



AIRPORTS COUNCIL  
INTERNATIONAL  
**NORTH AMERICA**

**AIRPORTSCOUNCIL.ORG**

**THE VOICE OF AIRPORTS**



ACI-NA  
MEDIA PLANNER

**CONTACT:**

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CENTERLINES MAGAZINE

CENTERLINES PRODUCTS & SERVICES GUIDE

AIRPORTSCOUNCIL.ORG WEBSITE SALES

FACTS ABOUT AIRPORTS & THE 2019 ACI-NA  
MEMBERSHIP AND MEDIA DIRECTORY

ACI-NA CONFERENCE ENEWSLETTER

CENTERLINES TODAY ENEWSLETTER

# WHY ACI-NA?

Airports Council International-North America (ACI-NA) is the largest of the five worldwide regions of Airports Council International representing local, regional and state governing bodies that own and operate commercial airports in the United States and Canada. ACI-NA provides services that strengthen the ability of airports to serve their passengers, customers and communities.



ACI-NA represents local, regional and state governing bodies that own and operate commercial airports in the United States and Canada. Our members enplane more than **95%** of the domestic and virtually all the international airline passenger and cargo traffic in North America.

## BY THE NUMBERS:



We represent **95%** of airports in North America.



Between 2017 and 2021, America's airports have capital development needs in excess of **\$20 BILLION** a year.



**7 OUT OF 10** members are more likely to purchase products featured in an ACI-NA publication.

Nearly half of members spend more than **\$10 MILLION** a year on products and services.



**9 OUT OF 10** readers surveyed indicate that they make purchasing decisions or have influence on those decisions.



**9 OUT OF 10** readers say they find *Centerlines'* content relevant to their jobs.



**95%**

## WHO WE REACH:



- Airfield operations, security and safety managers
- Airline construction and terminal managers
- Airline executives
- Airport commissioners
- Airport concessions directors
- Airport directors
- Airport executives
- Airport IT managers
- Corporate level management
- Directors of airport development
- Federal, state and local officials
- Members involved with research, training and education
- Owners and managers of aviation-related firms that do business with airports
- Retailers and developers
- Vice Presidents of planning & development

Source: <http://airportscouncil.org>

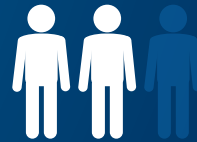
# ABOUT

# CENTERLINES

Our award-winning *Centerlines* magazine delivers the latest news on legislative and regulatory policies, airport customer service programs, managing the business side of an airport, successful air service recruiting efforts and security, safety and environmental issues.



**4 OUT OF 5** members surveyed view advertisers as more supportive of their association.



More than **2 OUT OF 3** readers surveyed are more likely to consider purchasing products and services from advertising companies.



**9 OUT OF 10** readers say they find Centerlines' content relevant to their jobs.

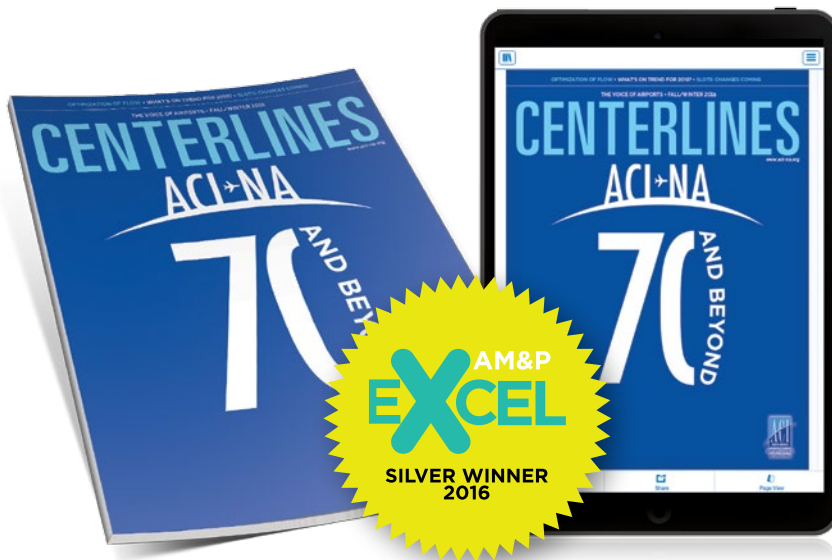


## WHAT ADVERTISERS ARE SAYING:

"When we placed our first ad in 'Centerlines Magazine,' we never expected immediate results, but within a couple days of publication, we got a call from our first airport prospect."

-Mark Sisson  
NanoSeptic Surfaces

# PRINT OPTIONS:



## **CENTERLINES MAGAZINE PRINT & DIGITAL EDITIONS**

With bonus distribution at conferences throughout the year, ACI-NA's award-winning official bi-annual magazine delivers the latest industry news on legislative and regulatory policies, managing the business side of an airport, and other trending topics. Centerlines is also available to members in a fully interactive digital version.



## **FACTS ABOUT AIRPORTS & ACI-NA MEMBERSHIP AND MEDIA DIRECTORY PRINT & DIGITAL EDITIONS**

Combining the ACI-NA Membership Directory and Annual Report, this publication includes information about each member airport, state of the industry information and exclusive ACI-NA data providing greater insight into the airport industry and is also available in a fully interactive digital version.



# ONLINE OPTIONS:

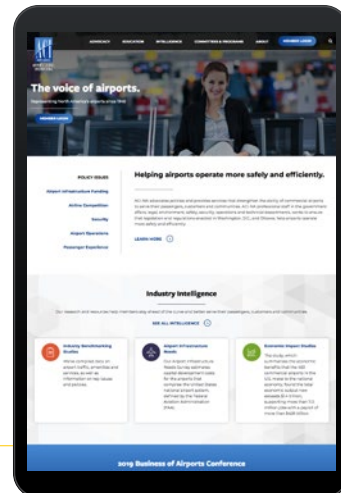


## CENTERLINES PRODUCTS & SERVICES GUIDE

Our interactive digital guide makes it easy for potential buyers to locate products and professional services they need with hyperlinks, multiple search capabilities and rich search results.

## ACI-NA WEBSITE ADVERTISING ON AIRPORTSCOUNCIL.ORG

Reach member and non-member visitors and reinforce your marketing message by advertising on the official ACI-NA website.



## CENTERLINES TODAY NEWSLETTER

Our daily newsletter allows members to stay informed about timely industry topics and association news in the office or on the go.

## ACI-NA CONFERENCE NEWSLETTER

Distributed straight to the inbox of show attendees, drive traffic to your exhibit and enhance your brand.



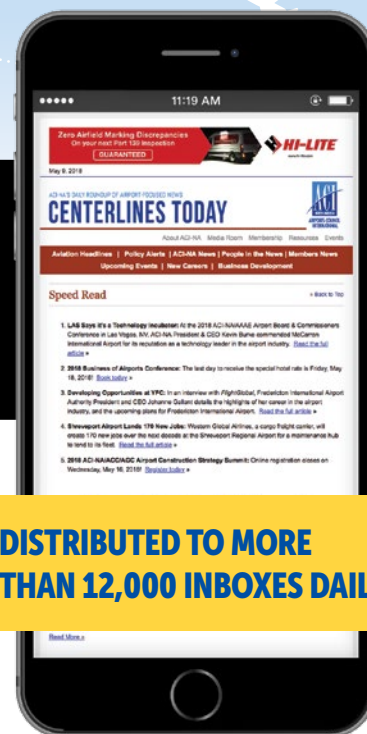
# CENTERLINES TODAY

## NEWSLETTER

Now more than ever, professionals consume information on the go. Our *Centerlines Today* eNewsletter allows members to stay informed about timely industry topics and association news daily, whether they are in the office or on the road.

### ENJOY THE BENEFITS OF A TARGETED eNEWSLETTER:

- Delivers your message directly to the inbox of decision-makers on daily basis
- Frequently forwarded to others for additional exposure
- Cross-promoted in other ACI-NA publications and communications pieces
- Directs visitors to the landing page of your choice to facilitate the purchasing process
- Archives are accessible for unlimited online viewing
- Limited available ad space makes each position exclusive



**DISTRIBUTED TO MORE  
THAN 12,000 INBOXES DAILY.**



**1 Top Banner** 640 x 80 pixels  
12 Months | \$12,995

- Exclusive Position – NO ROTATION

**2 1st Sponsored Content** 468 x 160 pixels  
12 Months | \$7,500

- Naylor will create the ad
- Client supplies 3-5 words for the header and 30-50 words for the summary text
- Client supplies thumbnail image at 180 x 150 pixels
- JPEG Only

**2nd Sponsored Content** 468 x 160 pixels  
12 Months | \$6,400

**3 Horizontal Banner** 468 x 60 pixels  
12 Months | \$10,500

- Six Positions Available – NO ROTATION

**4 Spotlight Tile** 125 x 125 pixels  
12 Months | \$1,650

- Four Positions Available – NO ROTATION

### DISTRIBUTED DAILY SECTIONS INCLUDE

- Today's Top Five
- Aviation Headlines
- Policy and Regulatory Alerts
- People in the News
- Latest ACI-NA Blog Posts
- Welcome to ACI-NA
- ACI-NA Member News
- Upcoming ACI-NA Events
- New Opportunities

Online Specifications - For more information, visit: [www.naylor.com/onlinespecs](http://www.naylor.com/onlinespecs)

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

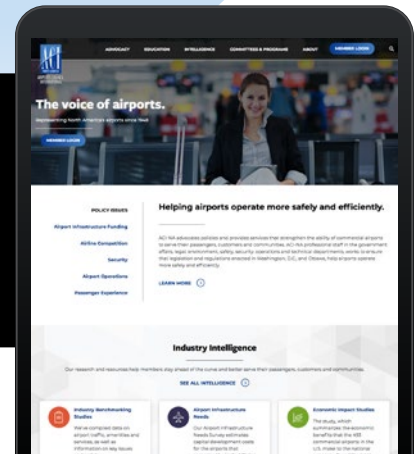
# AIRPORTCOUNCIL.ORG WEBSITE SALES

## AIRPORTCOUNCIL.ORG

Reach member and non-member visitors and reinforce your marketing message by advertising on the official ACI-NA website. Your ad on airports council.org positions your company as a leader in front of an influential group of airport industry professionals.

### FEATURES OF ACI-NA WEBSITE ADVERTISING:

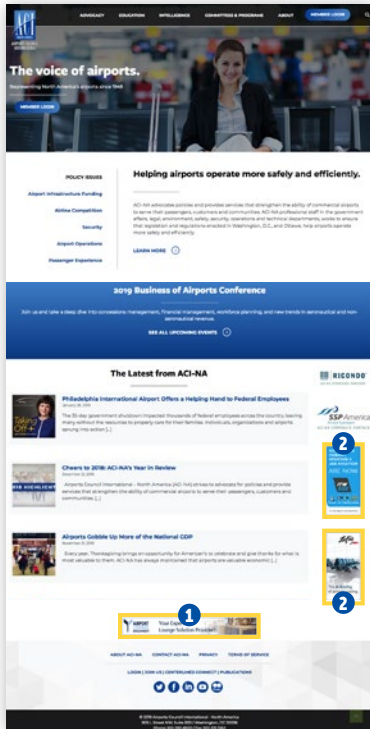
- Directs visitors to the landing page of your choice to expedite purchases
- Year-round visibility reinforces brand recognition
- Allows dynamic, time-sensitive promotion



### WEBSITE STATS

- **airports council.org averages more than 9,000 unique visitors per month.**
- **On average airports council.org receives over 42,020 page views per month**
- **ACI-NA averages nearly 10,000 visitors per month**

*Stats averaged from May 2018 - November 2018*



### ADVERTISING OPPORTUNITIES ON AIRPORTCOUNCIL.ORG INCLUDE:

#### ① Horizontal Banner

468 x 60 pixel run-of-site horizontal banner. Only one spot available with four advertisers rotating in the position averaging nearly 17,000 impressions per month!

**12 Months | \$6,175**

#### ② Vertical Banner

120 x 240 pixel vertical banner on the homepage. Two spots available with five advertisers rotating in each position.

**12 Months | \$2,150**

Online package prices are also available! Contact your Naylor account representative today to custom-fit the right online program for your company.

Online Specifications - For more information, visit: [www.naylor.com/onlinespecs](http://www.naylor.com/onlinespecs)

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# CENTERLINES

## CONTENT PLAN

ISSUE & THEMES	BONUS DISTRIBUTION	SALES CLOSE	AD COPY SUBMISSION DEADLINE	SHIPPING
<b>Spring/Summer 2019</b> <b>Concession, Retail, and Food and Beverage</b>	Airports@Work Conference  Business of Airports Conference	February 6, 2019	February 8, 2019	March 2019
<b>Fall/Winter 2019</b> <b>(Conference Issue)</b> <b>Airport Planning: Sustainability, ROI, Future Growth, Technology, Security</b>	ACI-NA Annual Conference	June 24, 2019	June 26, 2019	August 2019
<b>FACTS ABOUT AIRPORTS &amp; THE 2019 ACI-NA MEMBERSHIP AND MEDIA DIRECTORY</b>		August 26, 2019	August 28, 2019	October 2019



Editorial Calendar is tentative and subject to change without notice.

### IN EVERY ISSUE:

CANADIAN AIRPORTS  
ASSOCIATE'S CORNER  
POLICY CENTER

ON THE HILL AND ON THE  
STUMP

CONSTRUCTION STARTS AND  
GRAND OPENINGS

BOX SCORES

Not all features will appear in every issue.



# CENTERLINES

All prices are per insertion. Members receive a 15% discount on full color rates.  
Black and white rates available upon request.

## NET FULL COLOR RATES (ALL RATES INCLUDE eMAGAZINE PLACEMENT)

Size	1x	2x	3x
Double Page Spread	\$8,179.50	\$7,359.50	\$6,949.50
Outside Back Cover	\$5,579.50	\$5,109.50	\$4,879.50
Inside Front or Back	\$5,329.50	\$4,859.50	\$4,629.50
Full Page	\$4,679.50	\$4,209.50	\$3,979.50
1/2 Page Island	\$3,459.50	\$3,109.50	\$2,939.50
1/2 Page	\$2,959.50	\$2,659.50	\$2,519.50
1/3 Page	\$2,299.50	\$2,069.50	\$1,949.50
1/4 Page	\$1,769.50	\$1,589.50	\$1,499.50



## NET DIRECT MAIL RATES (FURNISHED BY ADVERTISER)

Advertise your products and services by including your flier, brochure, or postcard in the clear plastic bag in which *Centerlines* is mailed. Whether you are promoting an event, a new product or your entire product line, placing a direct mail piece in our polybag with the publication will ensure tremendous exposure for your company.

Surfaces	Rate
1-page (2 surfaces)	\$2,699.50
2-page (4 surfaces)	\$2,999.50
Postcard	\$2,699.50
3-Page/6 surface or larger available. Additional postage and shipping charges may apply.	

**Belly Band Cover Wrap** \$6,369.50  
Be the first advertiser readers see by wrapping your message around the cover of *Centerlines*.



## DIGITAL EDITION RATES

Size	1x	Size	1x
Leaderboard	\$2,500	HTML5 Ad	\$2,100
Rectangle (all views)	\$2,250	Digital Video Sponsorship	\$2,000
Top TOC Mobile Banner	\$1,750	Large Insert	\$1,500
2nd TOC Mobile Banner	\$1,600	Large Outsert	\$1,400
Additional TOC Mobile Banner	\$1,100	Medium Insert	\$1,350
		Medium Outsert	\$1,250

Online Specifications - For more information, visit: [www.naylor.com/onlinepecs](http://www.naylor.com/onlinepecs)

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

"I like the new projects and programs that are discussed. I try to see how those ideas can be emulated by our airport."

**Bryan Dietz, C.M.** | Aviation Business Analyst | Pittsburgh International Airport

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this, or any advertising. Naylor, LLC assumes no liability, except to the extent of a one-time free advertisement of the same specification, the next or similar publication, if proven or admitted errors or omissions have occurred. Payment due upon receipt of invoice. 2% per month compounded (26.82% per year) to be charged on overdue accounts as damages for breach of contract. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$35.00 will be levied for returned checks. I also give unqualified consent to our ad(s) appearing in an online version of this publication. Acceptance of this contract and advertising content is subject to the approval of the association. The advertiser represents that they have the right to use any artwork supplied to Naylor in the manner contracted. All guaranteed (premium) position sales cannot be cancelled. Any cancellation must be requested in writing prior to the Cancellation Deadline. Advertisers will be billed the amount short-rated per issue if within a one-year period they do not run the number of insertions upon which their billings have been based. Artwork Creation Charge is not cancellable once ad has been created.

**NAYLOR**   
ASSOCIATION SOLUTIONS

# CENTERLINES



## DIGITAL EDITION

**EXTEND YOUR PRINT ADVERTISING INVESTMENT WITH THE UNIQUE BENEFITS OF DIGITAL MEDIA.**



**Mobile & Desktop  
Responsive HTML  
Reading View**

Centerlines is available in a fully interactive digital magazine. Our digital edition is mobile responsive and HTML-optimized, providing readers with an exceptional user experience across all devices. The digital magazine lets you:

- **Include ads on an HTML5 and mobile responsive platform**
- **Link to the landing page of your choice, generating an immediate response from customers**
- **Maintain your ad presence on the digital issue for readers to reference at any time**

### Formats available to readers:

- **Reading view (default):** The HTML-based view of our magazine, optimized for all devices. Scrolling articles automatically adjust for comfortable reading
- **Page view:** The digital replica of the print magazine. Flip through this digital book in either a 1 or 2-page format. Determine your preferred zoom setting for an optimal experience.

**Important Note:** Readers can choose the experience best suited to their needs at any time by clicking on "Page View" or "Reading View" in the toolbar!



#### 1 Leaderboard (all views) | \$2,500

The leaderboard ad appears on-screen in both the reading view and page view of the digital magazine.

#### 2 Rectangle (all views) | \$2,250

The rectangle ad is on the table of contents, appearing on-screen for all pages of the reading view and page view.

#### TOC Mobile Banners (HTML reading view)

The TOC mobile banner appears in the table of contents, on-screen to the right of the digital magazine on desktop and clickable on mobile in the reading view. The top TOC mobile banner will appear after the 1<sup>st</sup> article, and the 2<sup>nd</sup> mobile banner appears after the 6<sup>th</sup> article.

#### 3 Top TOC Mobile Banner | \$1,750

#### 4 2<sup>nd</sup> TOC Mobile Banner | \$1,600

**Additional TOC Mobile Banner | \$1,100**

### In-Magazine Digital Options (HTML reading view)

These standalone ad options are placed between article pages on the HTML reading view of the digital magazine and are visible on all device types.

#### HTML5 Ad | \$2,100

This mobile responsive ad option gives you the freedom to include text, images, hyperlinks and video across a variety of devices. Full design must be provided by the advertiser at this time.

#### Digital Video Sponsorship | \$2,000

The video sponsorship option displays a video, 50-70 words of summary content and a hyperlink to deliver your message to target audiences.

#### Digital Insert / Outsert

Your message appears as an image-based insert, either in between key articles, or placed at the back of the digital magazine.

##### • Large Insert | \$1,500

##### • Medium Insert | \$1,350

##### • Large Outsert | \$1,400

##### • Medium Outsert | \$1,250

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For the latest online specs, please visit [www.naylor.com/online specs](http://www.naylor.com/online specs)

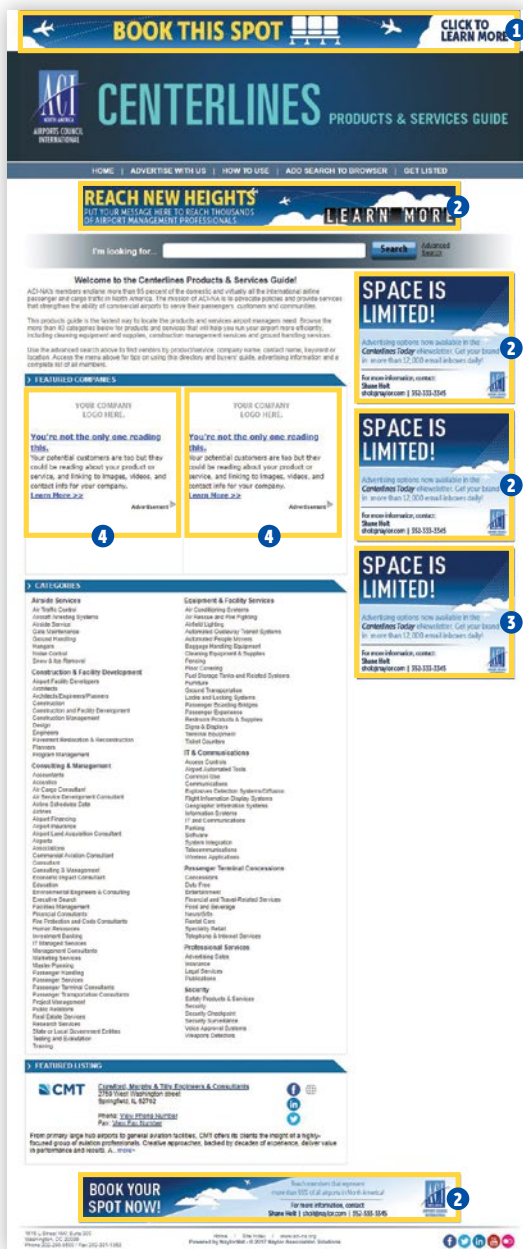
# centerlines

## PRODUCTS & SERVICES GUIDE

ACI-NA.OFFICIALBUYERSGUIDE.NET



The *Centerlines Products & Services Guide* brings suppliers and end-users together. Our interactive guide makes it easy for potential buyers to locate products and professional services they need. Hyperlinks, multiple search capabilities and rich search results make our *Centerlines Products & Services Guide* an easy way for users to find everything they need to make purchases faster.



### ADVERTISING OPPORTUNITIES IN CENTERLINES PRODUCTS & SERVICES GUIDE INCLUDE:

#### 1 **Curtain Ad** EXCLUSIVE POSITION **\$1,550** **970 x 90 pixels for curtain preview • 970 x 300 pixels for full curtain**

Display your business uniquely on every page of the Centerlines Products & Services Guide and reach hundreds of customers every week. With so many great options available to maximize your exposure in this valuable industry resource, don't let them miss your message.

#### 2 **Leaderboard Package** **\$2,480**

This special package puts your company on the **Leaderboard (728 x 90 pixels)** and **Rectangle (300 x 250 pixels)** positions on every page throughout the entire website! Ads are run-of-site and rotate on a click/refresh basis.

#### 3 **Category Rectangles** **\$1,140** **300 x 250 pixels**

For companies that want to ensure top visibility within their category, we offer guaranteed placement above your competitors.

#### 4 **Featured Companies** **\$875** **Logo: JPG Only and high-quality format.**

**Summary: 30-40 words.**

Featured Companies offer heightened visibility within the *Centerlines Products & Services Guide* by appearing on top of all basic listings. Premier Listings will appear in the order in which they are reserved—first come, first listed.

#### ADDITIONAL FEATURES:

- Active website, Facebook, Twitter and LinkedIn links, email address
- Full-color logo, product photo and description
- Google™ Map it! Feature
- Google™ site search feature
- Request for Information feature

**MORE THAN FOUR OUT OF FIVE VISITORS  
TO THE CENTERLINES PRODUCTS &  
SERVICES GUIDE ARE NEW VISITORS!**

Online Specifications - For more information, visit: [www.naylor.com/onlinespecs](http://www.naylor.com/onlinespecs)

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# centerlines PRODUCTS & SERVICES GUIDE

ACI-NA.OFFICIALBUYERSGUIDE.NET

The *Centerlines Products & Services Guide* brings suppliers and end-users together. Our interactive guide makes it easy for potential buyers to locate products and professional services they need. Hyperlinks, multiple search capabilities and rich search results make our *Centerlines Products & Services Guide* an easy way for users to find everything they need to make purchases faster.

1 Your Expert Lounge Solution Provider! Learn more>

2 This spot can be yours! Get your message in front of the decision-makers who count. LEARN MORE

3 FEATURED COMPANIES

4 BANNER ADVERTISING PROGRAM

5 PREMIER LISTING

## ADVERTISING OPPORTUNITIES IN CENTERLINES PRODUCTS & SERVICES GUIDE INCLUDE:

- 1 Curtain Ad** EXCLUSIVE POSITION **\$4,000**  
**954 x 75 pixels for curtain preview • 954 x 300 pixels for full curtain**  
 Display your business uniquely on every page of the Centerlines Products & Services Guide and reach hundreds of customers every week. With so many great options available to maximize your exposure in this valuable industry resource, don't let them miss your message.
- 2 Banner Advertising Program** **\$2,755**  
 This special package puts your company on the **Leaderboard (728 x 90 pixels)** and **Skyscraper (120 x 600 pixels)** positions on every page throughout the entire website! Ads are run-of-site and rotate on a click/refresh basis.  
**All of the above display opportunities include a free premier listing.**
- 3 Category Sponsor Listing**

Category Sponsor #1: \$850
Category Sponsor #2: \$740
Category Sponsor #3: \$635

 For companies that want to ensure top visibility within their category, we offer guaranteed placement above your competitors.
- 4 Premier Listing**

Member Rate: \$495
Non-Member Rate: \$685

**Logo: 240 x 120 pixels**  
**Product picture: 240 x 240 pixels**  
 Premier Listings offer heightened visibility within the *Centerlines Products & Services Guide* by appearing on top of all basic listings. Premier Listings will appear in the order in which they are reserved—first come, first listed.
- 5 Premier Listing Video Upgrade**

Member Rate: \$715
Non-Member Rate: \$905

**400 x 300 pixels**  
 Bring your Premier Listing to life! Add a video with sound that shows your product or company in real life. Videos can run up to five minutes.

MORE THAN FOUR OUT OF FIVE VISITORS  
TO THE CENTERLINES PRODUCTS &  
SERVICES GUIDE ARE NEW VISITORS!

### ADDITIONAL FEATURES:

- Active website, Facebook, Twitter and LinkedIn links, email address
- Full-color logo, product photo and description
- Google™ Map it! Feature
- Google™ site search feature
- Request for Information feature

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# ACI-NA ANNUAL CONFERENCE AND EXHIBITION

**E NEWSLETTER**


View the latest edition by visiting:

<http://www.naylor.com/aci-annualConference/>

Participating in our ACI-NA Annual Conference and Exhibition eNewsletter gives you the chance to grow your company in front of conference attendees throughout the year. Distributed straight to the inbox of show attendees each show day this is your chance to keep your company in front of members before during and after the Conference.

## By participating you can:

- Drive traffic to your exhibit
- Highlight show offers
- Promote your speaking engagement
- Enhance your brand

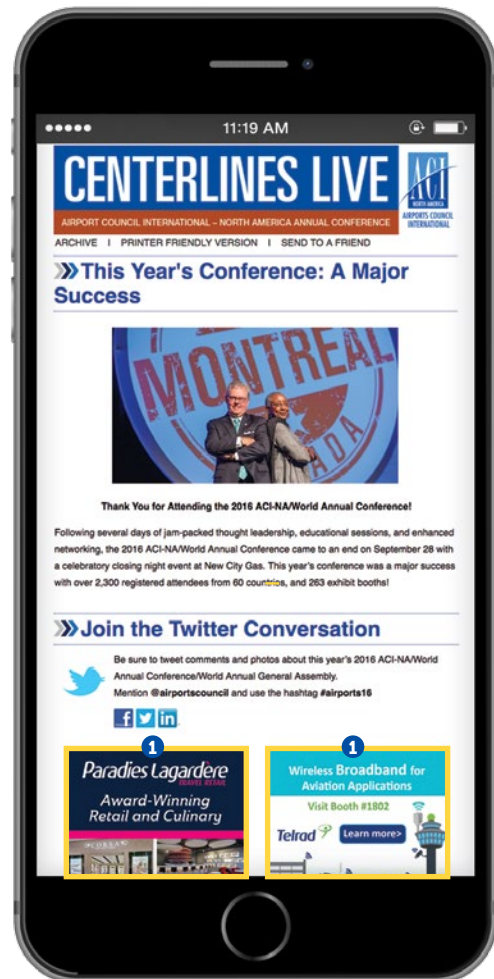
## 1 Rectangle AD \$2,100

(300 x 250 pixels)

The premier event for airport industry professionals with 1,700 delegates from more than 200 airports and airport authorities. Six positions available; first come, first served.

Trade Show Executive's  
**FASTEST 50**

Honored as one of the 50 Fastest-Growing Shows of 2017



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# FACTS ABOUT AIRPORTS & THE ACI-NA MEMBERSHIP AND MEDIA DIRECTORY

*Facts About Airports & The ACI-NA Membership and Media Directory* combines the ACI-NA Membership Directory and Annual Report. Our publication includes our complete membership directory in addition to information about each member airport, state of the industry information and exclusive ACI-NA data that gives greater insight into the airport industry.

*Facts About Airports & The ACI-NA Membership and Media Directory* is used as a desk reference guide and resource directory throughout the year by ACI members and associates. The directory will be distributed to members responsible for 95% of the airports in North America and millions of dollars in spending on upgrades and products and services. In addition, limited hard copies will be provided to policymakers as a quick industry resource.

**All advertisers receive a copy of this valuable tool.**

Black-and-white rates available upon request.



## NET FULL COLOR RATES

All rates include a Premier Listing on the *Centerlines Products & Services Guide*

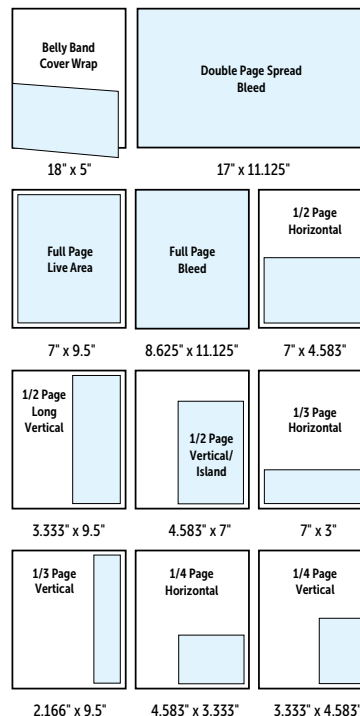
<b>Outside Back Cover</b>	\$5,039.50
<b>Inside Back Cover/Inside Front Cover</b>	\$4,849.50
<b>Full Page</b>	\$4,349.50
<b>1/2 page island</b>	\$3,569.50
<b>1/2 page</b>	\$3,149.50
<b>1/3 page</b>	\$2,799.50
<b>1/4 page</b>	\$2,459.50

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**NAYLOR** ASSOCIATION SOLUTIONS

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## DEPICTIONS

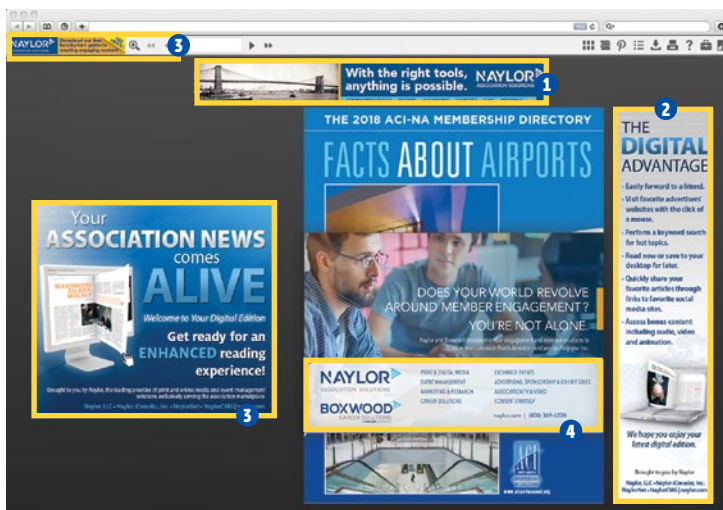


# FACTS ABOUT AIRPORTS & THE ACI-NA MEMBERSHIP AND MEDIA DIRECTORY



## DIGITAL EDITION

A digital version of *Facts About Airports & the ACI-NA Membership and Media Directory* will be available on *Centerlines on the Web*, a members-only area of the ACI-NA website. All print ads are included with the digital version and your ad will be hyperlinked to your website.



### Digital Edition Combo (All Three Positions!) \$2,000

Be displayed in all three positions on the digital edition. This option allows your company to maximize their exposure to members who refer to the digital edition.

NOTE: FOR MAXIMUM READABILITY, ONLINE AD TEXT SHOULD BE SET AT A MINIMUM OF 18 POINT USING A SANS SERIF FONT.

#### 1 Digital Edition Leaderboard \$1,385

The leaderboard ad is displayed the entire time the digital edition is open at the top of the digital edition, giving your message constant and lasting exposure.

#### 2 Digital Edition Skyscraper \$1,000

The Digital Edition Skyscraper ad displays the entire time the digital edition is open, giving your message consistent and lasting exposure.

#### 3 Digital Sponsorship with Toolbar \$825

Your message will be prominently displayed on two positions. Video capabilities are available.

#### Ad "Jolt" Upgrade \$299

Transform your static, passive advertisement into an attention-grabbing, animated message. The digital edition of the magazine offers dynamic capabilities not available in the print version.

#### 4 Digital Belly Band \$900

Your company will be featured on *Facts About Airports & the ACI-NA Membership and Media Directory* as a digital belly band that wraps around the front and back of the digital edition. This prominent location will give your company tremendous exposure to our members.

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# ADVERTISING SPECIFICATIONS

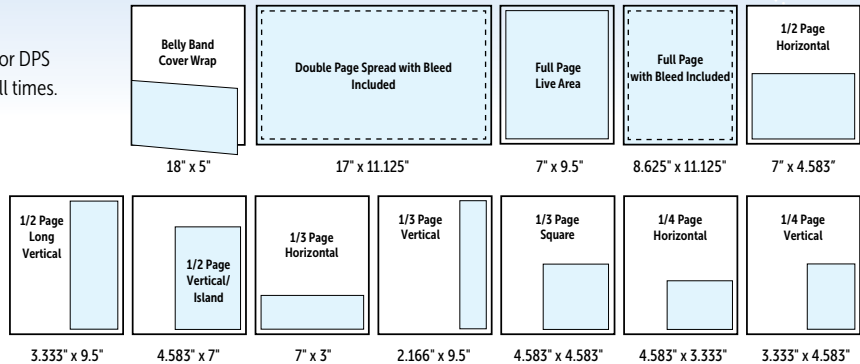
## MAGAZINE AND DIRECTORY

Note: Text placed outside the live area within any full-page or DPS ads may be cut off. Please keep text within the live area at all times.

DPS Live Area:	15.417" x 9.5"
DPS Trim Size:	16.75" x 10.875"
Full-Page Live Area:	7" x 9.5"
Full-Page Trim Size:	8.375" x 10.875"

## SPECS FOR OUTSERT/INSERTS

1 Pg / 1 Surface	8.375" x 10.875"
Postcards	6" x 4.25"
1 Pg / 2 Surface	8.375" x 10.875"
Heavy Card Stock Insert	8.25" x 10.75"
2 Pg / 4 Surface	8.375" x 10.875"
Postal flysheets	8.5" x 11"



### AD MATERIAL UPLOAD

Go to the Naylor website at [www.naylor.com](http://www.naylor.com) and under the Client Support section click "Ad Upload." Locate your publication code, advertising order number and advertising code in the box at the top right-hand side of your advertising space contract. Simply fill in your company's contact information along with these three pieces of information, browse for your file and click "Submit." Changes or corrections resulting from problems of supplied material will be billed at cost plus 15%.

### PRINT ARTWORK REQUIREMENTS

All digital color and grayscale artwork must be supplied at 300 dpi. Line art must be supplied

at 600 dpi. High-res PDF, EPS, TIFF and JPG files are accepted. Images from the web are not suitable for printing. All color artwork must be in CMYK mode; black-and-white artwork must be in either grayscale or bitmap mode. RGB mode is not accepted and if supplied, will be converted to CMYK mode, which will result in a color shift. All screen and printer fonts, as well as linked images, must be supplied if not embedded in the file.

### PRODUCTION SERVICES, PROOFS AND REVISIONS

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

## DIGITAL EDITION

For the latest online specs, please visit [www.naylor.com/online-specs](http://www.naylor.com/online-specs)

## WEBSITE

### Horizontal Banner

468 x 60 pixels • JPG, GIF or Flash/SWF\* accepted • File size must be no greater than 100 KB • Animation must be no longer than 25 seconds

### Vertical Banner

120 x 240 pixels • JPG, GIF or Flash/SWF\* accepted • File size must be no greater than 100 KB • Animation must be no longer than 25 seconds

## CENTERLINES TODAY ENEWSLETTER

### Top Banner

640 x 80 pixels • JPG only (no animation) • Max file size 100 KB

### Horizontal Banner

468 x 60 pixels • JPG only (no animation) • Max file size 100 KB

## ACI-NA CONFERENCE NEWSLETTER

### Rectangle

300 x 250 pixels • JPG only (no animation) • Max file size 100 KB

## ONLINE BUYERS' GUIDE

### Curtain Ad

Right 200px of leaderboard should have a call to action for viewers to click so the ad expands • 970 x 90 pixels (leaderboard) • 970 x 300 pixels (billboard) • JPG only (no animation)

### Leaderboard (Banner Advertising Program)

Leaderboard – 728 x 90 • Large Rectangle – 300 x 250 • JPG, GIF accepted • File size must be no greater than 100 KB • Animation must be no longer than 25 seconds

### Category Rectangles

300 x 250 • JPG, GIF accepted • File size must be no greater than 100 KB • Animation must be no longer than 25 seconds

### Featured Companies

Naylor will create • Advertiser will supply the logo • Creative accepted for the logo: JPG Only and high-quality format. • Photo images are prohibited. • Summary: 30-40 words. Advertiser supplies a description of the company in a text document. (No formatting.) • Third party tags are not accepted. However, URL click trackers are acceptable.

**\*For a complete online specifications, please visit**  
**[www.naylor.com/online-specs](http://www.naylor.com/online-specs)**