VERTIFLITE magazine is the official publication of the Vertical Flight Society. Founded in 1943 as the American Helicopter Society, VFS is the professional society for the advancement of vertical flight technology and its useful application throughout the world, with more than 6,000 individual and 120 corporate members that cover the entire spectrum of the vertical flight industry. VFS members come from the government, military and civil sectors around the world, including CEOs, managers, engineers, scientists, pilots, educators and students. VFS is a leading advocate for increased rotorcraft research and public acceptance with a proud legacy of affecting change for the industry, and is supported by top decision-makers worldwide.

VERTIFLITE is the leading authority on vertical flight, from advanced vertical take-off and landing (VTOL) drones and electric/hybrid-electric VTOL (eVTOL) aircraft to helicopters, advanced rotorcraft and jet-powered lift. The targeted audience stretches far beyond its printed circulation of nearly 6,000 to an online and pass-along readership of 10,000 vertical flight and aerospace professionals. Its international distribution list includes influential members in government, industry and academia. VERTIFLITE has been serving the vertical flight community for more than 65 years — longer than any other rotary wing publication.

When you advertise in VERTIFLITE you'll create new connections with vital customers, clients, businesses and buyers from the global vertical flight industry. Your message will be carried in a publication that is the most well-respected and well-read VTOL publication. VERTIFLITE is published online and in print for its prestigious audience six times a year, which will help our readers recognize your capabilities in this very dynamic market.

As published in VERTIFLITE’S highly anticipated annual rotorcraft forecast, Forecast International — the leading forecaster of the vertical flight market — predicts that more than 18,000 rotorcraft will be purchased from 2019 through 2028. The value of this production is estimated at $220.7 billion in constant 2019 US dollars. This includes 12,300 civil rotorcraft valued at more than $72.2 billion, and nearly 5,700 military rotorcraft, estimated at nearly $148 billion, including the US Future Vertical Lift (FVL) program. In addition, the potential of eVTOL holds the promise of tens of thousands of low-cost aircraft for air taxis and other applications. VFS has been a leading advocate for FVL and eVTOL, with coverage in every issue for the past several years. Advertising in VERTIFLITE will help you maximize your business in this competitive global marketplace!

Be certain that your products and capabilities gain the attention of leading vertical flight professionals with a compelling ad in VERTIFLITE. Advertising in VERTIFLITE is your best opportunity to influence key decision makers to consider your products and services and expand your market share.
VERTIFLITE, published bi-monthly, is the leading vertical flight technology publication. Every issue includes an insightful “Commentary” by VFS Executive Director Mike Hirschberg, the latest industry briefs, a profile on a distinctive VTOL leader, in-depth stories on vertical flight technology by our award-winning authors — such as VERTIFLITE Senior Editors Frank Colucci and Kenneth Swartz — updates on eVTOL, spotlights on leading and innovative companies, and a review of VFS member activities.

The January/February issue highlights the progress of the Northrop Grumman Fire Scout unmanned rotorcraft and the Improved Turbine Engine (ITE) program. It will also report on innovative advances in flight simulation and recent developments in electric VTOL.

This issue will have bonus distribution at the VFS Aeromechanics Technical Meeting, International Powered Lift Conference & 7th Annual Electric VTOL Symposium in San Jose, California, on Jan. 21-23, 2020, and also at the Helicopter Association International (HAI) HELI-EXPO on Jan. 27-30, 2020 in Anaheim, California.

Material Close Date: Nov. 29, 2019.

The March/April Forum issue includes the comprehensive annual US military programs review by Senior Editor Frank Colucci, as well as autonomous cargo/package delivery drones and the latest developments in electric VTOL. This is the pre-Forum issue and it offers an excellent opportunity for exhibitors to build booth traffic for the 76th anniversary of this pivotal event in the vertical flight business development calendar.

This issue will have bonus distribution at the Army Aviation Association of America (Quad A) Mission Solutions Summit, April 22-24, 2020 in Nashville, Tennessee.


The May/June issue features articles on advanced unmanned aircraft systems (UAS) teaming and the US Army’s work on degraded visual environment mitigation (DVE-M). The issue will also include our highly anticipated Annual Rotorcraft Forecast of the next ten years (2021-2029).

This issue will also be distributed at the Vertical Flight Society’s 76th Annual Forum & Technology Display, May 19-21, 2020 in Montreal, Quebec, as well as the AUVSI XPONENTIAL unmanned systems trade show, May 5-7, 2020 in Boston, Massachusetts.

Material Close Date: March 20, 2020.

The July/August issue will report on the major developments from the VFS 76th Annual Forum & Technology Display; a highlight of this is always the review of the Annual Award recipients. This issue will also cover the status of bringing the Bell 525 Relentless to production, as well as the latest on electric VTOL developments.

Material Close Date: June 5, 2020.

The September/October issue will include featured articles on enhanced helicopter vision systems and the takeaways from testing the Bell V-280 Valor and Sikorsky-Boeing SB>1 Defiant under the US Army’s Joint Multi-Role (JMR) Technology Development effort, as well as the latest on electric VTOL developments.

Material Close Date: July 24, 2020.

The November/December issue will look at migrating autonomy from the Sikorsky SARA to the optionally-manned Black Hawk and other platforms, as well as the challenges of autonomy for electric VTOL operations. Our annual Corporate Member Directory will also provide the details of the Society’s 120 corporate members, including a current description of their activities and points of contact at these leading VTOL-related companies.

This issue will also be distributed at the VFS Helicopter Military Operations Technology (HELMOT) Meeting in Hampton, Virginia on Oct. 27-29, 2020.

Published six times a year. All fees are in USD. No additional charge for bleeds. Receive a 5% discount for annual reservations, as well as a free banner ad on the VFS Online Membership Directory web page when you purchase six equal size VERTIFLITE ads. As a bonus, your banner ad will also be displayed on the Forum Registration web page. Banner ads will appear in a random rotation with other participating advertisers.

VFS Online Advertising

<table>
<thead>
<tr>
<th>Location</th>
<th>Ad Size</th>
<th>Price</th>
<th>URL</th>
</tr>
</thead>
<tbody>
<tr>
<td>VFS Membership Directory</td>
<td>720 x 100 px</td>
<td>$1,000/year</td>
<td>hover.vtol.org</td>
</tr>
<tr>
<td>Forum Registration</td>
<td>720 x 100 px</td>
<td>Included wth above</td>
<td>ahs.portal.membersuite.com</td>
</tr>
<tr>
<td>Electric VTOL website</td>
<td>728 x 90 px</td>
<td>$5,000/year or $2,750 for 6 months</td>
<td><a href="http://www.eVTOL.news">www.eVTOL.news</a></td>
</tr>
<tr>
<td>Electric VTOL Newsletter</td>
<td>648 x 95 px</td>
<td>$5,000/year or $2,750 for 6 months</td>
<td>see <a href="http://www.eVTOL.news/news">www.eVTOL.news/news</a></td>
</tr>
<tr>
<td>Electric VTOL Newsletter</td>
<td>225 x 260 px</td>
<td>$5,000/year or $2,750 for 6 months</td>
<td>see <a href="http://www.eVTOL.news/news">www.eVTOL.news/news</a></td>
</tr>
</tbody>
</table>

**VFS Online Membership Directory/Forum 76 Website Banner Ad — $1,000/year**

When you advertise on the VFS 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 VFS members, this service enables our members to quickly and simply find out contact information about the leading vertical flight technologists in the world. It is available only to Society members — the leaders in the global vertical flight technical community.

*Purchase six equal size advertisements in VERTIFLITE magazine and receive an VFS website banner for free — $1,000 value!*

As an added bonus, your banner ad will also appear on the Forum 76 online registration page. Ensure that your company will be seen by top government and industry officials when registering for Forum 76 or viewing the Membership Directory. Banner ads will appear in a 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 offer hyperlinks direct to your website.

Sample Banner Ad

![Sample Banner Ad](image)

**Electric VTOL News**

Do you want to get your products and services in front of the leading developers, experts and suppliers for the burgeoning electric VTOL industry? Advertise to this elite audience on the site that is used by the eVTOL industry – www.eVTOL.news – and the world’s first and foremost newsletter for this technical community, the Electric VTOL News.
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 from CorelDraw. All fonts must be embedded 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” on all sides. Live area should be inset 3/8” from trim size.
- Full-page ads should be set up as full bleeds, 8.625” x 11.125”.
- Do not compress linked graphics when preparing final PDF.
- All files must be converted to CMYK – not RGB. Two-color ads must be CMYK.
- Provide all photos/art at a minimum 300 dpi resolution at the size you want to print.

Printing specifications for VERTIFLITE: web; paper stock: 80lb. gloss; binding: saddle stitch.

Printing specifications for the Forum 76 Final Program: printing; offset; paper stock: offset 60 lb. gloss; binding: saddle stitch.

2020 Advertising Deadlines and Publication Dates

<table>
<thead>
<tr>
<th>Issue</th>
<th>Space Reservation</th>
<th>Materials Close</th>
<th>Online Distribution</th>
<th>Print Distribution</th>
</tr>
</thead>
<tbody>
<tr>
<td>VERTIFLITE Magazine</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Jan./Feb.</td>
<td>11/15/19</td>
<td>11/29/19</td>
<td>12/20/19</td>
<td>1/6/20</td>
</tr>
<tr>
<td>March/April</td>
<td>1/17/20</td>
<td>1/24/20</td>
<td>2/14/20</td>
<td>3/2/20</td>
</tr>
<tr>
<td>May/June</td>
<td>3/13/20</td>
<td>3/20/20</td>
<td>4/15/20</td>
<td>5/1/20</td>
</tr>
<tr>
<td>Sept./Oct.</td>
<td>7/17/20</td>
<td>7/24/20</td>
<td>8/17/20</td>
<td>9/1/20</td>
</tr>
<tr>
<td>Nov./Dec.</td>
<td>9/18/20</td>
<td>9/25/20</td>
<td>10/15/20</td>
<td>11/2/20</td>
</tr>
<tr>
<td>Forum 76</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Final Program</td>
<td>3/13/20</td>
<td>3/20/20</td>
<td>4/30/20</td>
<td>5/18/20</td>
</tr>
<tr>
<td>Proceedings</td>
<td>3/7/20</td>
<td>3/14/20</td>
<td>5/18/20</td>
<td>6/30/20</td>
</tr>
</tbody>
</table>

**NOTE:** Live copy should fall within a 1/2 inch of trim size border, not the bleed border. Add .125” for bleed.

No additional charge for bleeds. Add .125” for bleed.

Mailing Information
Send insertion orders or production materials to:

VERTIFLITE Advertising
Vertical Flight Society
2700 Prosperity Ave., Suite 275, Fairfax, VA 22031 USA
Telephone: +1-703-684-6777 x105
Email: ads@vtol.org • Website: www.vtol.org/vertiflite