



## 2006 RATES AND SPECIFICATIONS

Rates (Per Month)*	1 Month	2-3 Months	4-6 Months	7-8 Months	9-12 Months
Full Width Banner	\$ 7,150.00	\$ 6,975.00	\$ 6,700.00	\$ 6,350.00	\$ 6,150.00

(\* 8 issues/month – 27,102 subscribers  
as of September 2005)

### Specifications

#### Size

Full Width Banner 495p x 90p – 120p

#### Accepted File Formats:

.jpg  
.gif  
Animated.gif

**(Note: Flash Files Not Accepted)**

#### Resolution:

72 dpi

#### File Size:

Less than 75K

#### Animation:

Continuous Looping is permitted with 5-second pause between each occurrence.

#### Tag Text (below image):

No more than 50 characters.

#### Target URL:

Must be submitted with banner.

#### Delivery:

Materials must be supplied by email or disk with a lead time of three business days.

#### Email:

[jdarlington@ainonline.com](mailto:jdarlington@ainonline.com)

#### Disk:

Joe Darlington  
Web Designer  
AVIATION INTERNATIONAL NEWS  
214 Franklin Avenue  
Midland Park, NJ 07432  
201-444-5075

#### Ad Sales:

[adsales@ainonline.com](mailto:adsales@ainonline.com)  
203-798-2400