



The Official Newspaper of EAA AirVenture Oshkosh
 PUBLISHED JULY 27 – AUGUST 3, 2008

EAA ADVERTISING • 3000 POBEREZNZY ROAD • OSHKOSH, WI 54901 • 920.426.6127 • FAX 920.426.4828
 For rate cards and other publication information, go to www.eaaadvertising.org

ADVERTISING INSERTION ORDER

Date: _____

Purchase Order: _____

Advertiser: _____

Agency (if applicable): _____

Address: _____

Address: _____

Phone: _____

Phone: _____

Fax: _____

Fax: _____

Person Placing Order: _____

Person Placing Order: _____

Title: _____

Title: _____

Signature: _____

Signature: _____

Email: _____

Email: _____

Website: _____

Email: _____

Sun. 7/27	Mon. 7/28	Tues. 7/29	Wed. 7/30	Thurs. 7/31	Fri. 8/01	Sat. 8/02	Sun. 8/03
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Ad Size: _____ B/W Color
 NEW PICK UP

Rate confirmed at: Gross: \$ _____
 Net: \$ _____

Billing Will Be Sent To: <input type="radio"/> Advertiser <input type="radio"/> Agency <input type="radio"/> Check enclosed <input type="radio"/> Visa <input type="radio"/> MC <input type="radio"/> AE <input type="radio"/> DC Exp. Date _____ Credit Card# _____ Signature: _____

GENERAL INFORMATION: The closing date is July 3, 2008.
 MATERIALS ARE DUE JULY 11, 2008, AND MUST BE PROVIDED IN ELECTRONIC FORMAT (SEE RATE CARD FOR SPECIFICATIONS).

Return Signed Insertion Order to: EAA Advertising, P.O. Box 3086, Oshkosh, WI 54903-3086. FAX: 920.426.4828

SHIP AD MATERIALS TO:
 EAA – AirVenture Today
 Attn: Sue Anderson
 3000 Poberezny Road
 Oshkosh, WI 54901
sanderson@eaa.org • 920.426.6127

ADVERTISING SALES REPS
 SPECIALIZED PUBLICATIONS CO.
 5215 Crooked Rd. Parkville, MO 64152
 816.741.5151 800.444.9932
 Fax 816.741.6458

Accepted for the Publisher by: _____ Date _____

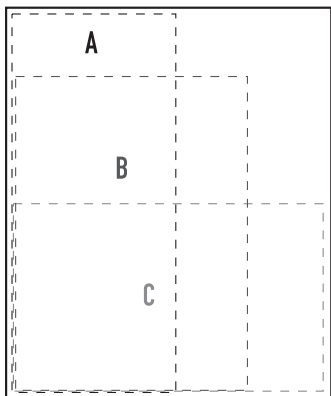
SPECIFICATIONS & MECHANICAL REQUIREMENTS

Published July 27 - August 3, 2008

- Daily insertions for Friday/Saturday/Sunday incur a 20% premium.
- 1x rate is per day; 8x rate covers all eight days.
- All rates are gross.
- Space reservation due date: **JULY 3, 2008.**
(Signed insertion order is required to hold space.)
- **MATERIALS DUE DATE: JULY 11, 2008.**
- **SPECIAL POSITIONS:** 10% premium, subject to availability
- **Art materials:** All ads should be provided in Macintosh digital format (preferably a PDF file, but will accept .eps or .tif format. We will also accept Adobe Indesign, QuarkXPress,

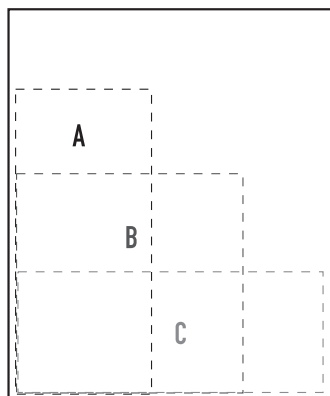
Illustrator, or Photoshop). INCLUDE ALL GRAPHIC FILES (support documents) AND FONTS (screen and printer). MUST SUPPLY AN ACCURATELY SIZED PROOF TO ENSURE PROPER REPRODUCTION.

- **Media:** Zip or CD
- **Resolution for graphic files:** 100 line screen (200 dpi)
- **Fonts:** Adobe only, NO TRUE-TYPE FONTS
- **Proof:** CLIENT MUST FURNISH AN APPROVED PROOF THAT DISPLAYS ACCURATE COLOR AND SIZE.
Note: *EAA AirVenture Today* is a newspaper. Please consider newsprint's inherent limitations and paper quality when designing your ad.

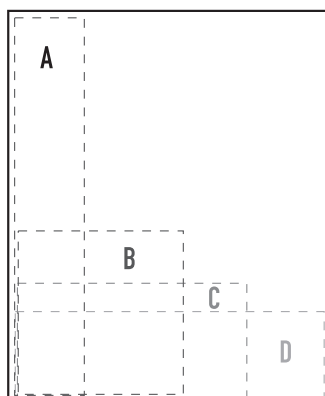


Full Page 10W x 13H

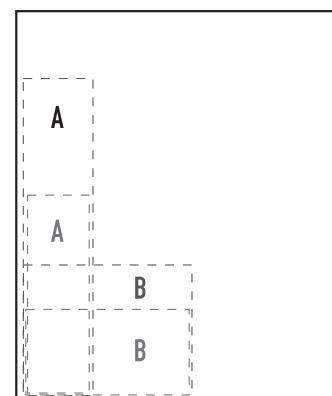
Half Page (A) 4.875W x 12.75H
(B) 7.437W x 10.5H (Magazine Full)
(C) 10W x 6.25H



Third Page (A) 4.875W x 9H
(B) 7.437W x 7.5H
(C) 10W x 4.5H



Quarter Page (A) 2.375W x 12.75H
(B) 4.825W x 6.25H
(C) 7.437W x 4H
(D) 10W x 3.25H



Fifth Page (A) 2.375W x 10H (Magazine 1/3-page)
(B) 4.825W x 5H (Magazine 1/3-page)
Eighth Page (A) 2.375W x 6.25H
(B) 4.825W x 3H

EAA AIRVENTURE TODAY 2008 AD RATES

1X rate is per day; 8x rate covers all eight issues.

SIZE	BLACK & WHITE		COLOR	
	1x	8x	1x	8x
1/8 pg.	\$675	\$4,065	\$965	\$5,796
1/5 pg.	845	5,070	1,210	7,245
1/4 pg.	950	5,700	1,360	8,160
1/3 pg.	1,125	6,745	1,600	9,610
1/2 pg.	1,480	8,885	2,110	12,665
Full pg.	2,110	12,665	3,015	18,080
Cover 2			3,620	21,705
Cover 3			3,620	21,705
Cover 4			8,495	25,325