



# Advertise

## WHY ADVERTISE ON AIRPORTREVENUENEWS.COM

*AirportRevenueNews.com hosts over 35,000 unique visitors, 90,000 unique visits, and 160,000 unique page views on an annual basis.*



### **THE INDUSTRY TRUSTS AIRPORTREVENUENEWS.COM**

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

### **ADVERTISERS CAN COMMUNICATE TO A TARGETED AUDIENCE**

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 digital content allows for new and enhanced ad placement opportunities.

### **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.

### **AIRPORT REVENUE NEWS MAGAZINE AVAILABLE ON APPLE & AMAZON DEVICES**

Since the February 2013 release of the Airport Revenue News magazine application, over 2,000 users have downloaded the Airport Revenue News APP on their Apple & Amazon Devices. ARN's digital content allows for optimum targeting among our premium Tablet and web audience.

### **NO OTHER OUTLET OFFERS THE SPECIFIC COVERAGE OF AIRPORT REVENUE NEWS**

ARN is the only news source 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.

COVERING THE AIRPORT REVENUE WORLD



# Advertise

## DIGITAL RATES & SPECS

Ad Unit: **Leaderboard**

Placement: **Top of Home Page or ROS (top HEADER)**

Dimensions: **728 X 90**

Units available (rotating): **6**

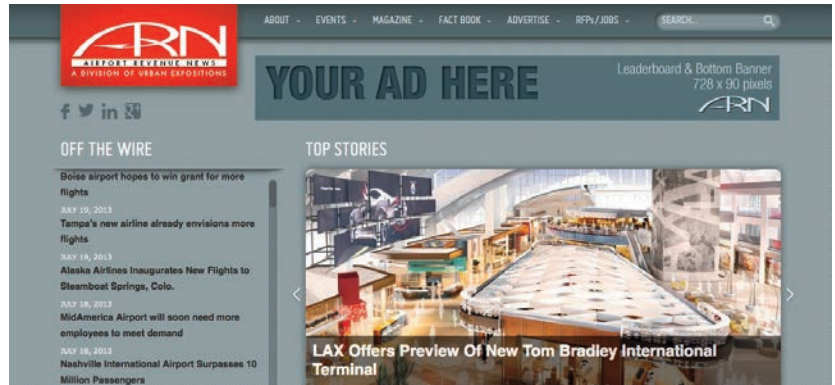
Open Rate: **\$1,650/month**

3 month: **\$1,500/month**

6 month: **\$1,375/month**

12 month: **\$1,250/month**

\*Add a 12% premium for placement on Home Page.



Ad Unit: **Bottom Leaderboard**

Placement: **Bottom of Home Page or ROS (below PUBLICATION)**

Dimensions: **728 X 90**

Units available (rotating): **6**

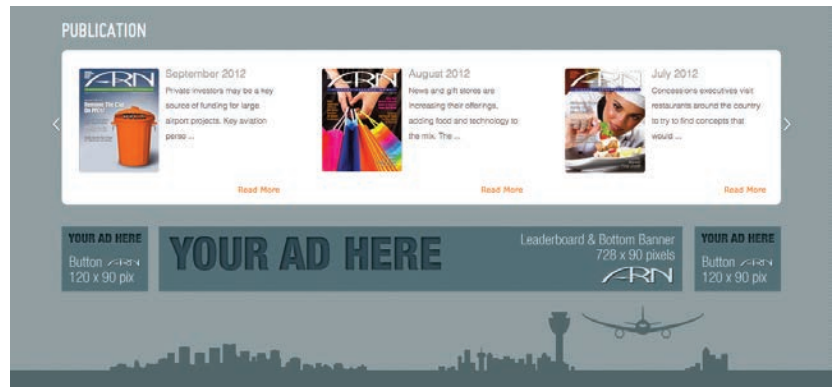
Open Rate: **\$1,375/month**

3 month: **\$1,250/month**

6 month: **\$1,125/month**

12 month: **\$1,000/month**

\*Add a 12% premium for placement on the Home Page



Ad Unit: **Bottom Button Ad**

Placement: **Bottom of Home Page or ROS (below PUBLICATION)**

Dimensions: **120 X 90**

Units available (rotating): **6**

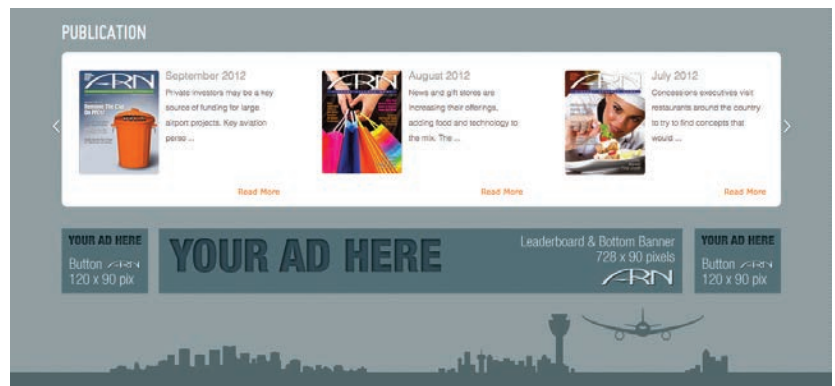
Open Rate: **\$975/month**

3 month: **\$750/month**

6 month: **\$675/month**

12 month: **\$600/month**

\*Add a 12% premium for placement on the Home Page



# Ad Unit: Interior News Rectangle

Placement: **Left under LATEST NEWS FLASH (Interior news pages only. Run of Site.)**

Dimensions: **300 X 250**

Units available (rotating): **6**

Open Rate: **\$1,150/month**

3 month: **\$1,000/month**

6 month: **\$875/month**

12 month: **\$750/month**



# Ad Unit: Interior Middle Banner

Placement: **Mid page under news content (Interior news pages only. Run of Site.)**

Dimensions: **728 x 90**

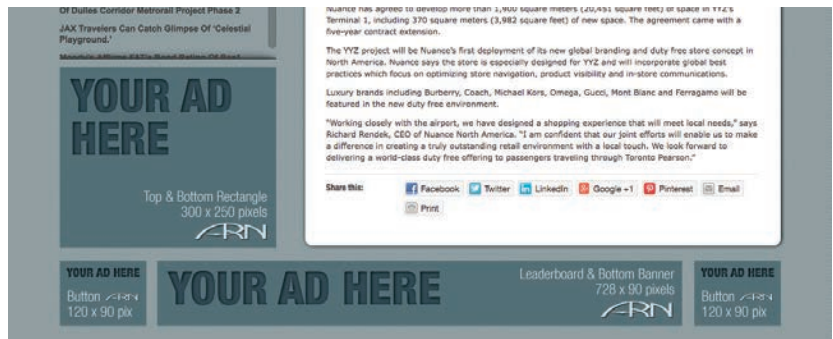
Units available (rotating): **4**

Open Rate: **\$1,150/month**

3 month: **\$1,000/month**

6 month: **\$875/month**

12 month: **\$750/month**



# Ad Unit: Interior Button Ad

Placement: **Mid page under news content (Interior news pages only. Run of Site.)**

Dimensions: **120 X 90**

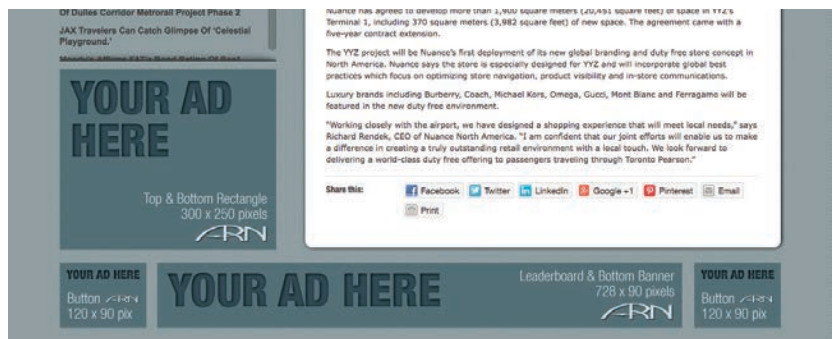
Units available (rotating): **6**

Open Rate: **\$850/month**

3 month: **\$700/month**

6 month: **\$600/month**

12 month: **\$500/month**





# Advertise

## DIGITAL RATES & SPECS

**\*\*These are ARN standard rates and sizes. If you would like to inquire about customized rates and packages please contact us**

### Design Guidelines:

**Ads may link back to your website. Please supply the URL for the website or landing page at time of ad submission.**

**All advertising and landing pages are subject to ARN editorial review. We do not accept intrusive pop-up, pop-under or floating ads.**

### Design Deadlines:

**Ad Creative Turnaround Time:**

**New Campaign Creative must be received at least 3 days before scheduled start date. Additional time may be required for multiple ads.**

**Revisions: 1 business day**

**Client Supplied Creative: we accept .GIF & .JPEG files. Please keep file size under 250 KB.**

**Preferred image resolution is 72 dpi.**

**Preferred logo format is .psd, (native Photoshop file with layers), Illustrator .eps, or Freehand .eps (type converted to outlines or fonts included with job).**

### CONTACT INFORMATION

**PRODUCTION**

**Donna Crowley**

561.257.1026

email: [donna@airportrevenue.com](mailto:donna@airportrevenue.com)

**SEND MATERIALS TO**

Airport Revenue News, Attn: Donna Crowley

3200 North Military Trail, Suite 110

Boca Raton, FL 33431



# Advertising

## DIGITAL ADVERTISING AGREEMENT

Advertiser \_\_\_\_\_ Date \_\_\_\_\_  
 Ad Agency \_\_\_\_\_ ARN Rep. \_\_\_\_\_  
 Contact \_\_\_\_\_ Frequency \_\_\_\_\_  
 Billing Address \_\_\_\_\_ City \_\_\_\_\_  
 State/Zip \_\_\_\_\_ Phone \_\_\_\_\_  
 Fax \_\_\_\_\_ E-mail \_\_\_\_\_

Month	Year	Size Shape	Color	Premium Position	Premium Charges	Production Charges	Space Charge	Net Amount
January								
February								
March								
April								
May								
June								
July								
August								
September								
October								
November								
December								

Bill To: Corporate Name \_\_\_\_\_ Contact \_\_\_\_\_  
 Billing Address \_\_\_\_\_ Title \_\_\_\_\_  
 Billing Address \_\_\_\_\_ E-mail \_\_\_\_\_  
 City \_\_\_\_\_ State/Zip \_\_\_\_\_  
 Telephone \_\_\_\_\_ Fax \_\_\_\_\_  
 Authorized Signature \_\_\_\_\_ Print Name \_\_\_\_\_

**Start Date:** \_\_\_\_\_ **End Date:** \_\_\_\_\_

Pick Up Art: **Month:** \_\_\_\_\_ **Year:** \_\_\_\_\_ Comments: \_\_\_\_\_

New Art to Arrive: **Contact:** \_\_\_\_\_ Date for New Art to Arrive: \_\_\_\_\_

Notes:

For more information contact: **Production**  
 Donna Crowley - tel: 561.257.1026; or email donna@airportrevenue.com



# Terms and CONDITIONS

## **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.