



AJ PUBLICATIONS



MEDIAKIT

2024

IMPORTANT DATES



TBM		
ISSUE	AD CLOSING	PUBLICATION DATE
Fall 2023	August 9, 2023	September 13, 2023
Winter 2024	November 8, 2023	December 20, 2023
Spring 2024	February 7, 2024	March 13, 2024
Summer 2024	May 1, 2024	June 12, 2024
Fall 2024	August 7, 2024	September 12, 2024

CONTRAILS EMBRAER		
ISSUE	AD CLOSING	PUBLICATION DATE
Fall 2023	August 30, 2023	October 2, 2023
Winter 2024	November 29, 2023	January 10, 2024
Spring 2024	February 28, 2024	April 3, 2024
Summer 2024	May 22, 2024	July 3, 2024
Fall 2024	August 28, 2024	October 2, 2024

CONTRAILS CITATION		
ISSUE	AD CLOSING	PUBLICATION DATE
Fall 2023	September 20, 2023	November 1, 2023
Winter 2024	December 13, 2023	January 31, 2024
Spring 2024	March 20, 2024	May 1, 2024
Summer 2024	June 19, 2024	July 31, 2024
Fall 2024	September 18, 2024	October 30, 2024

POPA		
ISSUE	AD CLOSING	PUBLICATION DATE
Fall 2023	October 18, 2023	November 29, 2023
Winter 2024	January 10, 2024	February 21, 2024
Spring 2024	April 10, 2024	May 22, 2024
Summer 2024	July 17, 2024	August 21, 2024
Fall 2024	October 16, 2024	November 27, 2024

RATES

TBM, PILATUS, EMBRAER				
AD SIZE	COLOR		BLACK & WHITE	
	1X RATE	4X RATE	1X RATE	4X RATE
INSIDE FRONT	•	\$2,250**	•	•
INSIDE BACK	•	\$2,150**	•	•
REAR COVER	•	\$2,350**	•	•
2 PAGE SPREAD	\$2,995	\$2,795	•	•
FULL PAGE	\$1,995	\$1,895	•	•
1/2 PAGE (V/H)	\$1,600	\$1,450	•	•
1/3 PAGE (V/H)	\$895	\$795	•	•
1/4 PAGE	•	\$595	•	\$450

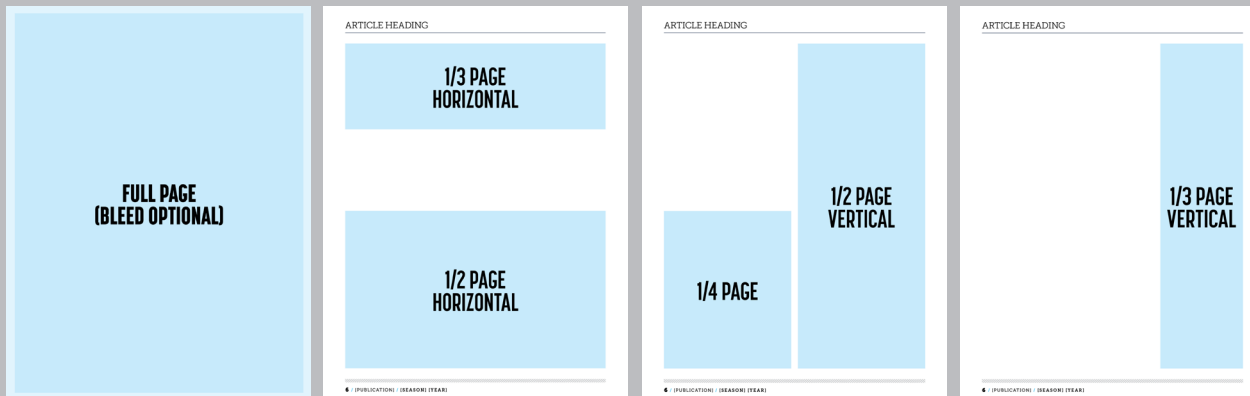
CITATION				
AD SIZE	COLOR		BLACK & WHITE	
	1X RATE	4X RATE	1X RATE	4X RATE
INSIDE FRONT	•	\$2,610**	•	•
INSIDE BACK	•	\$2,475**	•	•
REAR COVER	•	\$2,675**	•	•
2 PAGE SPREAD	\$3,575	\$3,250	•	•
FULL PAGE	\$2,450	\$2,205	•	•
1/2 PAGE (V/H)	\$1,800	\$1,620	•	•
1/3 PAGE (V/H)	\$895	\$800	•	•
1/4 PAGE	•	\$675	•	\$450

*Ad rates are shown as net price. Guaranteed ad placement on request.
 **Premium cover spots require 8X insertions.

Each publication printed quarterly.
 Publication dates are approximate.

AD SPECIFICATIONS

AD TYPE	AD SIZE - INCHES (W X H)	BLEED SIZE	LIVE AREA
REAR COVER	8.5" x 11" (Bleeding)	8.75" x 11"	8" x 10.5"
	8" x 10.5" (Non-Bleeding)	N/A	N/A
FULL PAGE	8.5" x 11" (Bleeding)	8.75" x 11"	8" x 10.5"
	8" x 10.5" (Non-Bleeding)	N/A	N/A
2 PAGE SPREAD or CENTERFOLD	17" x 11" (Bleeding)	17.25" x 11.25"	16.5" x 10.5"
	16.5" x 10.5" (Non-Bleeding)	N/A	N/A
1/2 PAGE VERTICAL	3.53" x 9"	N/A	N/A
1/2 PAGE HORIZONTAL	7.25" x 4.375"	N/A	N/A
1/3 PAGE VERTICAL	2.3" x 9"	N/A	N/A
1/3 PAGE HORIZONTAL	7.25" x 2.375"	N/A	N/A
1/4 PAGE	3.53" x 4.375"	N/A	N/A



PRINTING Sheet fed (SWOP), Saddle Stitch Publication, trim size 8.5" x 11"

ARTWORK SPECIFICATIONS To assure the best quality reproduction, all digital files must be submitted to meet the following specifications: High-resolution PDF with fonts embedded, TIFF, EPS, or JPG files. EPS files must have all fonts converted to outlines. Minimum resolution: 300 dots per inch (DPI).

COLORS The color space must be CMYK or Grayscale. No RGB, LAB, or embedded color profiles (such as ICC profiles). No

files with PMS colors will be accepted without prior notification. Otherwise, all PMS colors MUST be converted to CMYK Maximum ink density; 300 total.

FONTS All fonts must be embedded (True Type fonts can not be used for Printing.) Minimum size knockout type should be 8 point.

SAFETY & LIVE AREA All of our publications are FULL BLEED. There is no additional charge for full bleed ads. Keep live matter 1/4" from edges.

GUTTER SAFETY 3/16" on each side (total 3/8"). Note: Perfect alignment of type or design across the gutter of two facing pages cannot be guaranteed.

MODIFICATION OF ARTWORK BY AJ PUBLICATIONS AJ Publications LLC reserves the right to modify advertisement artwork that does not meet the proper dimensions, color space, resolution, or otherwise, to the nearest compatible specifications. We will do so at our own discretion and without further notice.

AGREEMENT

Cancellation of a contract will only be accepted upon receipt of a written notice from the advertiser prior to the appropriate closing date.

The publisher reserves the right to reject any advertisement. Advertisers and its agency indemnify, defend and hold harmless the publisher, AJ Publications LLC, from any suits, claims, loss or expense based upon contents or subject matter, including, without limitations, claims or suits for libel, violation of rights of privacy, plagiarism, and copyright infringement, arising from the publication of an advertisement. The publisher shall have the right to hold advertiser and/or its agent jointly the severally liable for such money as is due and payable to publisher for advertising that advertiser or its agent ordered and that was published.

If copy changes are not provided prior to the closing date, ad copy from the previous issue will be inserted.

Authority and License to use (1) the names, portraits and/or pictures of living persons; (2) any copyrighted material; and (3) any testimonials contained in any advertisement submitted by or on behalf of an advertiser are the responsibility of the advertiser and its agency if there be one. As part of the consideration and to induce AJ Publications LLC to publish such advertisement, the advertiser and its agency, if there be one, each agrees to indemnify and hold harmless AJ Publications LLC, against all loss, liability, damage and expense of whatsoever nature arising out of the copying, printing, or publishing of such advertisement.



WHO WE ARE

AJ Publications is the Publisher of the Contrails Citation, Contrails Embraer, POPA and TBM Magazines. Our magazine is written and edited for the well-informed, experienced pilot. Our readers are the owners and operators of these high-performance aircrafts, both in commercial useage and leisurely, representing the most dynamic group of pilots. AJ Publications' magazines fly with our readers and will allow your ad to reach, at a cost competitive rate, the market you desire.

CONTENT PROFILE



READER PROFILE*

*READERSHIP AND DISTRIBUTION NUMBERS VARY. CONTACT US FOR DISTRIBUTION INFORMATION. READERSHIP PROFILE REPRESENTS READERSHIP ACROSS ALL AJ PUBLICATIONS PRODUCTS.

3500+



EXCLUSIVE, HIGH NET WORTH INDIVIDUALS



DEDICATED PILOT ASSOCIATION MEMBERS



EXPERIENCED OWNERS, PILOTS, AND OPERATORS



OWNER-PILOTS, BOTH FOR COMMERCIAL AND LEISURE

WHY ADVERTISE WITH US?

TOP 3 REASONS

1 TARGETED MARKETING

Get your ad in a magazine that goes directly into the hands of owner/pilots who are also dedicated association members.

2 RELEVANT AND PROFESSIONAL EDITORIAL

Place an ad beside editorial content that is well-researched, well-received and has a finger on the pulse of aviation.

3 HIGH VALUE AD FOR READERS*

While general interest magazines flag, hobbyist and enthusiast magazines like our publications are in high demand among serious aviators.

(*NEW YORK TIMES, "LOYAL SUBSCRIBERS KEEP HOBBY MAGAZINES AFLOAT" CHRISTINE HAUGHNEY. DEC. 27, 2013. WEB)

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