



Naval Helicopter Association, Inc. (NHA)
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www.navalhelicopterassn.org

Hello and thank you for your interest in **Rotor Review**.

The Naval Helicopter Association, Inc. (NHA) is a non-profit 501(c)(6) professional organization that exists to support the U.S. Navy, Coast Guard and Marine Corps Rotary Wing Communities. NHA has a growing membership base of 3000+ Active Duty, Retired, Civilian and Corporate Members. Senior military leadership and organizations across the globe recognize NHA as a premier platform for Military Rotary Wing Aviation. Included with each NHA Membership is a digital or hard copy of our prestigious **Rotor Review** Magazine which is published quarterly. **Rotor Review** is intended to provide a forum for discussion and exchange of information on topics of interest to the various rotary wing communities. Additionally, **Rotor Review** showcases our Corporate Members and Sponsors as well as our two premier events, the National Symposium and Gulf Coast Fleet Fly-In / NHA Join-Up. Digital Rotor Review can be viewed with a (free) smart phone App and on any tablet, laptop or workstation.

If you haven't had the opportunity to read Rotor Review, here is a link to our most recent issue.
https://issuu.com/rotorrev/docs/tr_152_summer.21?fr=sYWUwODc4NzYz

The Digital Rotor Review is an interactive platform. Your banner ad can be a sidebar, leaderboard, or skyscraper. An embedded hyperlink or video within an article is also an option. Your ad can run quarterly or throughout the year. You have the option of refreshing the content included in the price.

If the goal of your organization is to stand out and be recognized as a leader within the Military Rotary Wing Community and with its Senior Leadership, then you do not want to miss this opportunity to advertise in the **Rotor Review** Magazine. Below is the 2020-2021 **Rotor Review** Media Kit which outlines the different advertising packages offered for the magazine.

Please do not hesitate to contact me with any questions you may have regarding advertising. I look forward to hearing from you.

Respectfully,

Allyson Darroch
Managing Editor **Rotor Review** Magazine
Naval Helicopter Association, Inc. (NHA)
rotorreview@navalhelicopterassn.org

2021-2022 Advertising Rates

Editorial Focus

Rotor Review magazine is a professional military publication that reports news and developments in rotary wing aviation. Through **Rotor Review**, active members and the extended naval helicopter community are provided with a quarterly update as to what the Fleet is doing around the globe. Articles are submitted by the pilots, aircrewmembers and maintainers currently conducting operational missions and leading-edge training exercises. Each issue includes first-person narratives, command updates, mission systems reviews, new products, discussions of current and future technology as well as historical articles and career guidance. We welcome articles from our industry partners as well.

Circulation

Rotor Review is distributed quarterly to all NHA Members to include Active Duty and Retired Navy, Coast Guard, and Marine Corps Rotary Wing Aviators and Civilians. Copies are also sent to libraries, senior military officers, government service civilians, and major aerospace executives / representatives. Current print circulation is 3000+. Analytics from our digital platform indicate the reach of Digital Rotor Review to be more than twice that number.

Online

Rotor Review Digital can be viewed with a (free) smart phone App and on any tablet, laptop or workstation. The digital copy may be downloaded for offline reading. Members also have access to digital copies of all **Rotor Review** magazines published since 1981.

The Digital Rotor Review is an interactive platform. Your virtual print ad can run quarterly or throughout the year. The option of refreshing the content is included in the price. Your virtual ad will be clickable and take the reader to your targeted site. You can demo a product, display information or highlight a press release. You can link to a video or your social media. The choice is up to you. Your ad will also appear in the printed version of **Rotor Review** and is included in the price.

Embedded hyperlinks or videos within an article are available options. For more information, please email rotorrreview@navalhelicopterassn.org.

The NHA website (www.navalhelicopterassn.org) displays company logos with links to the organization's website to help extend our sponsor's online reach. Corporate logos have clickable links and are displayed on NHA's homepage. NHA's webpage has on average 76,710 hits annually.

Contract Regulations

- Advertisers will be protected at their contracted rates for the duration of the contract year.
- All advertising is subject to approval of the publisher.
- Advertisement pricing is per quarter (3 months) with a discount for consecutive quarters.
- Cancellation / order revisions must be in writing 30 days prior to insertion order deadlines.

Payment

Completed contract and payment for advertisement must be received not later than 30 days after receipt of invoice. Publisher reserves the right to cancel any contract at any time upon default on the payment of bills. Check or Bank Transfer are preferred, as all credit card transactions will incur and additional 3% processing fee.

Submissions

All advertising media, hyperlinks, or videos as well as press releases, photos and articles should be sent to the Rotor Review Managing Editor (rotorreview@navalhelicopterassn.org).

Please see our website for details (www.navalhelicopterassn.org/submissions).

Allyson Darroch, Managing Editor – cell phone: (619) 823-9098

Rates

Size	Advertisement Rate (Per Quarter)	
	Member Rate	Non-Member
Full Page	\$2500	\$3500
2/3 Page	\$1750	\$2750
1/2 Page	\$1250	\$2250
1/3 Page	\$1000	\$2000
1/4 Page	\$750	\$1500
Banner Ad	\$500	\$1000
Interactive Logo	\$250	\$500

Virtual Demo Walk-Through / Video Link = \$2500

Centerfold = \$4000

Back Cover = \$3500

Inside Front Cover = \$3000

2 Page Spread (not in center of magazine) = \$3500

Inside Back Cover = \$2750

Mechanical Specifications (in inches)

Sizes	Width	Height
Full Page	8.4"	10"
2/3 Page (vertical)	4"	8"
1/2 Page (horizontal)	8"	4"
1/2 Page (vertical)	4"	8"
1/3 Page (horizontal)	8"	3"
1/3 Page (vertical)	3 5/8"	8"
1/4 Page (square)	4 1/2"	4 1/8"
Banner	3"	2"
Embedded Logo Link	Logo not to exceed 2" x 3"	

2021- 2022 Editorial Calendar

Rotor Review (RR) is published quarterly with current deadlines for insertion and publication listed below. The Spring Issue provides pre-Symposium information. The Fall Issue highlights information regarding the Gulf Coast Fleet Fly-In and NHA Join Up in Pensacola, FL. The Winter Issue showcases the Annual Photo Contest.

<u>Issue Focus</u>	<u>RR #</u>	<u>Submissions Deadline/ Estimated Publication Date</u>
Force of the Future	Fall 2021 (#154)	October 15 / November 30, 2021
Tilt or Rotary?	Winter 2022 (#155)	November 30, 2021 /January 10, 2022
Over the Horizon Aircraft	Spring 2022 (#156)	March 5 /April 15, 2022
The Mighty 53	Summer 2022 (#157)	June 27 /July 30