May 20, 2013
<b>FORUM 69 Proceedings CD Back Cover</b>			
	March 29, 2013	April 5, 2013	May 20, 2013

## Vertiflite Magazine

	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 69 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 69 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 69 Registration Web Site Banner Ad

Banner Dimensions	Width	Depth
	468 pixels	60 pixels

## 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](mailto:AHSAds@vtol.org) • Website: [www.vtol.org](http://www.vtol.org)