

ADVERTISE IN THE 2011 FACT BOOK

The ARN Fact Book is the most frequently referenced, comprehensive concessions resource book in the industry. For the past thirteen years the ARN Fact Book has been the most valued resource for airport and concession executives and other premium target groups who use the book daily. Plus, its 12-month read cycle gives it great advertising value.

Also, the ARN Fact Book will be going online! Online advertising rates soon to follow!



1 THE INDUSTRY RELIES ON THE ARN FACT BOOK...

The Fact Book has become the airport industry's foremost resource on concession programs in over 100 airports. The 500-page book gives details on sales, square footages, enplanements, dwell times, dominant airlines, existing tenants and lease expirations, not just on an airport-wide basis but for each terminal within the airport.

2 NO OTHER RESOURCE PROVIDES CONCESSIONS DETAILS...

ARN is the only publisher of detailed data on airport concession programs. The comprehensive data helps industry executives to benchmark and compare the sales performance of their airport against others.

3 THE INDUSTRY TRUSTS ARN...

The insightful coverage and editorial integrity of the ARN magazine has earned the publication the reputation as the best, most credible information resource in the airport industry.

That is why readers trust the integrity of the data in the ARN Fact Book and use it over and over all year. This makes it the perfect venue for advertisers to communicate their message to decision makers across several tiers of management at airports and companies doing business with airports.



Rates/Specs

The 2011 Fact Book Rates & Specs

DEADLINES

Space reservation deadline: **Thursday, May 12, 2011**
Artwork deadline: **Thursday, May 19, 2011**
On sale: **SUMMER 2011**

ADVERTISING RATES

Choose from the ad positions below and fax the form to
561.228.0882 ATTN: Gary Krasner.

- I would like to Reserve ~~The Front Cover~~ - \$5,000 **SOLD**
- I would like to Reserve ~~Binding/Spine~~ - \$4,000 **SOLD**
- I would like to Reserve ~~The Inside Front Cover~~ - \$3,600 **SOLD**
- I would like to Reserve ~~The Inside Back Cover~~ - \$3,400 **SOLD**
- I would like to Reserve ~~The Back Cover~~ - \$3,900 **SOLD**
- I would like to Reserve ~~The Bookmark~~ - \$4,000 **SOLD**
- I would like to Reserve **Page 1** - \$3,150
- I would like to Reserve a ~~Full Page 4-color Lead Page~~
~~Next to the Table of Contents~~ - \$3,150 **SOLD**
- I would like to Reserve a ~~Full Page 4-color Lead Page~~
~~Next to the Introduction~~ - \$3,150 **SOLD**
- I would like to Reserve a **Full Page 4-color Lead Page**
Next to the Glossary - \$3,150
- I would like to Reserve a **Full Page 4-color Lead Page**
Next to the 2nd Glossary Page - \$3,150
- I would like to Reserve a ~~Full Page 4-color Lead Page~~
~~Next to Airport Concessions Section~~ - \$3,150 **SOLD**
- I would like to Reserve a **Full Page 4-color Opening**
Specific Concessions Section - \$3,150
- I would like to Reserve a **Full Page 4-color Ad** - \$1510
- I would like to Reserve a **Half Page 4-color Ad** - \$940
 - Horizontal
 - Vertical
- I would like to Reserve a **Half Page B&W Ad** - \$800
 - Horizontal
 - Vertical

Name: _____
 Title: _____
 Company Name: _____
 Address: _____
 City: _____
 State/Zip: _____
 Phone: _____
 Fax: _____
 Email: _____
 Signature: _____

We accept American Express, Mastercard & Visa

Account #: _____
 Expiration Date: _____ Code: _____
 Signature: _____

AD SIZES

AD SIZES	WIDTH	HEIGHT
Trim	8.5"	11"
Full page bleed	8.75"	11.25"
Live area	7.75"	10.25"
1/2 page horizontal	7.375"	5"
1/2 page vertical	3.625"	10"

Note: There are NO bleeds on half page ads.

MATERIAL/SPEC REQUIREMENTS

FILE GUIDELINES

- Send finished artwork ONLY as a TIFF or PDF.
- We do not accept artwork submitted as MS Word or PowerPoint. Ads submitted in formats other than what is specified above, will be re-designed and a design fee of \$150/hour will be applied.
- All type must be outlined if sending a PDF.
- Off-set crop marks and printer information by at least 15 pts.
- Artwork must be CMYK and at least 300 dpi.
- Use only Postscript Type 1 fonts. Avoid using TrueType fonts.

HOW TO GET YOUR FILES TO US

Sending artwork via email, FTP, or free services such as YouSendIt.com are preferred. If you are sending a CD/DVD, please mail items to the address below.

PRINT OUTS

Supply final color or B&W laser printouts at actual size (100%). Output files should include **REGISTRATION MARKS** offset 15 pt. **ADVERTISER or AGENCY must provide digital color proofs at 100% size, created from the supplied digital file, on a contract-quality, digital halftone proofing system in accordance with SWOP web coated standards (AGFA Pressmatch, Kodak Approval, DuPont Waterproof, etc.). Laser or inkjet proofs are not considered accurate in color and will be used only to confirm content of the advertisement. If laser or inkjet proofs are supplied or if no proofs are supplied, PUBLISHER is not responsible for variances in color between supplied digital file and the completed magazine.**

CONTACT INFORMATION

SALES

Gary Krasner Executive Vice President & Publisher
561.477.3417 ext.101 Fax: 561.228.0882
e-mail: gary@airportrevenue.com

PRODUCTION

Ramon Lo Director of Marketing
561.477.3417 ext.100 Fax: 561.228.0882
e-mail: ramon@airportrevenue.com

SEND MATERIALS TO

Airport Revenue News, Attn: Ramon Lo
7777 Glades Rd, Suite 311
Boca Raton, FL 33434