



- ▶ There are multiple opportunities for advertising in official RAA publications: Four quarterly **Regional Horizons** PDF digital newsletters; three **Regional Horizons** print newsletters distributed onsite at the Annual Convention in Nashville, Tennessee in September 2019; the 2019 **RAA Annual Report**, published in the fall.
- ▶ Under the direction of RAA Communications Director Aaron Karp, a veteran journalist and editor with 20 years of experience covering the airline business, the 2019 **Regional Horizons** publications will have a renewed sense of purpose providing compelling content to regional airline executives and decision makers.
- ▶ Advertisers will get exclusive access to key executives and decision-makers at 21 regional airlines in North America that make up RAA's membership. These executives rely on the **Regional Horizons** digital newsletters, convention publications and the **Annual Report** for critical news, data and information about this significant segment of the commercial airline industry. Regional airlines operate 41% of scheduled flights in the United States and are the only source of scheduled airline service at 63% of U.S. airports.
- ▶ **RAA's Annual Report** is the definitive source for regional airline industry data, analysis and key contact information. Under the direction of RAA Director-Operations, Safety & Technical Services. The **Annual Report** is a one-stop source for regional airline industry data, analysis and directories providing points of contact for RAA Airline Member leadership and key personnel from Associate Members ranging from software providers to engine manufacturers to avionics and repair stations. It is indispensable for regional airlines, industry supply partners, media and policymakers seeking information on the regional airline industry that only the **Annual Report** offers.

**RAA**



## ADVERTISING RATES FOR 2019

### Annual Report and Regional Horizons (Color)

	Price	Size
Full page	\$4,200	8.5" x 11"
Half page	\$2,900	7.5" x 10" horizontal
1/3 page strip ad	\$2,750	7.5" x 3.5"
Quarter page	\$2,275	3.5" x 4.75"

### Annual Report and Regional Horizons (Black & White)

	Price	Size
Full page	\$2,650	8.5" x 11"
Half page	\$1,700	7.5" x 10" horizontal
1/3 page strip ad	\$1,400	7.5" x 3.5"
Quarter page	\$1,125	3.5" x 4.75"

### Annual Report and Regional Horizons Print Editions Special Positions (Color)

	Price	Size
Outside back cover	\$6,800	8.5" x 11"
Inside front cover	\$5,700	8.5" x 11"
Inside back cover	\$5,200	8.5" x 11"

For information about purchasing an ad, please contact Amanda Thaxton at 202-367-2335 or [thaxton@raa.org](mailto:thaxton@raa.org)  
 For general information about RAA publications, please contact Aaron Karp at 202-367-2323 or [karp@raa.org](mailto:karp@raa.org)