

ALI

AEROSPACE LIGHTING INSTITUTE

ALI DIRECTORY ADVERTISING DETAILS

Important Dates and Information:

February 1, 2012: Please confirm if you will be running a repeat ad in the directory in 2012 with no changes. Ad Materials are on file from previous year.

February 1, 2012: Please confirm that a new ad will be submitted. Confirm ad size and if ad will be color or black and white format. Ad Materials will be due on March 15, 2012.

Please direct all advertising inquiries to Lauren@aerospacelightinginsittute.com. Full color costs apply to any ad reproduced in any color other than black.

ALI DIRECTORY ADVERTISING RATES

	Cost		Measurements	
	Black/White	Full Color*	Margin Ad	Bleed Ad
FULL PAGE	\$1,100.00	\$1,450.00	7"w x 10"h	8-1/2"w x 11"h
ONE-HALF PAGE	\$800.00	\$1,000.00	7"w x 4-7/8"h 3-3/16"w x 10"h	8-1/2"w x 5-3/8"h 3-1/16"w x 11"h

NOTE: ALI does not honor agency commissions to agencies.

MECHANICAL DATA FOR AD PREPARATION

All ad material should be digital format (i.e. .pdf, .doc, .jpg, etc.)

Ads will be returned on request only. Ads not returned will be filed for one year for future use.

ALI cannot be responsible for damage to ads "en route" either before or after insertion.

Although no cost distinction is made between "bleed" ads and ads with margins, it is necessary to specify the type of ad you are submitting.

Ad sizes given above allow 1/4" space between your ad and other ads or material on the page.

Please either send us a CD, or e-mail your ad via YouSendIt.com to Lauren@aerospacelightinginstitute.com.