



regional horizons

2010  
RAA annual report

2010  
Media Kit

*Published by*

*Emerato*  
M E D I A

*In partnership with*

**RAA**

Regional Airline Association

## regional horizons

Emerald Media, in partnership with the Regional Airline Association, publishes *Regional Horizons*, now a quarterly magazine that communicates the activities and news of the RAA to its 350 airline and associate members. In 2010, six issues of *Regional Horizons* will be distributed to RAA membership, media, government and related supplier readers for a total regional aviation distribution of over 1,500 issues on a quarterly frequency. Every issue of *Regional Horizons* is available electronically on RAA's website (www.raa.org). Your message can be communicated to the entire regional aviation industry through various sizes of advertising in this quarterly publication.

*Regional Horizons* will feature three special convention news issues, May 25, 26, 27, 2010 during the year's annual convention in Milwaukee, WI. Emerald Media has been providing RAA attendees the only daily source of convention information for over 15 years. The first convention issue of *Regional Horizons* will include the RAA program, exhibitor information and news from the convention. All three issues will be available electronically on the RAA website and will be delivered to every attendee's room each morning. Printed copies will also be available at the entrance of the exhibit hall and press room of the convention center, providing advertisers maximum industry exposure.

## 2010 RAA annual report

In addition to the six *Regional Horizons* issues in 2010, Emerald Media will publish the *RAA Annual Report* in September 2010. Maximize your company's visibility throughout the year by advertising in the 2010 *RAA Annual Report*. The only sourcebook for the industry to include state-by-state service analysis, traffic statistics and an airline and supplier directory, the *RAA Annual Report* is used by industry executives and government leaders throughout the year.

### Regional Horizons—Editorial Schedule 2010

#### Regular Departments in every issue:

- President's corner or Chairman's report
- Industry analysis
- Regulatory update
- Green scene
- News briefs
- Upcoming RAA events

#### First Quarter: January-March (Issue 40)

- Forecast focus
- Airline perspectives
- Supplier views
- News from the Hill
- Pre-Convention issue

#### Second Quarter: RAA Convention Issues:

##### May 25 Opening Day (Issue 41)

- Bonus distribution-Midwest Airlines Convention Center, Milwaukee, WI
- RAA Annual Convention official program guide
- Exhibitor booth assignments

##### May 26 and May 27 (Issues 42 and 43)

- Daily coverage of all the events of the Milwaukee, WI convention

#### Third Quarter: July-September (Issue 44)

- Bonus Distribution--Fall Meeting DC
- Flight Technology
- Environmental update
- Training issues and solutions

#### Fourth Quarter: October-December (Issue 45)

- Fall Meeting Coverage
- Maintenance trends

Publication	Publication Date	Ad Booking form deadline	Ad Material deadline
<b>Regional Horizons</b> (6 issues in 2010)			
First Quarter 2010 – January-March (Issue 40)	Jan-Mar 2010	January 25, 2010	February 5, 2010
Second Quarter 2010 (Convention Coverage)			
May 25, 2010 – Opening day of RAA Annual Convention (Issue 41)	May 25, 2010	April 5, 2010	April 15, 2010
May 26, 2010 – Day 2 of RAA Annual Convention (Issue 42)	May 26, 2010	April 5, 2010	April 15, 2010
May 27, 2010 – Day 3 of RAA Annual Convention (Issue 43)	May 27, 2010	April 5, 2010	April 15, 2010
Third Quarter – July-September (Issue 44)	July-Sept 2010	June 28, 2010	July 9, 2010
Fourth Quarter – October-December (Issue 45)	Oct-Dec 2010	October 4, 2010	October 15, 2010
<b>RAA 2010 Annual Report</b>			
RAA 2010 Annual Report	September 2010	June 28, 2010	July 9, 2010

**BONUS OPPORTUNITY**—Advertisers in any RAA publication, based on the amount of advertising, will be awarded points in the association's priority point system used for exhibit hall booth selection. Please note the priority point system will no longer accrue on a calendar year basis but instead from Annual Convention to Annual Convention. Points earned after the 2008 convention will be applied towards the 2010 selection process.

## Advertising Opportunities

Various advertising opportunities are available as detailed below.

**Full/half/third or quarter page** Four color and black and white

**Regional Market Links** Four color. This section, featured in every issue of *Regional Horizons* and the *RAA Annual Report*, allows companies to place a business card ad for a very affordable package in all seven issues. Regional Market Link advertisers that commit to the 6x in *Regional Horizons* and the *2010 RAA Annual Report* will receive two points in the RAA priority point system detailed below.

**Double page spread** Four color (available in *Regional Horizons* only).

**Inside Front/Back Cover**

**Outside Back Cover** Four color (available in *Annual Report* only).

**Belly Band**

Four color band wrapped around each individual newsletter.  
(Available in *Regional Horizons* RAA Convention Issues 41, 42 and 43 only).

**Distribution Sponsorship**

Four Color. 1" strip positioned at the bottom of the cover page of each *Regional Horizons* showing company logo and strap line with the wording 'Distribution sponsored by....' .  
(Available in *Regional Horizons* RAA Convention Issues 41, 42 and 43 only).

## Advertising Rates for 2010

Color	1x	2-3x	4-5X	6-7X	Size (WxH)
Full Page	\$3600	\$3510	\$3415	\$3315	8.5" x 11"
1/2 page	\$2500	\$2420	\$2365	\$2335	7.5" x 4.75" horizontal / 3.75" x 10" vertical‡
1/3 page (strip)	\$2400	\$2225	\$2160	\$2105	7.5" x 3.5"
1/4 page	\$1975	\$1900	\$1830	\$1765	3.5" x 4.75"

	1x	6x + Annual Report	
Regional Market Links	\$275	\$2475	3.5"x 2"

Black & White	1x	2-3x	4-5x	6-7X	Size (WxH)
Full Page	\$2300	\$2215	\$2075	\$1880	8.5" x 11"
1/2 page	\$1500	\$1460	\$1415	\$1365	7.5" x 4.75" horizontal / 3.75" x 10" vertical
1/3 page (strip)	\$1200	\$1160	\$1110	\$1050	7.5" x 3.5"
1/4 page	\$975	\$950	\$920	\$885	3.5" x 4.75"

### Special Positions

Color	1x	2-3x	4-5X	6-7X	Size (WxH)
Double Page Spread	\$6900				17" x 11"
Advertorial – Full Page */**	\$5000				8.5" x 11"
Advertorial – Half Page */**	\$3900				7.5" x 4.75"
Tab *	\$4500				8.5" x 11"
Outside Back Cover *	\$5940				8.5" x 11"
Inside Front Cover *	\$4910				8.5" x 11"
Inside Back Cover *	\$4535				8.5" x 11"
Belly Band **	\$3750				Flat: 18"x 4" folded to 8.5"x4" wafer sealed
Distribution Sponsorship**	\$2000				7.5" x 1"

\*Available in Annual Report only. \*\*Available in *Regional Horizons* RAA Convention issues only. ‡ 4"x9" vertical for RAA Convention Issues 42 & 43.

**Terms:** Ad space is limited and will be allocated on a first-come, first-served basis. Advertising rates are NET prices (advertising agencies should add appropriate agency commission).

RAA reserves the right to review and edit all materials.

**Cancellation:** Cancellation of any ad space booking must be sent in writing four weeks prior to publication date to: Emerald Media, attn: Kelly Murphy, 1702 Raleigh Hill Road, Vienna, VA 22182. Cancellation at this time will incur a 75% charge. Any cancellations after this date will not be eligible for refund.

**Payment:** 15 days from date of invoice. Invoices not paid within 15 days are subject to a 10% late fee.

# SPECIFICATIONS

**Publication:** *Regional Horizons* – Trim Size: 8.5" x 11" – Saddle Stitch – Color: CMYK (please convert B&W ads to CMYK)  
 Note: RAA Convention Issues 35 & 36 are printed single sheet, 8.5"x11", stapled upper LH corner.

*Annual Report* – Trim Size 8.5" x 11" Wire Bind – Color: CMYK and B&W

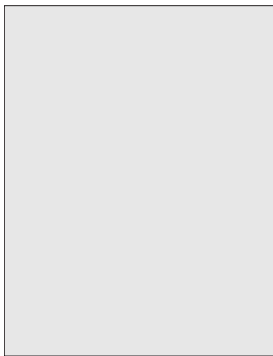
**Production Requirements:** Artwork may be submitted by:  
 CD to: Emerald Media, 1702 Raleigh Hill Road, Vienna, VA 22182 Tel: 703/716-0503  
 Upload files at: [www.aerisgraphicdesign.com](http://www.aerisgraphicdesign.com)

**File types:** Press quality .pdf; Adobe Illustrator .eps (convert all fonts in .eps files to outlines and embed links) and Photoshop .tif are acceptable.

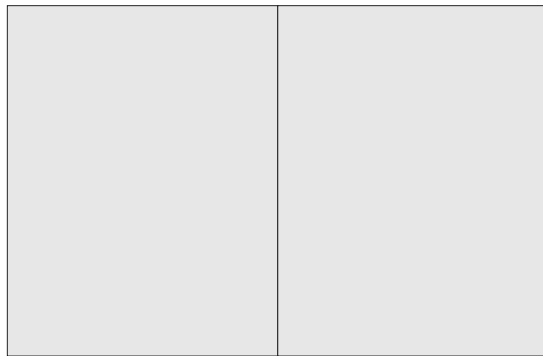
**Layout:** Emerald Media can provide typesetting and production services to advertisers as needed. Prevailing rates apply (with a minimum charge of \$150.00) and will be billed to advertisers.

<b>Mechanical Data:</b>	<i>Regional Horizons</i> Publication trim size: 8.5" x 11" Bleed page size: 8.75" x 11.25" Live type area: 8" x 10.5"	<i>RAA Annual Report</i> Publication trim size: 8.5" x 11" Bleed page size: 8.75" x 11.25" Live type area: 7.75" x 10.5"
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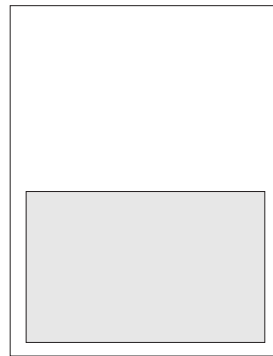
**Full Page**  
 Trim Size: 8.5"x11"  
 Bleed: 8.75" x 11.25"  
 Live Type Area: 8" x 10.5"



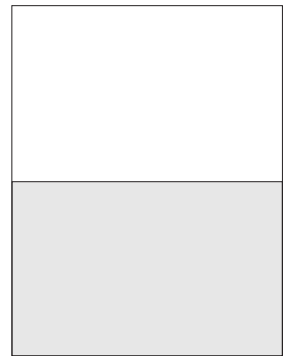
**Double Page Spread (Regional Horizons only)**  
 Trim Size: 17"x11" Bleed: 17.25" x 11.25"  
 Live Type Area: 16.5" x 10.5"



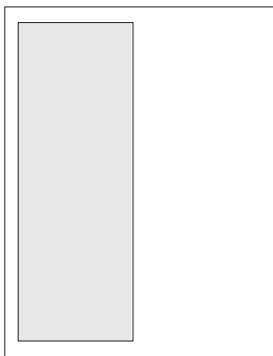
**Half Page Horizontal**  
 7.5" x 4.75"  
 No bleed



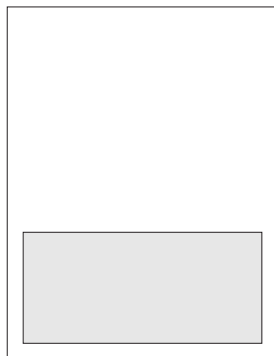
**Half Page Horizontal Bleed**  
 8.5" x 5.5"  
 Bleed: 8.75" x 5.625"  
 Live Type Area: 8" x 5"



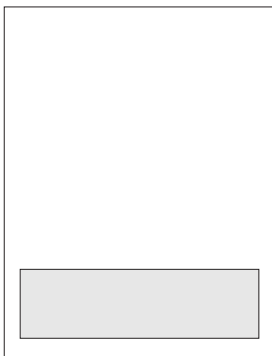
**Half Page Vertical**  
 3.5" x 10" (4" x 9" in RAA  
 Convention Issues 35&36)  
 No bleed



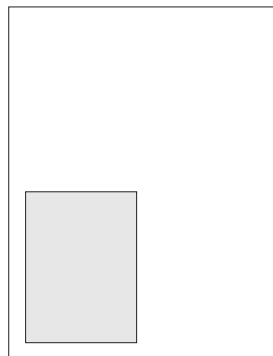
**Third Page**  
 7.5" x 3.5"  
 No bleed



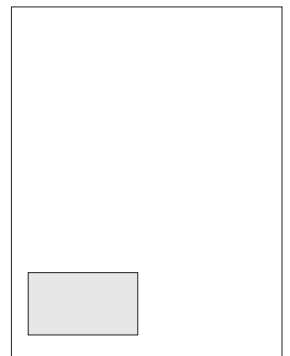
**Quarter Page Strip**  
 7.5" x 2.5"  
 No bleed



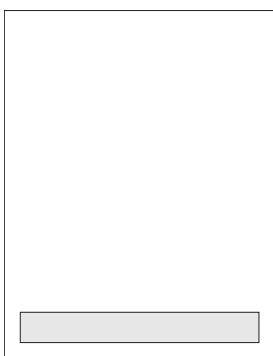
**Quarter Page**  
 3.5" x 4.75"  
 No bleed



**Regional Market Links**  
 3.5" x 2"  
 No bleed



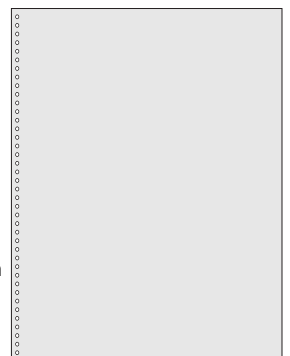
**Distribution Sponsorship**  
 7.5" x 1" (*Regional Horizons only*)



**Belly Band**  
 Flat size" 18" x 4" folded to 8.5" x 4"  
 (add .125" all around for bleed)  
 Wafer sealed around publication.  
 (*Regional Horizons RAA Convention Issues 41, 42 & 43 only*)



**RAA Annual Report**  
**Full Page**  
 Trim Size: 8.5"x11"  
 Bleed: 8.75" x 11.25"  
 Live Type Area: 7.75" x 10.5"  
 (No live type within .5" of binding edge).  
 All other ad sizes as shown above.  
 Tabs are same as full page above with no live type within .5" of RH side (binding edge) of ad.



# 2010 ADVERTISING BOOKING FORM

Please fax completed form to 703/716-0003

Company Name: ..... Contact: .....  
 Tel:..... Fax: ..... Email:.....  
 Mailing Address:

Ad Agency: ..... Contact: .....  
 Tel:..... Fax: ..... Email:.....  
 Mailing Address:

## regional horizons

Quarterly magazine covering the news and activities of RAA and its members

Please indicate issue date and type of ad		Full Page		Half Page <input type="checkbox"/> Hor <input type="checkbox"/> Ver		Third Page		Quarter Page <input type="checkbox"/> Hor <input type="checkbox"/> Ver		Regional Market Links	Two Page Spread		Distribution Sponsorship		Belly Band*		Advertorial* (4c only)		Price
<i>Regional Horizons Issue Date</i>	Iss #	4c	B&W	4c	B&W	4c	B&W	4c	B&W	4c /B&W	4c	B&W	4c	B&W	4c	B&W	Full Page	1/2 Page	
<b>First Quarter</b> Jan-Mar 2010	40																		
<b>Second Quarter</b>																			
May 25, 2010 RAA Convention	41																		
May 26, 2010 RAA Convention	42																		
May 27, 2010 RAA Convention	43																		
<b>Third Quarter</b> July-Sept 2010	44																		
<b>Fourth Quarter</b> Oct-Dec 2010	45																		

Notes:

\*Only available for RAA Convention Issues 41, 42, 43.

## RAA 2010 annual report

An annual RAA membership directory and a valuable regional airline industry sourcebook

Please indicate type of ad	Full Page		Full Page <input type="checkbox"/> Inside Front <input type="checkbox"/> Inside Back <input type="checkbox"/> Outside Back		Half Page <input type="checkbox"/> Hor <input type="checkbox"/> Ver		Third Page	Quarter Page <input type="checkbox"/> Hor <input type="checkbox"/> Ver		Regional Market Links	Tab		Advertorial (4c only)		Price
	4c	B&W	4c	B&W	4c	B&W	4c	B&W	4c /B&W	4c	B&W	Full Page	1/2 Page		
<i>2010 Annual Report</i>															

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Signature/Date: \_\_\_\_\_ / \_\_\_\_\_



For additional advertising information, please contact Emerald Media:  
 Cheryl Goldsby Email: cheryl@emeraldmediaus.com Tel: 703/737-6753

Ad materials and editorial inquiries should be sent to:

Emerald Media, 1702 Raleigh Hill Road, Vienna, VA 22182 Tel: 703/716-0503 Fax: 703/716-0003 Email: kelly@emeraldmediaus.com  
 Invoices will be sent the day of publication with checking copy.