



**DAEDALIANS**  
WE FLEW WE FLY

# 2018 Advertising Rates & Specifications

## PUBLISHED QUARTERLY!

There is no better way to reach military aviators than the *Daedalus Flyer*. Sent to every Daedalian quarterly in hard copy and available electronically on the web, the *Flyer* is the publication that makes sense in your advertising budget.

**Don't miss this opportunity to put your message in front of *thousands* all over the country and beyond!**

## RATE POLICY

Rates are based on per-issue charge and the number of insertions placed in a 12-month period.

Rates are subject to change with 30-days prior notice; however, all advertisers are protected from price increases for the duration of their existing contracts.

## INSERTS AND OUTSERTS

Please contact our advertising representative for costs, sizes and quantity. Insertion and production fees may apply.

## CANCELLATIONS

Cancellations must be received in writing by the materials date to avoid full payment.

## ADVERTISING POLICY

All advertising is subject to the Publisher's Advertising Policies posted on daedalians.org

## MISCELLANEOUS

All advertising is subject to the Publisher's approval. Electronic files are held 1 year and discarded, unless otherwise instructed.

## AD SIZES\*\*

Full-page	10 <sup>3</sup> / <sub>4</sub> " x 8 <sup>1</sup> / <sub>4</sub> "
½ Page Horizontal	5 <sup>1</sup> / <sub>8</sub> " x 8 <sup>1</sup> / <sub>4</sub> "
½ Page Vertical	10 <sup>3</sup> / <sub>4</sub> " x 4 <sup>1</sup> / <sub>8</sub> "
¼ Page	5 <sup>1</sup> / <sub>8</sub> " x 4 <sup>1</sup> / <sub>8</sub> "
⅓ Page*	4 <sup>1</sup> / <sub>4</sub> " x 2 <sup>3</sup> / <sub>4</sub> "

\* at editor's discretion

\*\*Keep vital advertising ¼" from trim



communications@daedalians.org



(210) 945-2111

If you have any questions, contact:  
caitlin@daedalians.org

## CLOSING DATES

Issue	Reservation	Materials
<b>Spring</b>	<b>Feb 1<sup>st</sup></b>	<b>Feb 15<sup>th</sup></b>
<b>Summer</b>	<b>May 1<sup>st</sup></b>	<b>May 15<sup>th</sup></b>
<b>Fall</b>	<b>Aug 1<sup>st</sup></b>	<b>Aug 15<sup>th</sup></b>
<b>Winter</b>	<b>Nov 1<sup>st</sup></b>	<b>Nov 15<sup>th</sup></b>

If you need an extension, please contact our editor at:  
communications@daedalians.org



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Live Area: The area on a page where you can safely place body copy or other important information

Bleed: Extra image that extends beyond the edge of the page. When trimmed, this ensures the ad will not have a white line down the edge due to cutting variation during printing

Trim: The edge of the printed page after bleed has been cut off. All measurements are in inches.

\*please note that all text must stay within the live area which is 3/8" away from the trim.

Basic Requirements: A press-ready PDF, EPS with all text outlined or flattened TIFF. All ads must be high resolution, at least 300 dpi. The color space must be CMYK or Grayscale. No RGB, LAB or embedded color profiles. All PMS colors **must** be converted to CMYK. Fonts should be converted to outlines.

InDesign: A press-ready PDF must be included. Export as a PDFX-1a. If sending native files, the document must be collected for output and include all high-resolution images, fonts (including both printer and screen fonts) and reports. Pantone colors are not acceptable.

PhotoShop: Images must be CMYK, at least 300 dpi. TIFF is the preferred file format. Do not use LZW compression. The file must be saved in Mac format, and it must be flattened.

Illustrator: Fonts must be converted to outlines. Files must be saved as a PDF or EPS.

## DIGITAL AD SPECIFICATIONS

- All ads must be submitted in press quality PDF format; no native file formats such as InDesign or Quark
- Minimum resolution: 300 dpi
- Four-color process (CMYK); no PMS colors
- Fonts embedded
- All art, such as photos and logos, set to CMYK colors
- No crop marks

## PRINTING SPECIFICATIONS

- Trim Size: 10½" x 8⅛"
- Binding: Saddle-stitch
- Process: Web offset
- Cover: 60 lbs. gloss
- Interior: 60 lbs. gloss

## AD RATES

- 1 page \$1050
- ½ page \$ 875
- ¼ page \$ 425
- ⅛ page \$ 275

\*rates subject to change