**2018 Advertising Rates**

**Editorial Focus**

*Rotor Review* magazine is a professional military publication that reports news and developments pertaining to 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 and aircrewmen currently conducting operational missions and leading-edge training exercises. Each issue includes first-person narratives, command updates, mission systems reviews, and current support from the corporate partners, commentary, and historical perspectives.

**Circulation**

*Rotor Review* is distributed quarterly to all NHA members who include active duty and retired Navy, Marine Corps, and Coast Guard rotary wing aviators and civilians. Copies are also sent to senior military officers and civilians, and major aerospace executives and representatives. Current circulation is 3000+.

**Online**

In addition to print, *Rotor Review* is available on line. A digital flipbook edition is provided to all members. Print ads are shown online and are clickable links to the advertiser’s website. This service is included for free with ad placement.

The NHA website www.navalhelicopterassn.org also displays company logos with links to the organizations website, to help extend our sponsor’s online reach. Sponsor logos have clickable links and rotate through a limited number of placements on the homepage.

**Contract Regulations**

* Advertisers will be protected at their contracted rates for the duration of contract year.
* All advertising is subject to approval of the publisher.
* 4X advertisements are consecutive.
* Cancellation/order revisions must be in writing 30 days prior to insertion order deadlines.

**ROTOR REVIEW MAGAZINE**

**Payment**

Completed contract and payment for advertisement must be received 30 days prior to first insertion deadline. Publisher reserves the right to cancel any contract at any time upon default on the payment of bills.

**Submissions**

All photo and article submissions for Rotor Review need to be emailed to the *Rotor Review* Community Editor or Logistics Editor. Please see our website for details.

[www.navalhelicopterassn.org/submissions](http://www.navalhelicopterassn.org/submissions). Phone number (619) 435-7139.

**All advertisements are in full color, unless otherwise requested.**

**Size Advertisement** **1X 1X 4X 4X**

 **(Corporate Rate) (Non-Corporate Rate) (Corporate Rate) (Non-Corporate Rate)**

Full Page $1000 $1250 $4000 $4500

2/3 Page $750 $1000 $3000 $3500

1/2 Page $500 $ 750 $2000 $2500

1/3 Page $300 $ 550 $1200 $1700

1/4 Page $250 $ 500 $1000 $1500

**UPGRADE TO PREMIER FULL-PAGE ADVERTISING PLACEMENT OPTIONS (Note: Price is for each issue and is awarded on priority of order placement)**

Centerfold (2 pages in Center of Magazine) $1500 Additional

Back Cover $1000 Additional

Inside Front Cover $750 Additional

2 Page Spread (Not in center of Magazine) $650 Additional

Inside Back Cover $500 Additional

**Mechanical Specifications**

|  |  |  |
| --- | --- | --- |
| **Sizes**  |   | **Width** **Depth**  |
| Full Page  |   | 7 5/16” 9 11/16”  |
| 2/3 Page (vertical)  |   | 7 1/2” 10”  |
| 1/2 Page (horizontal)  | 5” 10”  |
| 1/2 Page (vertical)  | 7 1/2” 4 7/8”  |
| 1/3 Page (horizontal)  | 2 5/16” 10”  |
| 1/3 (vertical)  | 3 5/8” 10”  |
| 1/4 Page (square)  | 4 1/2” 4 1/8”  |
| 2 Page Spread   | 17” 11”  |

**Trim Size**: 8 1/2” wide and 11” deep

**Bleed Size**: 8 3/4” wide and 11 1/4” deep

**Composition Costs**: Type setting, corrections, and alterations will be charged to the advertiser.

**Digital Format**: 300 dpi minimum. We can accept JPGS, EPS, TIFF, Photoshop or High-Resolution PDF files.

**Ad Details:**

Specifications/Requests:

Placement:

1

X

 4X

 Othe

Color

Other (please specify) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Size: \_\_\_\_\_\_\_\_

Start Issue #

**2018 Issues:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Issue  | Spring #140*Pre-Symposium Issue* | Summer #141 | Fall #142*Pre-Fly-In Issue* | Winter #143  |
| Release Date  | April 2018 | July 2018  | October 2018 | January 2019  |
| Ad Submission Deadline  | March 16  | May 31 | August 31 | November 16 |

**Payment Options:**

**Payment Due:** $

**Cash:** **Check:**  (Payable to NHA) **Credit Card:** MC/ VISA/ AMEX/ DISC (**circle one**)

**Credit card** #: \_\_\_\_\_\_\_\_\_\_\_ - \_\_\_\_\_\_\_\_\_\_\_\_ - \_\_\_\_\_\_\_\_\_\_\_ - \_\_\_\_\_\_\_\_\_\_\_

**Name on Credit Card: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**CCV**: \_\_\_\_\_\_\_\_\_\_ **Expiration Date**: \_\_\_\_\_\_\_\_\_\_ **Billing Zip Code**: \_\_\_\_\_\_\_\_\_\_

2018 Advertising Contract

**Date**: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Company Name**: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Mailing Address**:

  **Street** **Unit/Bldg.**

 **City**  **State**  **Zip**

**Advertising Point of Contact**

**Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**E-Mail: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Work Phone: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Cell Phone: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**