

Airport Revenue News (ARN) is the most widely read, highly respected airport publication in the industry. Since 2001, ARN has earned its reputation as the most credible information resource in the airport industry.

**THE INDUSTRY TRUSTS
AIRPORT REVENUE NEWS...**

ARN's insightful coverage of timely and informative issues about revenue issues has led to improved decision making and business growth for readers.

**ADVERTISERS CAN COMMUNICATE
THEIR MESSAGE TO A PREMIUM TARGET...**

ARN readers are a highly coveted audience comprised of decision makers across several tiers of management at airports and companies doing business with airports. No other vehicle reaches this highly targeted market segment and its key decision makers.

**ARN'S INCISIVE COVERAGE IS A
MUST-READ FOR ALL DECISION MAKERS...**

ARN uncovers how to tap and maximize revenue reservoirs, as well as how to improve efficiencies and save costs.

**NO OTHER MAGAZINE OFFERS THE SPECIFIC
COVERAGE OF AIRPORT REVENUE NEWS...**

ARN is the only trade magazine that consistently covers airport financing strategies, creative cost-cutting solutions, innovative strategies that work, how other airports and their businesses are overcoming specific obstacles, and many other issues of importance.



Circulation: 3,000
Readership: 15,000*

Bonus distribution of the magazine at relevant trade shows throughout the year will increase the circulation.
 *The readership figure represents the average pass-along rate calculated by ARN based on responses to a subscriber survey.

Who is the ARN Reader?

Readership Profile:

The decision makers at airports and concession companies, suppliers, consultants and designers have come to rely on the news coverage of ARN. These include boards of commissioners; aviation directors; airport finance directors; properties managers; retailing executives; news/gift, duty free and food/beverage operators; aviation and retail consultants; retail and food developers; aviation management firms; retail architects; terminal planners and designers; merchandise and equipment suppliers; service providers; and aviation associations.

Sex	60% male	40% female
Age	80% 30-55	20% other
Highly Educated	90%	

Based on reader survey responses and assumptions as to age and education.



Categories

Airports	25%
Retailers	18%
Food and Beverage Operators	18%
News and Gift Operators	12%
Consultants	11%
Duty Free Operators	5%
Service Providers	4%
Architects	3%
Developers and Management Companies	2%
Vendors	1%
Airport and Retail Associations	1%

Based on reader survey responses.

THE 2010 EDITORIAL CALENDAR

Publication date is the first week of every month.
Editorial and deadlines are subject to change.

MAY

ARN'S BEST AIRPORT PROGRAMS AND CONCESSIONAIRES

BONUS DISTRIBUTION: AAAE Conference and Exposition in Dallas, TX. May 16-19, 2010

- **Winners:** ARN's Best Airport Programs And Concessionaires
- **Presentation:** Why They Won
- **Airports:** Still A Good Investment?
- **Parking:** Innovative Services
- **Meet The Staff:** Get Acquainted With The Port Authority Of NY & NJ Staff
- **5 & Under:** Issues Special To Airports With Less Than 5 Million Passengers
- **Latest Buzz:** Featuring One Airport's Expansion Or Renovation
- **Booming:** A New Successful Company Growing In Airports
- **Duty Free:** News From Martin Moodie
- **Project: Airports:** The Philanthropic Side Of Dallas Love Field
- **Reality Check:** Directors Educate Congressional Committees On Airport Needs

Space deadline: April 8, 2010

Artwork deadline: April 15, 2010

JUNE

DBE ISSUE

BONUS DISTRIBUTION: Airport Business Diversity Conference in New Orleans, LA, June 19-22, 2010

- **DBE Program:** Deciphering New Rules & Regs
- **Diversity:** DBE Participation: Stronger Or Weaker
- **Spotlight:** New DBE Operators Succeeding In Airports
- **Roundtable:** Keeping DBE Goals At The Forefront
- **Meet The Staff:** Get Acquainted With The Sacramento Staff
- **5 & Under:** Issues Special To Airports With Less Than 5 Million Passengers
- **Latest Buzz:** Featuring One Airport's Expansion Or Renovation
- **Noteworthy:** A Company's Special And Timely News
- **Duty Free:** News From Martin Moodie
- **Project: Airports:** The Philanthropic Side Of New Orleans
- **Reality Check:** Directors Educate Congressional Committees On Airport Needs

Space deadline: May 11, 2010

Artwork deadline: May 18, 2010

JULY

FOOD AND BEVERAGE

- **Profiles:** What Makes High Producers Tick
- **Trends:** Food Concepts Making A Splash
- **Spotlight:** Small Companies To Watch
- **Operations:** Innovative Recycling Programs
- **IT:** Managing Operations Remotely
- **One on One:** Important Industry Person
- **Meet The Staff:** Get Acquainted With San Diego Staff
- **5 & Under:** Issues Special To Airports With Less Than 5 Million Passengers
- **Latest Buzz:** Featuring One Airport's Expansion Or Renovation
- **Booming:** A New Successful Company Growing In Airports
- **Duty Free:** News From Martin Moodie
- **Project: Airports:** The Philanthropic Side Of St. Louis
- **Reality Check:** Directors Educate Congressional Committees On Airport Needs

Space deadline: June 10, 2010

Artwork deadline: June 17, 2010

AUGUST

SPECIALTY, NEWS AND GIFTS

- **Trends:** Specialty Concepts With Staying Power
- **Design:** Stunning Storefronts
- **Spotlight:** Small Retailers With Big Concepts
- **IT:** Strategies To Slash Shrinkage
- **Politics:** Progress On Reauthorization
- **Meet The Staff:** Get Acquainted With The Ft. Lauderdale Staff
- **5 & Under:** Issues Special To Airports With Less Than 5 Million Passengers
- **Latest Buzz:** Featuring One Airport's Expansion Or Renovation
- **Noteworthy:** A Company's Special And Timely News
- **Duty Free:** News From Martin Moodie
- **Project: Airports:** The Philanthropic Side Of Montreal
- **Reality Check:** Directors Educate Congressional Committees On Airport Needs

Space deadline: July 9, 2010

Artwork deadline: July 16, 2010

THE 2010 EDITORIAL CALENDAR

Publication date is the first week of every month.
Editorial and deadlines are subject to change.

SEPTEMBER

PROJECT: AIRPORTS MONTH,

Get behind your airports in this issue, ARN celebrates 9-year anniversary SPECIAL DISTRIBUTION at ACI-NA September 26-29, 19th Annual Conference & Exhibition, Pittsburgh, Pennsylvania.

- **Interviews:** Key Directors Speak Out
- **Support:** Special Media Blitz For Airports
- **Airports:** New Financing Initiatives
- **Airports:** Most Innovative Airports
- **Revenue:** Tapping New Revenue Sources
- **One on One:** Congressperson Speaks Out On Importance Of Airports
- **Meet The Staff:** Get Acquainted With The Toronto Staff
- **5 & Under:** Issues Special To Airports With Less Than 5 Million Passengers
- **Latest Buzz:** Featuring One Airport's Expansion Or Renovation
- **Booming:** A New Successful Company Growing In Airports
- **Duty Free:** News From Martin Moodie
- **Project: Airports:** The Philanthropic Side Of Pittsburgh
- **Reality Check:** Directors Educate Congressional Committees On Airport Needs

Space deadline: Aug. 11, 2010

Artwork deadline: Aug. 18, 2010

OCTOBER

ARN AWARD NOMINEES

- **Nominees:** Why They Were Chosen
- **Roundtable:** How Can Airports Attract More National Brands
- **Greening:** Solar, Wind, Nat Gas, Power Big Savings
- **Parking:** Maximizing Rates To Attract Parkers
- **Meet The Staff:** Get Acquainted With The Louisville Staff
- **5 & Under:** Issues Special To Airports With Less Than 5 Million Passengers
- **Latest Buzz:** Featuring One Airport's Expansion Or Renovation
- **Noteworthy:** A Company's Special And Timely News
- **Duty Free:** News From Martin Moodie
- **Project: Airports:** The Philanthropic Side Of Albany
- **Reality Check:** Directors Educate Congressional Committees On Airport Needs

Space deadline: Sept. 9, 2010

Artwork deadline: Sept. 16, 2010

NOVEMBER

ARN'S BEST DIRECTOR OF SMALL AIRPORTS

SPECIAL DISTRIBUTION at ACI-NA Airport Concessions Conference, Phoenix, Arizona, Nov. 8-11, 2010

- **Best:** Interview With ARN's Best Director Of Small Airports
- **Interviews:** The Director's Strongest Qualities
- **RFPs:** The Art And Science Of A Winning Submission
- **Revenue:** Passenger Services: Are They Still Essential To the Mix?
- **Advertising:** New Trends, New Technologies
- **Meet The Staff:** Get Acquainted With The Phoenix Staff
- **5 & Under:** Issues Special To Airports With Less Than 5 Million Passengers
- **Latest Buzz:** Featuring One Airport's Expansion Or Renovation
- **Booming:** A New Successful Company Growing In Airports
- **Duty Free:** News From Martin Moodie
- **Project: Airports:** The Philanthropic Side Of El Paso
- **Reality Check:** Directors Educate Congressional Committees On Airport Needs

Space deadline: Oct. 11, 2010

Artwork deadline: Oct. 21, 2010

DECEMBER '10/JANUARY '11

BEST DIRECTOR OF THE YEAR LARGE/MEDIUM AIRPORTS

Plus, ARN's Year End Wrap Up

A Special Year-End DOUBLE Issue

- **Best:** Best Director Highlight (Large/Medium Airport Category)
- **Airports:** Year In Review And What's Ahead
- **Airlines:** Year In Review And What's Ahead
- **Concessionaires:** Year In Review And What's Ahead
- **Traffic:** Year In Review And Future Outlook
- **One on One:** Key Industry Person Shares Secrets To Success
- **Meet The Staff:** Get Acquainted With The Chicago O'Hare & Midway Staff
- **5 & Under:** Issues Special To Airports With Less Than 5 Million Passengers
- **Latest Buzz:** Featuring One Airport's Expansion Or Renovation
- **Noteworthy:** A Company's Special And Timely News
- **Duty Free:** News From Martin Moodie
- **Project: Airports:** The Philanthropic Side Of Edmonton
- **Reality Check:** Directors Educate Congressional Committees On Airport Needs

Space deadline: Nov. 12, 2010

Artwork deadline: Nov. 18, 2010

ADVERTISING RATES (all rates are net)

	1x	3x	6x	12x
Full Page	\$3,283	\$3,186	\$3,026	\$2,830
2/3 Page	\$2,554	\$2,478	\$2,354	\$2,201
1/2 Page	\$2,009	\$1,949	\$1,851	\$1,732
1/3 Page	\$1,246	\$1,208	\$1,147	\$1,073
Inside Front	\$6,083	\$5,900	\$5,605	\$5,241
Inside Back	\$5,110	\$4,956	\$4,708	\$4,402
Back Cover	\$6,570	\$6,373	\$6,054	\$5,660

Add 12% for guaranteed or premium position.

DESIGN CHARGE

Full & 2/3 pages\$500

1/2 & 1/3 pages\$400

Price includes one round of revisions,
Additional revision will be billed @ \$150.00 per hour.

CONTACT INFORMATION

PRODUCTION

Ramon Lo

561.477.3417 ext.100

email: ramon@airportrevenue.com

SALES

Gary Krasner Executive Vice President & Publisher

561.477.3417 ext.101

Fax: 561.355.8188

email: gary@airportrevenue.com

SEND MATERIALS TO

Airport Revenue News, Attn: Ramon Lo

7777 Glades Road, Suite 311

Boca Raton, FL 33434

AD SIZES WIDTH HEIGHT

AD SIZES	WIDTH	HEIGHT
Trim	8.5"	11"
Full page bleed	8.75"	11.25"
- live area	7.75"	10.25"
Full page non-bleed	7.375"	10"
2/3 page	4.833"	10"
1/2 page horizontal	7.375"	4.875"
1/2 page vertical	4.833"	7.375"
1/3 page horizontal	7.375"	3.125"
1/3 page square	4.833"	4.875"
1/3 page vertical	2.292"	10"

IMPORTANT GUIDELINES

- Submit artwork minimum 300dpi
- Send artwork as either high resolution TIF, EPS or PDF
- Supply a color or B&W print out if sending artwork via CD
- Use PostScript Type 1 Fonts, including both screen & printer fonts that are used

PLEASE DO NOT

- Don't submit artwork with spot or PMS colors
- Don't submit artwork in formats such as Microsoft Word, PowerPoint, etc.
- Don't use TrueType fonts
- Don't add a bleed for fractional ads

HOW TO GET YOUR FILES TO US

Removable Media: CD-ROM. To email larger files: save as high resolution PDF file, we will convert file as we get it.

SPECS

PAGE LAYOUT APPLICATION

Do not apply color attributes to B&W images (TIF) within page layout application.

VECTOR ART PROGRAMS

Adobe Illustrator, up to version CS (**all type must be outlined**).

PHOTO IMAGING PROGRAMS

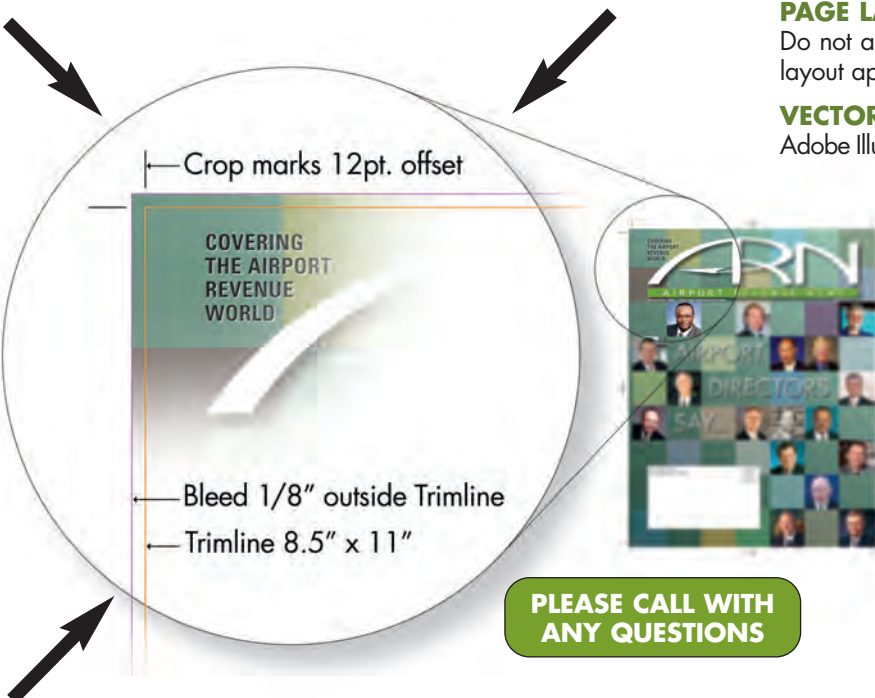
Adobe Photoshop, up to version CS We prefer 4 color (CMYK) images be saved as composite TIF files or, if a clipping path is being used, as an EPS file. Supply all images as either CMYK or grayscale high res. (300 dpi) images.

FONTS

Use Postscript Type 1 fonts and include both screen & printer fonts that are used. Avoid using TrueType fonts. Do not apply style attributes to fonts from within page layout application.

PRINT OUTS

Supply final color or B&W laser printouts at actual size (100%). If possible, output final printouts with "registration marks".





Advertising

ADVERTISING AGREEMENT

Advertiser _____ Date _____
 Ad Agency _____ ARN Contact: Gary Krasner
 Contact _____ Frequency _____
 Billing Address _____ City _____
 State/Zip _____ Phone _____
 Fax _____ E-mail _____

Issue	Year	Size Shape	Color	Premium Position	Premium Charges	Production Charges	Space Charge	Net Amount
Double Issue Dec./Jan.								
February								
March								
April								
May								
June								
July								
August								
September								
October								
November								

Bill To: Corporate Name _____ Contact _____
 Billing Address _____ Title _____
 Billing Address _____ E-mail _____
 City _____ State/Zip _____
 Telephone _____ Fax _____
 Authorized Signature _____ Print Name _____
 Pick Up Art: **Month:** _____ **Year:** _____ Comments: _____
 New Art to Arrive: **Contact:** _____ Date for New Art to Arrive: _____

Notes:

For more information contact: **Gary Krasner**, tel: **561.477.3417** ext. **101**; fax: **(561) 355-8188**; or email gary@airportrevenue.com

PAYMENT POLICIES

1. All advertising is accepted on a prepaid basis unless accompanied by an insertion order from a recognized Advertising Agency (AGENCY) or until an account has been opened with Airport Revenue News (PUBLISHER) by the advertiser (ADVERTISER).
 2. Terms: Invoices are due and payable net 30 days. All overdue invoices are subject to a 1.5% Finance Charge per month. Checks that are returned to ARN for non-payment will be subject to a minimum fee of \$35 which will be automatically applied to the outstanding balance.
 3. In the event of non-payment, PUBLISHER will hold ADVERTISER and/or its AGENCY jointly and separately liable for such monies as are due and payable to the PUBLISHER.
 4. ADVERTISER hereby agrees to indemnify PUBLISHER for any expense PUBLISHER may incur to enforce collection of any amount due after the agreement and ADVERTISER agrees to pay attorney's fees and court costs incurred in such collection.
 5. With respect to any account in excess of thirty (30) days past due, no materials will be returned by PUBLISHER until account is paid in full.
- * The parties agree that any litigation arising out of this contract shall be brought in the appropriate court in Palm Beach County, Florida.

CANCELLATIONS and RATE CHARGES

1. Cancellations must be in writing and received prior to space closing date. Verbal cancellations will not be accepted. Any unfulfilled contract is subject to a short rate to the highest earned frequency.
2. Position is not guaranteed nor is advertising accepted subject to position unless premium is contracted for. Cover and premium position contracts are non-cancelable.
3. If materials for scheduled insertions are not received by the closing date, PUBLISHER may insert a previous advertisement; if no such material is on hand, PUBLISHER may then prepare and insert advertisement without approval of copy of layout by the ADVERTISER. PUBLISHER then reserves the right to charge the advertiser the appropriate design rate as specified on the RATE/SPEC sheet.
4. No proofing of ads or changes will be accepted after the artwork deadline.
5. If ADVERTISER-submitted artwork does not meet PUBLISHER'S ad requirements as specified on the RATE/SPEC sheet, the PUBLISHER reserves the right to charge the ADVERTISER design fees specified on RATE/SPEC sheet for any adjustments needed to make artwork comply with specifications.
6. PUBLISHER has the right to reject any advertising material which in PUBLISHER'S sole judgment does not meet the quality, character or format of the magazine.

ADVERTISER REQUIREMENTS

1. PUBLISHER requires ADVERTISER or AGENCY to 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, PUBLISHER is not responsible for variances in color between supplied digital file and the completed magazine.

"**ARN** has done a terrific job in the post 9/11 environment keeping its audience up to speed on the new issues and challenges that face the nation's airports. In this most daunting time in aviation history, **ARN** is chronicling the path to recovery with insightful commentary and "news you can use."

—**Jeffrey Fegan, Chief Executive Officer,
Dallas-Ft. Worth International**

"You are to be commended for your focus on a very important and fundamental element of what airports do every day. Let me compliment you on the evolution of Airport Revenue News from a newsletter focusing on retail to a first rate magazine focusing on all aspects of airport business. I always enjoy my copy immensely."

—**Bill DeCota, Director,
Port Authority New York of New Jersey**

"For airports, it has been a real struggle to maintain customer service while cutting budgets, strengthening security and straining to meet debt payments after years of expansion. Careful coordination and communication throughout the airport and transportation community is essential. **ARN** highlights the best ideas in the industry. In the process, it challenges all of us to keep looking for ways we can improve services to the traveling public."

—**Jeffrey Hamiel, Executive Director, Metropolitan
Airport Commission - Minneapolis/ St. Paul**

"**ARN** is a valuable source of information. The publication's well-written articles paint a clear picture of what is happening at Logan International Airport as well as other major airports across the country. **ARN** provides its readers with current information and an important outlook of what the future may hold for the industry in general."

—**Thomas J. Kinton, Jr.
Massport Aviation Director**

"**ARN** provides a comprehensive overview of how airport concessionaires are doing in different types of markets. It's interesting to read articles regarding various individuals involved in the concession business in gaining insight into their views regarding airport operations. We enjoy reading comments from CEOs and trying to understand their side of the business."

—**Patrick Graham, Executive Director,
Savannah International**

"**ARN** is the best overall. Pauline and her staff take the time to report on a topic – fairly and in-depth. **ARN** is right on target when they report news and initiatives in the aviation industry. Airport management is a complex relationship between business and government policy. Our industry is faced with new challenges, those imposed by government and those by economic factors. Whatever the issue, **ARN** is on top of our industry."

—**Bruce V. Pelly, Director,
Palm Beach County Department of Airports**

"**ARN** truly has its finger on the pulse of today's aviation industry issues and trends. The timely, well-written articles have provided a wealth of information that will help us as we move forward with the final design and solicitation process for our \$386 million Midfield Terminal Complex. We are so impressed with **ARN** that we have purchased subscriptions for each member of our Airports Special Management Committee and Board of Port Commissioners. It has proven to be an excellent educational tool for these policy makers as well as members of our staff."

—**Robert Ball, Executive Director,
Southwest Florida International**

"Since September 11th, the industry has been facing tremendous changes, reduction in passengers, changes in clearance procedures, passengers only beyond the checkpoint, etc. **ARN** has helped in sorting out what other airports are faced with around the country and where we might direct our efforts to the inevitable changes that will face us in the near and long-term future."

—**Kent George, Executive Director,
Pittsburgh International**

"The challenges all airports will face in the future will, in all likelihood, be greater than those of the past several months. **ARN** has provided a fresh and hard hitting perspective on the challenges at hand. The value of **ARN** to me and my staff has grown as **ARN** has broadened its perspective over the past year to address how the challenges we all face today will effect current and future revenue streams. **ARN's** presentation of industry perspectives, from airport leaders to consulting experts, provides us with options and alternatives which help in the formulation of local solutions."

—**Scott Brockman, Finance & Administration,
Memphis International Airport**