

REGIONAL AIRLINE ASSOCIATION MEDIA GUIDE

2021 Annual Report

Don't miss your chance to advertise in the RAA's award-winning Annual Report! The RAA Annual Report is the **only publication** to feature detailed industry data on North American regional airlines and the critical air service they provide.

RAA's Annual Report is on the desk of every RAA Board member (CEOs of regional airlines) and is used daily by airline executives, industry analysts and decision-makers, policymakers and journalists to access rich information about regional airlines and their supply company partners.

Regional airlines operate over 40% of scheduled flights in the United States and **are the ONLY source of scheduled airline service at 66% of U.S. airports**. The data showcased in these reports also demonstrates the value of regional aviation and helps support sound policy that fosters healthy regional airlines and a healthy supplier community.

The RAA 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.

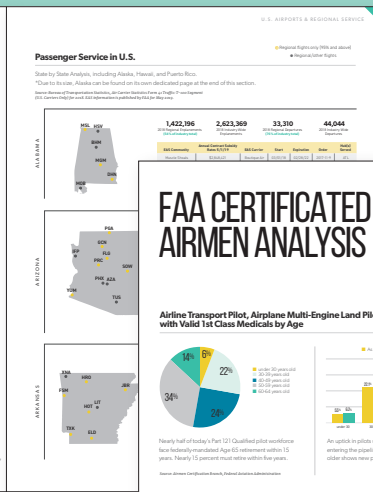
By advertising in RAA's Annual Report, you are placing your product in front of the industry's leading decision makers, and you are also supporting this critical educational tool. Please reach out today to place an ad, purchase a logo, or otherwise showcase YOUR company's role in our shared industry, while helping us to protect our shared future.

AMERICAN
ADVERTISING
AWARDS



2019
WINNER
BEST ANNUAL REPORT DESIGN





RAA Associate Members in good standing will receive a **10% discount**

on advertising rates for this year's Annual Report. All associate members receive a complimentary company listing in the Annual Report, and are invited to purchase a **stand-out logo display** to help draw attention to your listing for \$500. Interested in both an advertising space and logo placement? We've got you covered! This year, Associate Members who purchase an ad will receive complimentary logo placement in the Member Directory.

Advertising Rates For 2021

**all ads subject to availability*

	AD SIZE	PRICE	SPECS
ANNUAL REPORT (COLOR)	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 (BLACK & WHITE)	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 PRINT EDITIONS SPECIAL POSITIONS (COLOR)	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 **Michelle Cravez** at 202-367-2323 or cravez@raa.org

For general information about RAA publications, please send inquiries to media@raa.org