



NBAA SCHEDULERS & DISPATCHERS

Official Show Program & Directory of Exhibiting Companies

February 15–18 • San Diego, CA

As business aviation’s largest annual event dedicated to schedulers and dispatchers, the NBAA Schedulers & Dispatchers Conference is the best opportunity to communicate your company’s message directly to those responsible for coordinating the use of business aircraft. Distributed to Conference Attendees with their credentials, the *NBAA Schedulers & Dispatchers Show Program & Directory of Exhibiting Companies* includes pertinent information relative to Exhibits, Education Sessions, social gatherings and other Conference happenings.

Advertising Opportunities Available:

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| • Four-color cover position | \$3,500 |
| • Full-page, four-color run of book | \$2,200 |
| • Full-page, black-and-white run of book | \$1,500 |
| • Half-page, four-color run of book | \$1,300 |
| • Half-page, black-and-white run of book | \$1,050 |
| • Belly band | \$4,500 |

Insertion order deadline: November 21, 2012

Artwork deadline: November 28, 2012

S&D2012 Program advertisers also have an exclusive opportunity to purchase large, prominent display ads that will rotate within the S&D2012 web page. Each display ad will receive a guaranteed minimum of 5,000 impressions/views.

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| • Web display ad: | \$350 |
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Mechanical Specifications

Full-page ad:

- Live area: 4" X 7"
- Publication trim size: 5" x 8"
- Bleed page size: 5.25" x 8.25" (includes .125" bleed on all sides)

Half-page horizontal ad:

- Publication trim size: 5" x 4"
- Bleed page size: 5.25" x 4.25" (includes .125" bleed on all sides)

Belly band:

- Contact NBAA for specs

For all ads:

- All image files must have a resolution of at least 300 dpi, have all fonts embedded and be converted from RGB to CMYK. No PMS colors or spot varnish. Allow .375" on all sides for bleed and keep live matter to within .375" from final trim.
- Artwork must be supplied in press-quality digital format, with PDFs the preferred image file type. Other file types accepted are JPG, EPS, TIF, INDD and QXD. All linked art files and fonts must be included. Printer can accept CD-ROM or DVD disks.
- Color proofs must be supplied; printer is not responsible for matching color.

For web display ads:

- The vertical 240x400 pixel display ads must be GIF or JPG format with 40K maximum file size. Most rich media ads are accepted; ads may not feature sound or expand.

Contacts

Send inquiries/insertion orders to:

Melissa Murphy

NBAA Advertising & Sponsorship

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Katrina Bradshaw

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Send artwork/payments to:

Alesia ZaGara

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Tel: (202) 783-9258 • E-mail: agazara@nbaa.org

Copy and Contract Regulations

Advertiser and/or advertiser's agency assume all liability for message content, including representation and illustrations, and also assume responsibility for any claims arising therefrom made against NBAA. NBAA reserves the right to reject any advertisement.

Billing Terms and Refunds

Advertisers will be billed after publication. Payment is due 30 days from receipt of invoice. NBAA will bill an advertising agency directly, only on the condition that the advertiser accepts dual responsibility for payment within 30 days of billing. In the case of prepayments, refunds will be given only for cancellations made prior to the insertion order deadline.