

**REGIONAL  
HORIZONS**

**RAA ANNUAL  
REPORT**

2012  
**Media Guide**



Published by

*Emerato*  
M E D I A

In partnership with

**RAA**

Regional Airline Association

[www.raa.org](http://www.raa.org)

# Regional Horizons

Emerald Media, in partnership with the Regional Airline Association, publishes *Regional Horizons*, a quarterly magazine that communicates the activities and news of the RAA to its nearly 250 airline and associate members. In 2012, six issues of *Regional Horizons* will be distributed to RAA membership, media, government and related supplier readers for a total regional aviation distribution of more than 2,000 issues on a quarterly frequency. Every issue of *Regional Horizons* is available electronically on RAA's website ([www.raa.org](http://www.raa.org)). Your message can be communicated to the entire regional aviation industry through various sizes of advertising.



*Regional Horizons* will feature three special convention news issues, May 22, 23, 24, 2012 during the 36th RAA Annual Convention in Minneapolis, MN. Emerald Media has been providing RAA attendees the only daily source of convention information for nearly two decades.



➔ **BONUS** Advertisers receive a **FREE Spotlight ad** in the official Exhibit Hall map distributed to every convention attendee!

## Regional Horizons – Editorial Schedule 2012

### 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 52)

- Forecast focus
- Airline perspectives
- Supplier views
- News from the Hill

➔ **BONUS** Pre-Convention issue

### Second Quarter:

**RAA Convention Issues:**

- ➔ **BONUS** Distribution at Minneapolis Convention Center and early morning delivery to the Hilton Hotel

#### May 22 Opening Day

(Issue 53)

This go-to convention guide includes detailed schedules of the week's events, exhibitor booth assignments and company descriptions

#### May 23 and May 24

(Issues 54 and 55)

Daily coverage of all the events of the Minneapolis convention

### Third Quarter: July-September

(Issue 56)

- Flight Technology
- Environmental update
- Training issues and solutions

### Fourth Quarter: October-December

(Issue 57)

- Maintenance trends
- Supplier spotlights

## RAA Annual Report

In addition to the six *Regional Horizons* issues in 2012, Emerald Media will publish the *RAA Annual Report* in September 2012. Maximize your company's visibility throughout the year by advertising in the 2012 *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.



## Electronic banner ads

Electronic ads are available in three sizes on RAA emails distributed to thousands of regional airline executives and related suppliers, associations, media and government officials.

RH Quarterly, Daily Convention and Annual Report



RH e-NEWS monthly newsletter



- ➔ **BONUS** 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 accrues from Annual Convention to Annual Convention.
- ➔ **BONUS** Every *Regional Horizons* issue and the *RAA Annual Report* are available electronically at [www.raa.org](http://www.raa.org) providing advertisers maximum industry exposure.

Publication	Publication Date	Ad Booking form deadline	Ad Material deadline
<b>Regional Horizons (6 issues in 2012)</b>			
First Quarter 2012 – January-March (Issue 52)	Jan-Mar 2012	January 27, 2012	February 13, 2012
<b>Second Quarter 2012 (Convention Coverage)</b>			
May 22, 2012 – Opening day of RAA Annual Convention (Issue 53)	May 22, 2012	March 26, 2012	April 6, 2012
May 23, 2012 – Day 2 of RAA Annual Convention (Issue 54)	May 23, 2012	March 26, 2012	April 6, 2012
May 24, 2012 – Day 3 of RAA Annual Convention (Issue 55)	May 24, 2012	March 26, 2012	April 6, 2012
Third Quarter – July-September (Issue 56)	July-Sept 2012	July 20, 2012	July 27, 2012
Fourth Quarter – October-December (Issue 57)	Oct-Dec 2012	October 4, 2012	October 15, 2012
<b>RAA 2012 Annual Report</b>			
RAA 2012 Annual Report	September 2012	July 20, 2012	July 27, 2012

## Advertising Opportunities

### 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 2012 *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 and Outside Back Cover

Four color (not available in issues 54 and 55).

### Belly Band

Four color band wrapped around each individual newsletter.

(Available in *Regional Horizons* RAA Convention Issues 53, 54 and 55 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 53, 54 and 55 only).

### **NEW!** e-Media

Electronic distribution of *Regional Horizons* Quarterly and Daily Convention issues and *Annual Report* offer Masthead ad space. *Regional Horizons e-NEWS* has both Banner and Skyscraper ad sizes available. All are website hyperlink sent to more than 4,000 readers, including RAA airline and associate members, media and related aviation association representatives.

## Advertising Rates for 2012 (per issue)

Color	1x	2-3x	4-5x	6-7x	Size (WxH)
Full Page	\$3650	\$3560	\$3465	\$3365	8.5" x 11" †
1/2 page	\$2550	\$2470	\$2415	\$2385	7.5" x 4.75" horizontal † 3.75" x 10" vertical‡
1/3 page (strip)	\$2450	\$2275	\$2210	\$2155	7.5" x 3.5"
1/4 page	\$1975	\$1900	\$1830	\$1765	3.5" x 4.75"

	1x	6x + Annual Report	Size (WxH)
Regional Market Links	\$275	\$1925	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		Size (WxH)
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" x 4" wafer sealed †
Distribution Sponsorship**	\$2000	7.5" x 1"

e-Media		Size (WxH)
Masthead Ad	\$1600	600 x 75 pixels
<i>(available in electronic distribution of Regional Horizons Quarterly and Daily Convention issues and Annual Report)</i>		
Banner Ad	\$900	468 x 80 pixels
Skyscraper Ad	\$1250	150 x 600 pixels
<i>(available in Regional Horizons e-NEWS monthly electronic distribution)</i>		

**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 received in writing two weeks prior to materials due date for that issue by: 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.

### Notes:

\* Available in *Annual Report* only.

\*\* Available in *Regional Horizons* RAA Convention issues only.

‡ 4" x 9" vertical for RAA Convention Issues 54 & 55.

† See Specifications page for bleed size.

# 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

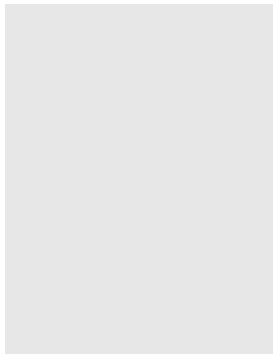
**Production Requirements:** Artwork may be submitted by:  
 CD to: Emerald Media, 1702 Raleigh Hill Road, Vienna, VA 22182 Tel: 703/716-0503  
 Upload files at: [www.aerisgraphicdesign.com](http://www.aerisgraphicdesign.com)

**File types:** Press quality .pdf; Adobe Illustrator .eps (convert all fonts in .eps files to outlines and embed links) and Photoshop .tif are acceptable. For e-Media .jpg or .gif files only.

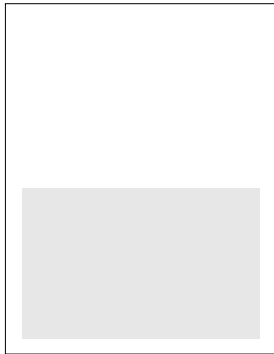
**Layout:** Emerald Media can provide typesetting and production services to advertisers as needed. Prevailing rates apply (with a minimum charge of \$150.00) and will be billed to advertisers.

<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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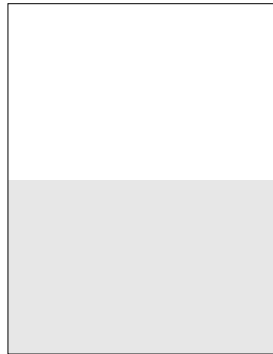
**Full Page**  
 Trim Size: 8.5"x11"  
 Bleed: 8.75" x 11.25"  
 Live Type Area: 8" x 10.5"



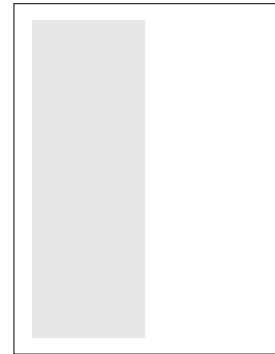
**Half Page Horizontal**  
 7.5" x 4.75"  
 No bleed



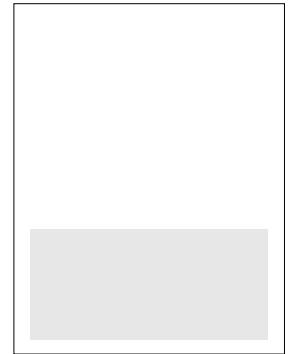
**Half Page Horizontal Bleed**  
 8.5" x 5.5"  
 Bleed: 8.75" x 5.625"  
 Live Type Area: 8" x 5"



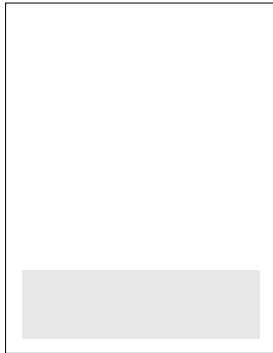
**Half Page Vertical**  
 3.5" x 10" (4" x 9" in RAA  
 Convention Issues 48&49)  
 No bleed



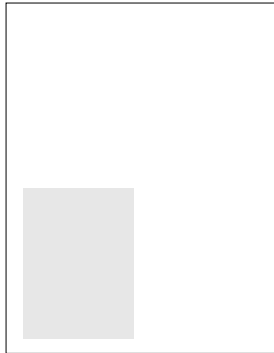
**Third Page**  
 7.5" x 3.5"  
 No bleed



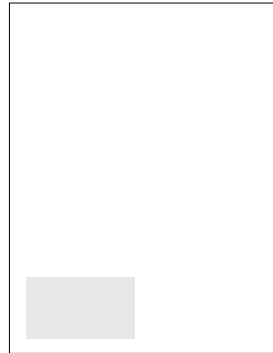
**Quarter Page Strip**  
 7.5" x 2.5"  
 No bleed



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



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



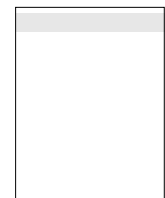
**Distribution Sponsorship**  
 7.5" x 1"  
 (Regional Horizons only)



## e-Media

**Regional Horizons Quarterly, Convention Dailies and Annual Report electronic distribution:**

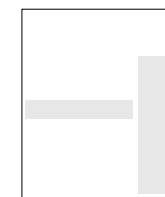
Masthead (horizontal)  
 600 x 75 pixels



**Regional Horizons e-NEWS monthly:**

Banner (horizontal)  
 468 x 80 pixels

Skyscraper (vertical)  
 150 x 600 pixels



**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 47, 48 & 49 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.




# 2012 ADVERTISING BOOKING FORM

Please fax completed form to **703/649-3532**

<b>Company Name</b>		Contact
Tel	Email	Fax
Mailing Address		


<b>Billing Information</b>	Submit invoice to address above <input type="checkbox"/>	Submit invoice to the following <input type="checkbox"/>	<b>Ad Materials submitted by</b>
Company Name	Contact		Contact
Tel	Email		Name
Mailing Address			Tel
			Email



**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*	Price
<i>Regional Horizons Issue Date</i>	Iss #	4c	4c	B&W	4c B&W	4c	B&W	4c /B&W	4c	4c	4c	
<b>First Quarter</b> Jan-Mar 2012	52											
<b>Second Quarter</b>												
May 22, 2012 RAA Convention	53											
May 23, 2012 RAA Convention	54											
May 24, 2012 RAA Convention	55											
<b>Third Quarter</b> July-Sept 2012	56											
<b>Fourth Quarter</b> Oct-Dec 2012	57											
<b>Notes:</b>											Total	

\*Only available for RAA Convention Issues 53, 54, 55



**2012 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	Price
		4c	B&W	4c	4c	B&W	4c B&W	4c	B&W	4c /B&W	4c	
<i>2012 Annual Report</i>												
<b>Notes:</b>												



Please indicate type of ad		Masthead (horizontal 600 x 75 pixels)	Banner (horizontal 468 x 80 pixels)	Skyscraper (vertical 150 x 600 pixels)	Price
<i>Regional Horizons Quarterly, Convention Dailies and Annual Report electronic distribution</i>					
<i>Regional Horizons e-NEWS monthly</i>					
<b>Notes:</b>					

<b>Total amount all ads</b>	
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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.

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: 703/649-3532 Email: kelly@emeraldmediaus.com  
Invoices will be sent the day of publication with checking copy.