



vertiflite

**A Publication of AHS International –
The Vertical Flight Society**

**2010 Media Kit
& Rate Card**

**Reach key decision-makers in the
Global Vertical Flight Community
with an advertisement in
Vertiflite Magazine and the
fine information products of AHS**

Advertise in Vertiflite

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 over 6,000 AHS International members to a pass-along readership of 13,000 quality vertical flight and aerospace professionals. Its distribution list includes all the key members of the US Congress, the FAA, Department of Transportation, the Pentagon (including all US military VSTOL program managers), the vertical lift academic community and their international counterparts.

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 United States 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 products, capabilities and services are included from the inception through delivery of each important project. Your compelling ad in *Vertiflite* will expand your market share by gaining the attention of senior vertical flight professionals who are interested in your products and services whether they are:

- Airframes
- Avionics
- Components
- Crash Safety
- Design Capabilities
- Display Systems
- Electro-optics
- Engine/Propulsion
- Fabrication
- Fuel and Utility Systems (FUS)
- Health and Usage Monitoring Systems (HUMS)/CBM
- JSF Contractors and Supplier Base
- Mission Support
- Rotorcraft Research and Development
- Safety Systems
- Simulation and Training
- UAVs
- And more

Bridging the communications gap between the designer/engineer and the user/operator in both military and civilian environments, *Vertiflite* is a must-read in the vertical flight industry. Your ad will position your company before the key decision-makers working on vertical lift programs as well as Joint Strike Fighter, UAVs, and powered lift developments.

Each edition of *Vertiflite* contains timely articles directed at commercial and military news, cutting edge technology, and incisive commentary. A leading forecaster predicts that more than 16,600 civil rotorcraft, worth approximately \$50.6 billion in US dollars, will be built during the 2009-2018 time period. During this same period, more than 5,400 new production military rotorcraft are expected to be built worth approximately \$100.6 billion in US dollars. Don't let helicopter, tiltrotor, UAV, JSF and other vertical lift projects take off without your company's products as part of their package. Call AHS headquarters today at 703-684-6777 for more information or to place your advertising order.



In each publication – Cutting edge articles written and edited by award winning journalists and top technologists

The Vertiflite Spring Issue offers its annual Forecast International “World Rotorcraft Market 2011 – 2020.” This article will project and offer statistics on the world rotorcraft market – both military and civilian – for the next ten years helping you to effectively fashion your marketing strategy. Contributing Editor and award-winning journalist Frank Colucci will offer his unique views on Obstacle avoidance technology and an informative article on the manufacture of the Bell 429 – what’s new in lean manufacturing. The world-renowned writer and engineer Ray Prouty will contribute his well-read Aerodynamics column and as always we will have a unique historical article on some facet of vertical flight history. We will also include, as we do in every issue, Industry Briefs, AHS Update, a column by AHS Executive Director M. E. Rhett Flater and a look at AHS activities and its members in AHS Update. This is the pre-FORUM 66 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 20 – 23, Houston, Texas and at the AHS San Francisco Aeromechanics meeting, January 20 – 22, 2010 in San Francisco, CA.

The Vertiflite/Summer/Forum Issue Both domestic and international programs and research and development will be highlighted. The magazine will also contain the latest Industry Briefs, incisive commentary, book reviews, Prouty column and a look back into some aspect of vertical flight history. Contributing Editor Frank Colucci will focus his Safety Spotlight article on Rotorblade erosion protection and will provide an overview of Apache Longbow Block III systems integration – the latest high tech innovation. This issue has distribution to all of the more than 2,000 attendees at the 66th AHS Annual Forum and Technology Display, May 11 – 13, 2010 in Phoenix, Arizona.

The Vertiflite Fall Issue will include a variety of articles on operations, both military and civil. In addition, expert journalists will highlight Cockpit flight recorder technology and focus on the Coast Guard MH-60T modernization program. This issue will also include FORUM 66 Highlights with a pictorial of AHS award winners, the latest industry news, commentary and articles on vertical flight history. The Fall Vertiflite will have bonus distribution at the Southeast Region/Hampton Roads Chapter HELMOT (Helicopter Military Operations) Specialists’ meeting in Williamsburg, Virginia as well as at the 36th European Rotorcraft Forum taking place September 7 – 9, 2010 in Paris, France.

The Vertiflite Winter Issue will highlight advances made in the General Electric 38 engine for the CH-53K and will also offer an in-depth article on the MH-60R/S systems integration program. Contributing Editor Frank Colucci will also offer an overview of the Rockwell Collins CAAS – Common Avionics Architecture System program. Ray Prouty will also continue to offer his insights in his highly regarded column and AHS Technical Committee Chairs will spotlight the leading technology breakthroughs in a variety of technical disciplines.

The Online Membership Directory continues to offer a listing of “Who’s Who” in the international vertical flight community. Log on today and see how easy it is to contact any of our close to 7,000 Society members. Instead of listings that are woefully out-of-date before they are even printed, this directory is constantly updated with the latest information. This service enables you to search by a plethora of fields: last name; first name; company; city; state; country; and by AHS Chapter. The database is password protected and is only accessible to AHS members. Please note the web site advertising opportunities that are available and spelled out on the AHS 2010 Advertising Rate Card.

AHS 2010 Advertising Rates

Vertiflite Magazine

(Published Four-Times a Year)

Ad Size	1X 4-Color		4X 4-Color		1X Black & White		4X Black & White	
	Member	Non-Member	Member	Non-Member	Member	Non-Member	Member	Non-Member
Two-page spread	\$ 4,760	\$ 6,025	\$ 4,310	\$ 5,875	\$ 4,140	\$ 5,425	\$ 3,750	\$ 5,275
Full-page	\$ 3,540	\$ 4,325	\$ 3,210	\$ 4,175	\$ 2,330	\$ 3,325	\$ 2,120	\$ 3,175
2/3 page	\$ 2,790	\$ 3,625	\$ 2,535	\$ 3,500	\$ 1,785	\$ 2,825	\$ 1,630	\$ 2,675
1/2 page	\$ 2,475	\$ 3,035	\$ 2,250	\$ 2,925	\$ 1,525	\$ 2,445	\$ 1,395	\$ 2,295
1/4 page	\$ 1,815	\$ 1,825	\$ 1,655	\$ 1,675	\$ 960	\$ 1,175	\$ 890	\$ 1,025
Cover 2	\$ 4,070	\$ 4,975	\$ 3,690	\$ 4,825				
Cover 3	\$ 3,820	\$ 4,675	\$ 3,465	\$ 4,550				
Cover 4	\$ 4,420	\$ 5,410	\$ 4,000	\$ 5,275				

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 66 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 66 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 66 Proceedings

Ad Size	Member	Non-Member
Inside Front Cover (Printed)	\$ 4,000	\$ 4,500
Inside Back Cover (Printed)	\$ 5,000	\$ 5,500
Back Cover (CD-ROM)	\$ 5,500	\$ 6,000

No additional charge for bleeds. Printed Proceedings ads available only in full-page, black & white. CD-Rom ad accepted in four-color only.

AHS Web Site Advertising

AHS Online Membership Directory / FORUM 66 Online Registration Page/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 four 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 66 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 66 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



**SEE AND EXPERIENCE THE LATEST
ROTORCRAFT AND
VERTICAL LIFT TECHNOLOGY**
FORUM 66 • May 11-13, 2010 • Phoenix, AZ

AHS Banner Advertisement \$1,000 (If Purchased Separately)



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 PageMaker. 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.

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

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: perfect bound. Publisher reserves the right to saddle stitch without notice to advertiser.

Printing specifications for the **FORUM 66** 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.

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 66 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 66 Proceedings (CD-ROM Version)

	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

FORUM 66 Proceedings (Printed Version)

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

AHS Web Site Advertising AHS Online Membership Directory / FORUM 66 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.

2010 Advertising Deadlines and Publication Dates

Vertiflite Magazine, 2010 Online Membership Directory, FORUM 66 Final Program and FORUM 66 Proceedings CD-ROM and Printed FORUM 66 Proceedings Volumes I & II

Issue	Space Reservation Date	Materials Close	Mail/Distribution
Vertiflite Magazine			
Spring 2010	Jan. 25, 2010	Feb 1, 2010	Feb 153, 2010
Summer 2010 (FORUM ISSUE)	April 5, 2010	April 12, 2010	May 10, 2010
Fall 2010	Aug. 16, 2010	Aug. 23, 2010	Sept. 7, 2010
Winter 2010	Nov. 15, 2010	Nov. 22, 2010	Dec. 6, 2010
FORUM 66 Final Program	April 5, 2010	April 12, 2010	May 10, 2010
FORUM 66 Proceedings CD-ROM	March 1, 2010	March 1, 2010	May 10, 2010
FORUM 66 Proceedings Printed	March 1, 2010	March 1, 2010	May 10, 2010

Mailing Information

Send insertion orders or production materials to:

Vertiflite Advertising
AHS International - The Vertical Flight Society
217 N. Washington St.
Alexandria, VA 22314
Telephone: 703-684-6777
Facsimile: 703-739-9279
Email: AHSAds@vtol.org
Website: www.vtol.org





Maximize Your Market Penetration

The Final Program of FORUM 66 Advertising

Make attendees think of your company first by advertising in the Final Program of the AHS International 66th Annual Forum and Technology Display, "Rising to New Heights in Vertical Lift Technology," May 11-13, 2010 at the Phoenix Convention Center, Phoenix, AZ. When you advertise in the Final Program of FORUM 66 you'll be top-of-mind with the key decision-makers in the industry. The program is distributed on-site and will be a reference source to attendees at the conference and beyond. This is your opportunity to expand your print media marketing to reach 1500 quality vertical flight professionals who attend this important three-day event. Two-page spreads and full-page ads are available.

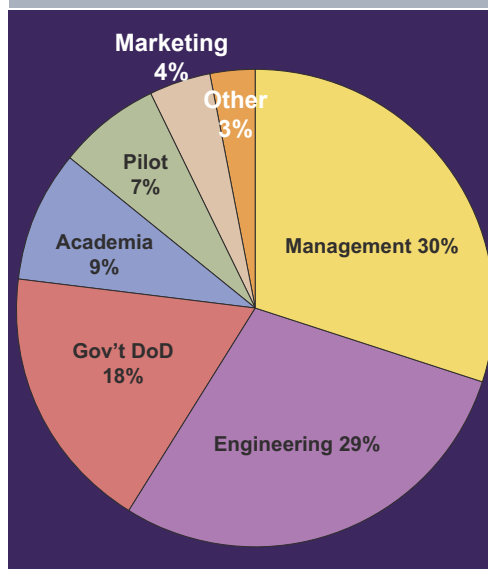
FORUM 66 Proceedings CD-ROM Advertising

This is the highly sought after Annual Forum Proceeding contained on a CD-ROM. It includes the presentations of more than 200 technical papers delivered by the brightest minds in the industry at FORUM 66. Advertising on the cover of the highly respected CD-ROM edition of the FORUM 66 Proceedings is an exceptional branding opportunity. This information product has exceptional pass-along potential and longevity in the marketplace. Full FORUM 66 sponsorship privileges are included with the purchase. Only two ads are available so act fast.

FORUM 66 Annual Forum Proceedings - Printed Version Volumes I & II Advertising

Available only in full-page black & white ads in four exclusive cover positions. This is the highly sought after printed two-volume FORUM 66 Proceedings. It includes the text of the more than 200 technical papers delivered by the brightest minds in the industry at this annual event. Advertising on the inside covers of these highly respected volumes is an optimum branding opportunity with longevity in the marketplace. Full sponsorship privileges are included with the purchase. Only four ads are available so act fast.

AHS FORUM ATTENDANCE



Conditions

Only AHS corporate members in good standing qualify for the AHS corporate member rates.

Advertisers will be billed for the full cost of the advertisement for cancellations received in writing after the closing date for space. In case of non-delivery of advertising materials by materials due deadline, publisher will charge the advertiser the full cost of the advertisement and insert house advertisement in lieu of ordered ad.

Conditions other than rates are subject to change by publisher without notice.

Positioning is at the discretion of the publisher.

All submitted materials that are not used for six months will be destroyed unless the advertiser requests otherwise.

No conditions other than those set forth in this rate card shall be binding on the publisher unless specifically agreed to in writing by the publisher.

Publisher will not be bound by conditions printed or appearing on insertion orders which conflict with provisions of this rate card.

Publisher shall not be liable for any costs or damages if for any reason it fails to publish an advertisement. Publisher's liability for any error will not exceed the net cost of the space occupied by the advertiser.

Liability for content of ads (text, representation and illustration) is assumed by advertisers and advertising agencies for any claims arising against the publisher. The publisher reserves right of refusal of any advertisement not keeping with the publisher's standards. Advertising that simulates editorial must have prior approval of the publisher and must be submitted 10 business-days prior to materials close.

The forwarding of an insertion order is construed as an acceptance of all rates and conditions under which advertising is sold at the time the insertion order is submitted.

Insertion orders, which through the advertiser's clerical error do not correspond with published current rates, will be charged at the rates in effect at the time of the publication without further notice.

Commissions

Recognized advertising agencies will receive a 15 percent commission on space, color and position provided the account is paid within 30 days of the invoice date. Commission may be waived when special offers are made and stated in the agreement or insertion order. Full rates will be billed on all invoices not paid within that time frame. Commission is not allowed on other charges such as reprints or mechanical charges. In the event of non-payment, publisher reserves the right to hold the advertisers and/or its advertising agency jointly and severally liable for such monies which are due and payable.

AHS Vertiflite Staff

M.E. Rhett Flater
Executive Director and
Publisher of *Vertiflite*

L. Kim Smith
Deputy Director and
Editor of *Vertiflite*

Michael J. Hirschberg
Managing Editor

Frank Colucci
Raymond W. Prouty
Contributing Editors

David M. Renzi
Director of Advertising

Kay Yosua Brackins
Graphic Design

vertiflite

Call Today to Maximize Your Market Penetration

**AHS International –
The Vertical Flight Society**

217 N. Washington St.
Alexandria, VA 22314-2538
Telephone: 703-684-6777
Facsimile: 703-739-9279
Email: AHSAds@vtol.org
Website: www.vtol.org

When you advertise in *Vertiflite* you'll forge new bonds and create links to vital customers, clients, business partners and purchasers from the vertical flight industry. Your message will go shoulder to shoulder with editorial content that is well respected and well read in a magazine that has been serving the industry for 64 years, longer than any other vertical flight publication.

AHS International - The Vertical Flight Society is a highly respected professional, technical society, established by industry pioneers in 1943 for the purpose of advancing vertical flight. Our over 6,000 individual members from around the world cover the entire spectrum of the vertical flight industry, including government, military, civil, engineers, managers, pilots, educators and students. These professionals are involved in every discipline from aerodynamics to design, from crash safety to structures, from avionics and systems to propulsion, and from manufacturing technologies to product support.

Our corporate members, which number nearly 100, encompass all facets of the industry including airframe designers, turbine engine manufacturers, avionics and systems integrators, suppliers and consultants. For more than half a century, AHS - International has fulfilled its original charter, playing a leading role in the development of vertical flight technology, pursuing excellence within the industry, and stimulating research, debate and expert opinion.

Associate your products, services and capabilities with the quality magazine founded for the express purpose of the advancement of vertical flight. Your advertising dollars may help prepare AHS testimony to bolster NASA R&D funding; contribute to the engineering education of a student interested in pursuing a vertical flight career; or fund a traveling exhibit touting the lifesaving characteristics of the helicopter. Compare our prices and our purpose with our competitors and you will agree that advertising in *Vertiflite* is essential to your company's marketing strategy.

