

2012 MEDIA PLANNER



AIR

GROUND

MARITIME





Profile

Unmanned Systems, AUUSI's monthly publication, highlights current global developments and unveils new technologies in air, ground, maritime, robotics and space systems, covering defense, civil and commercial markets worldwide. This publication delivers the most qualified target audience available for any organization involved in the unmanned systems industry.

Market and Circulation

Unmanned Systems' worldwide readership of more than 18,000 is the most active, involved, professional group in the unmanned systems industry. No other publication reaches this group of decision-makers and organizations driving this industry forward. Ensure your advertising dollars are wisely spent by reaching this unique target audience.

Editorial Calendar*

Editorial Content		Ad Close
January	New Controls for Unmanned Systems Throwbots Laser Sintering	1 Dec.
February	Intelligent Transportation Update Threats to GPS Arming UAS	3 Jan.
March	AUUSI's Unmanned Systems Program Review 2012 Report Endurance in Underwater Vehicles Cross-Domain Companies	1 Feb.
April	Lessons Learned: Future Combat Systems The Business of DIY Robotics Defense Spending Update	1 March
May	Humanoid Robot Update Weather Monitoring With Unmanned Systems Robotic Agriculture	2 April
June	Cargo-Carrying Systems Multi-Vehicle Control Pushing the Boundaries of Motion	1 May
July	Oil and Gas ROVs NATO Unmanned Update Powering Unmanned Systems	1 June
August	Adding Autonomy HALE Update Economic Development With Unmanned Systems *AUUSI's Unmanned Systems North America Show Issue	2 July
September	Education Update Companies Grown From Competitions Record-Setting Robots	1 Aug.
October	AUUSI's Unmanned Systems North America 2012 Report Shrinking Components Robotic Limbs	4 Sept.
November	Carrier-Launched UAS Prize Competition Update Metamaterials	1 Oct.
December	FAA SUAS Update Commercial Space Update Roundup of Top Innovations	1 Nov.

*Subject to change

Please email marketing@auusi.org for a current distribution list.

Artwork Specifications:

Ad Size	Inches	Centimeters
Spread (with bleed)	17.25" x 11.25"	43.8 cm x 28.6 cm
Spread Trim Size	17" x 11"	43.2 cm x 27.9 cm
Full Page (with bleed)	8.75" x 11.25"	22.2 cm x 28.6 cm
Full Page Trim Size	8.5" x 11"	21.6 cm x 27.9 cm
2/3 Vertical	5" x 9.75"	12.7 cm x 24.8 cm
1/2 Horizontal	7.5" x 4.75"	19 cm x 12.1 cm
1/2 Vertical	3.65" x 9.75"	9.3 cm x 24.8 cm
1/2 Island	5" x 7"	12.7 cm x 17.8 cm
1/3 Horizontal	7.5" x 3.5"	19 cm x 8.9 cm
1/3 Vertical	2.375" x 9.75"	6 cm x 24.8 cm
1/4 Vertical	3.65" x 4.75"	9.3 cm x 8.9 cm
1/6 Vertical	2.375" x 4.75"	6 cm x 12.1 cm
Classified Ad 1	3.65" x 1"	9.3 cm x 2.5 cm
Classified Ad 2	3.65" x 2"	9.3 cm x 5 cm

Artwork/Printing Standards:

An electronic, high-resolution, print-ready (CMYK) PDF format is preferred for providing artwork. Other options for electronic file submission are (Mac or PC): InDesign, Illustrator or Photoshop. When providing any of these formats (except flattened Photoshop .eps or .tif files) all fonts and images used must be provided and a hard copy or low-resolution PDF of the most current version of the ad must be included. Trim size is 8 1/2" x 11". All full page ads should be set up to run with a bleed and have .125" extension on each of the four sides (top, bottom, left and right) for bleeds. There is no additional charge for full-page bleeds. Only electronic files under 5 MB will be accepted via email. Files larger than 5 MB should be uploaded to our FTP site: www.auvsi.org/upload



Spread (with bleed)



Full Page (with bleed)



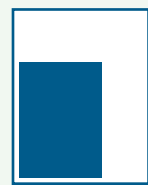
2/3 Vertical



1/2 Horizontal



1/2 Vertical



1/2 Island



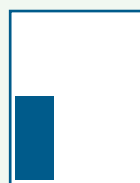
1/3 Horizontal



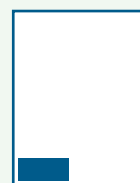
1/3 Vertical



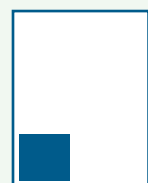
1/4 Vertical



1/6 Vertical



Classified Ad 1



Classified Ad 2

Advertising Rates*

	1x	2-4x	5-6x	7-9x	10-12x
Covers (4-color)					
Cover 2	\$5,200	\$4,600	\$3,800	\$3,200	\$2,600
Cover 3	\$5,000	\$4,200	\$3,600	\$2,900	\$2,500
Cover 4	\$5,500	\$4,700	\$3,900	\$3,150	\$2,700
Preferred Positions (4-color)					
Opposite Cover 2	\$4,900	\$4,500	\$3,800	\$3,150	\$2,600
Opposite TOC	\$4,900	\$4,500	\$3,800	\$3,150	\$2,600
4-color					
Spread	\$6,300	\$5,600	\$4,700	\$3,800	\$3,200
Full	\$4,300	\$3,900	\$3,200	\$2,700	\$2,300
2/3	\$3,900	\$3,700	\$3,150	\$2,500	\$2,100
1/2	\$3,500	\$3,300	\$2,700	\$2,200	\$1,900
1/3	\$3,000	\$2,600	\$2,300	\$2,000	\$1,700
1/4	\$2,900	\$2,500	\$2,200	\$1,900	\$1,600
1/6	\$2,600	\$2,400	\$2,100	\$1,700	\$1,500
Black & White					
Spread	\$4,700	\$3,800	\$3,150	\$2,600	\$2,200
Full	\$2,500	\$2,100	\$1,800	\$1,500	\$1,150
2/3	\$1,700	\$1,500	\$1,150	\$1,050	\$850
1/2	\$1,600	\$1,300	\$1,050	\$950	\$730
1/3	\$1,200	\$950	\$850	\$750	\$600
1/4	\$1,100	\$800	\$700	\$600	\$450
1/6	\$850	\$630	\$530	\$430	\$360

* All rates are gross and subject to agency, early bird, promotional and one-time corporate member discounts. Discounts cannot be combined.

Classified Ads Rates: \$80/one-inch text only; \$30 additional to include company logo

- 3.65" x 1"; text only \$80
- 3.65" x 1"; with logo \$110
- 3.65" x 2"; text only \$160
- 3.65" x 2"; with logo \$190

Contract available on Page 13

Unmanned Systems: Mission Critical

Profile:

Unmanned Systems: Mission Critical is AUVSI's quarterly electronic publication that highlights special topics in the unmanned systems industry. Each issue focuses on one particular topic area with information on the defense, civil and commercial applications of the technology as well as new developments and what the future may hold. The publication seeks to draw interest in unmanned systems from new market areas around the world.

Unmanned Systems: Mission Critical is available electronically as part of AUVSI membership and can be printed by members or non-members. The publication will be seen not only by decision makers, consumers and organizations focused on unmanned systems and robotics, but also new readers in developing market areas. Your advertising dollars spent here will ensure brand awareness for your company in burgeoning as well as existing unmanned systems markets.

Editorial Calendar *

Issue	Topic	Ad Close
Spring	Agriculture	1 March
Summer	Commercial Robots	1 June
Fall	Security	4 Sept.
Winter	Sensors	3 Dec.

* Subject to change.



Artwork Specifications:

Ad Size	Inches	Centimeters
Spread (with bleed)	17.25" x 11.25"	43.8 cm x 28.6 cm
Spread Trim Size	17" x 11"	43.2 cm x 27.9 cm
Full Page (with bleed)	8.75" x 11.25"	22.2 cm x 28.6 cm
Full Page Trim Size	8.5" x 11"	21.6 cm x 27.9 cm
1/2 Page Horizontal	7.5" x 4.75"	19 cm x 12.1 cm
1/2 Page Vertical	3.65" x 9.75"	9.3 cm x 24.8 cm

Artwork Standards:

An electronic, high-resolution, print-ready (CMYK) PDF format is preferred for providing artwork. Other options for electronic file submission are (Mac or PC): InDesign, Illustrator or Photoshop. When providing any of these formats (except flattened Photoshop .esp or .tif files) all fonts and images used must be provided and a hard copy or low-resolution PDF of the most current version of the ad must be included. Trim size is 8 1/2" x 11". All full page ads should be set up to run with a bleed and have .125" extension on each of the four sides (top, bottom, left, and right) for bleeds. There is no additional charge for full page bleeds. Only electronic files under 5MB will be accepted via email. Files larger than 5MB should be uploaded to our FTP site: www.auvsi.org/upload

Advertising Rates *

Placement Frequency	1-2x	3-4x
Covers (4-color)		
Cover 2	\$3,500	\$3,000
Cover 3	\$3,500	\$3,000
Cover 4	\$3,500	\$3,000
Preferred Positions (4-color)		
Opposite Cover 2	\$3,000	\$2,500
Opposite TOC	\$3,000	\$2,500
4-color		
Spread	\$4,000	\$3,500
Full Page	\$2,500	\$2,000
1/2 Page	\$1,500	\$1,200

* All rates are gross and subject to agency and corporate member discounts.
Discounts cannot be combined.

Contract available on Page 15

AUVSI Webinar Series

Sponsor an AUVSI webinar!

AUVSI is now offering sponsorship opportunities on select webinars as part of our ongoing series. Webinars are available for real-time viewing and will be available for downloading after the presentation.

Sponsor Options:

Full sponsorship (non-member companies): \$3,000

Full sponsorship (AUVSI member companies): \$2,500

Sponsorship includes a sponsor announcement at the beginning and end of each segment and a company contact slide at the beginning and/or end of the webinar. Sponsor logos will appear next to each sponsored webinar on AUVSI's website and will be sent with emails promoting the webinar.

The sponsor is responsible for providing an electronic/digital copy of their logo (.tif or .jpg preferred). As soon as the logo is received we will add it to AUVSI's website.

Contract available on Page 17

Please contact Lisa Fick at fick@auvsi.org for more information and a list of upcoming webinars.

AUVSI's *Unmanned Systems eBrief* is distributed electronically every Wednesday to more than 30,000 AUVSI members and subscribers across the world.

2012 Webinar Topics*

- Challenges to GPS Signals
- Unmanned Systems in the Federal Budget
- Unmanned Systems and Law Enforcement: An Update
- Investing in Unmanned Systems
- A Look at the 2012 Robotics Rodeo
- Unmanned Systems for Agriculture
- Powering Unmanned Systems
- Simulcast: A Panel from AUVSI's Unmanned Systems North America
- New Sensors for Robots and Unmanned Systems
- UUVs and ROVs in the Oil and Gas Industry
- Promoting Public Acceptance of Unmanned Systems
- Adding Autonomy to Unmanned Systems

*Subject to change

Advertising Rates and Artwork Dimensions

Location	Size (pixels, width x height)	Standard Per Month	Event Rate Per Month*
Top Banner	382 x 70	\$1,300	\$1,400
Top Square Sidebar	258 x 258	\$1,300	\$1,400
Square Sidebar	258 x 258	\$1,000	\$1,100
Rectangle Sidebar	258 x 75	\$800	\$900

*AUVSI event pricing is for the month before and during AUVSI's Unmanned Systems Program Review and AUVSI's Unmanned Systems North America.

Frequency discounts: 4 - 6x placement = 5 percent; 7 - 9x placement = 10 percent; 10 - 12x placement = 15 percent

Banner Submission Information:

The top banner will be placed at the top of the newsletter under the social media bar. Sidebars will be placed vertically on the right-hand side of the newsletter. Positioning is determined in the order contracts are received.

Web-ready banners must be supplied in .gif and .jpg files. The max file size is 30KB.

Artwork deadline is the Friday before the issue is distributed.

Email banners to marketing@auvsi.org or use our FTP site: www.auvsi.org/upload

Space is available on a first-come, first-served basis. Banners are reserved in monthly increments.

Note: Flash/animated banners will not display in Microsoft Outlook.

If flash/animated banners are sent, they will only display on our website and in web-based email programs.

Contract available on Page 19



Place your organization’s banner on AUVSI.org for the most direct way to reach the entire unmanned systems and robotics community.

AUVSI.org receives on average 30,000 page views per month from nearly 200 countries around the world.

Advertising Rates and Artwork Dimensions

Banner Location:	Size (pixels, width x height)
Top Banner	468 x 60
Square Sidebar	125 x 125

Number of Impressions	Price per Thousand
1,000.....	\$260
1,001 – 5,000.....	\$250
5,001 – 10,000.....	\$240
10,001 – 15,000.....	\$230
15,001 +.....	\$210

Online Specifications:

Web-ready copy must be supplied in .gif, .jpg, or Flash files.

Max file size: 30KB

Email banners to marketing@auvsi.org or use our FTP site: www.auvsi.org/upload

Banners will be displayed on all pages except for AUVSI’s home page and show site.

Contract available on page 19

AUVSI's Unmanned Systems North America 2012

AUVSI's Unmanned Systems North America 2012 Onsite Program is distributed to more than 8,000 conference attendees and 500+ exhibitors!

Covers (4-color)	
Front Inside Cover	\$3,600
Back Inside Cover	\$3,400
Back Outside Cover	\$3,800
4-color	
Spread (includes bleed)	\$4,800
Full (includes bleed)	\$2,700
2/3	\$2,200
1/2	\$1,900
1/3	\$1,400
1/4	\$1,200
1/6	\$900



Black & White	
Full (includes bleed)	\$1,400
2/3	\$1,200
1/2	\$1,000
1/3	\$850
1/4	\$ 600
1/6	\$450

Artwork Specifications:

Ad Size	Inches (width x height)	Millimeters (width x height)
Full Page Trim Size	9.5" x 7.5"	241.3 mm x 190.5 mm
Full Page (with bleed)	9.75" x 7.75"	247.6 mm x 196.8 mm
2/3 Page	5.56" x 6"	141.2 mm x 152.4 mm
1/2 Vertical	4.125" x 6"	104.7 mm x 152.4 mm
1/2 Horizontal	8.5" x 3"	215.9 mm x 76.2 mm
1/3 Page	2.62" x 6"	66.5 mm x 152.4 mm
1/4 Page	4.125" x 3"	104.7 mm x 76.2 mm
1/6 Page	2.62" x 3"	66.5 mm x 76.2 mm

Artwork Printing Standards:

An electronic, high-resolution, print-ready (CMYK) PDF format is preferred for providing artwork. Other options for electronic file submission are (Mac or PC): InDesign, Illustrator or Photoshop. When providing any of these formats (except flattened Photoshop .eps or .tif files) all fonts and images used must be provided and a hard copy or low-resolution PDF of the most current version of the ad must be included. Trim size is 9.5" x 7.5". All full page ads should be set up to run with a bleed and have .125" extension on each of the four sides (top, bottom, left and right) for bleeds. There is no additional charge for full-page bleeds. Only electronic files under 5 MB will be accepted via email. Files larger than 5 MB are to be uploaded to our FTP site: www.auvsi.org/upload

Contract available on page 21

Hanging Banners & Floor Pads

Increase your presence at the show by hanging a vinyl banner in the convention center.

Tell attendees how to find you by purchasing a marker on the floor that directs everyone to your booth.

More than 8,000 attendees will walk directly by your banner or floor pad as they head to the registration area, exhibit hall and session rooms.

For more information email marketing@auvsi.org.

Unmanned Daily News, produced by Flightglobal

AUVSI continues its exclusive arrangement with the leading international aerospace and defense publisher Flightglobal to bring its award-winning *Flight Daily News* publication to AUVSI's Unmanned Systems North America 2012 in Las Vegas.

Branded as *Unmanned Daily News* to reflect the entire range of unmanned systems exhibited at the event, it will be the only daily newspaper at the event, publishing on the mornings of 7 - 9 August.

Copies will be distributed by Flightglobal's familiar distribution team — dressed in high-visibility red jumpsuits — to delegates as they enter Mandalay Bay Resort and Casino. It will also be made available at the AUVSI presentations and dropped at exhibitor stands.

Additionally Flightglobal and AUVSI will send an e-newsletter containing a digital version of *Unmanned Daily News* (including all advertising) to AUVSI's full distribution list (more than 30,000). *Unmanned Daily News* will also be available to AUVSI.org and Flightglobal.com web visitors.

Send advertising enquires to:

Warren McEwan

E: warren.mcewan@flightglobal.com

T: +1 703 836 3719



2012 Unmanned Systems Magazine Advertising Contract

Advertiser Information

Company _____
 First Name _____ Last Name _____
 Address _____
 City _____ State/Province _____
 Zip/Postal Code _____ Country _____
 Phone _____ Fax _____ Email _____

Industry Classification: Air Ground Maritime Space Robotics All

I am an AUVSI corporate member. Level: _____

AUVSI corporate member *Unmanned Systems* magazine discounts:
 Diamond & Platinum levels – one-time complimentary full page, 4-color ad
 Gold & Silver levels – one-time 50% discount on a full page, 4-color ad

Agency Information (if applicable) Check here if agency is to receive invoices for payment

Agency _____
 First Name _____ Last Name _____
 Address _____
 City _____ State/Province _____
 Zip/Postal Code _____ Country _____
 Phone _____ Fax _____ Email _____

2012 Issues (check all that apply)

Reservation/Material Deadlines (artworks specs on next page)

- January 1 Dec.
- February 3 Jan.
- March 1 Feb.
- April 1 March
- May 2 April
- June 1 May
- July 1 June
- August 2 July
- September 1 August
- October 4 Sept.
- November 1 Oct.
- December 1 Nov.

Placement: Cover 2 Cover 3 Cover 4 Opp Cover 2 Opp TOC
 Ad Size: Spread Full page 2/3 page 1/2 page 1/3 page 1/4 page 1/6 page
 Color: 4-color B&W
 Layout: Horizontal Vertical

Rate per placement: \$ _____

Total Amount Due: \$ _____

AUVSI will provide an invoice for payment. I have read and understand the terms and conditions (on the reverse side). By signing this contract, I consent that I am an authorized signatory for my company.

Signature _____ Date _____

Printed Name _____

Please return to AUVSI via fax at +1 703 845 9679.

Unmanned Systems Magazine Terms and Conditions

1. Frequency discounts apply to advertisements run in a continuous, one calendar year period. Frequency must be ordered with the first insertion. Advertisers will be short rated if within a 12-month period from the date of their first insertion they have not used the amount of space upon which the billings have been based.
2. All advertising reservations and materials must be received on or before the ad close date published in the editorial calendar. Late advertisements may be accepted at the discretion of the publisher. AUVSI is not responsible for ensuring that artwork replacements submitted after the published deadlines are printed. AUVSI will make every effort to honor late ad swaps but cannot guarantee such requests. If material is received after the published deadline, AUVSI reserves the right to reprint an advertisement from the same advertiser published in an earlier issue of *Unmanned Systems* magazine.
3. Cancellations must be in writing and are subject to 50 percent of the advertising cost if the cancellation occurs after the ad close date published on the editorial calendar.
4. The advertiser is responsible for ensuring that materials are submitted in final, legal, and acceptable formats and sizes.
5. This contract is considered to be a separate document from agency or company generated insertion orders. Insertion orders must be sent for each advertisement to confirm space.
6. The publisher reserves the right to refuse any advertisement at any time. Any advertising copy that might be mistaken as an article, commentary or other non-advertising material must be clearly marked "advertisement." Ads should not contain nudity or sexual innuendo.
7. AUVSI is not responsible for misspellings or other errors in advertisements. Proofs are not provided.
8. Conversion, film, drawings or photographs will be made upon order and charged at prevailing rates. Cost of necessary repairs to material received in either worn or damaged condition are to be paid by advertisers. These charges are non-commissionable.
9. Payment must be received (not postmarked) within 30 days of invoice date. AUVSI provides a 15 percent discount to recognized agencies, provided payment is received (not postmarked) within 30 days of invoice date. Any invoice not paid within 30 days of invoice will be subject to interest and penalty charges. Companies with a balance more than 90 days old forfeit all future advertising until all invoices are paid.
10. The publisher is not liable for delays in delivery and/or non-delivery in the event of an act of God, action by any governmental or quasi-governmental agency, fire, flood, insurrection, riot, explosion, embargo, legal or illegal strikes, labor or material shortage, transportation interruption of any kind, work slowdown, or any circumstances beyond the control of the publisher affecting production or delivery in any manner.
11. Unless specifically paid for as such, AUVSI will make every attempt to honor placement requests but cannot guarantee such requests.
12. Special promotional or one-time corporate member discounts cannot be combined with any other agency or promotional discounts. In all such cases, the higher discount will be accepted and applied.

Artwork Specs:

Ad Size	Inches	Centimeters
Spread (with Bleed)	17.25" x 11.25"	43.8 cm x 28.6 cm
Spread Trim Size	17" x 11"	43.2 cm x 27.9 cm
Live Area	16" x 10.375" (1.45" gutter)	38 cm x 26.3 cm (3.6 cm gutter)
Full Page (with Bleed)	8.75" x 11.25"	22.2 cm x 28.6 cm
Full Page Trim Size	8.5" x 11"	21.6 cm x 27.9 cm
Live Area	7.5" x 10.375"	19 cm x 26.3 cm
2/3 Vertical	5" x 9.75"	12.7 cm x 24.8 cm
1/2 Horizontal	7.5" x 4.75"	19 cm x 12.1 cm
1/2 Vertical	3.65" x 9.75"	9.3 cm x 24.8 cm
1/3 Horizontal	7.5" x 3.5"	19 cm x 8.9 cm
1/3 Vertical	2.375" x 9.75"	6 cm x 24.8 cm
1/4 Vertical	3.65" x 4.75"	9.3 cm x 8.9 cm
1/6 Vertical	2.375" x 4.75"	6 cm x 12.1 cm

Artwork submissions: email marketing@auvsi.org or FTP site: www.auvsi.org/upload

Please return reservation form and contract to:
 AUVSI
 2700 South Quincy Street, Suite 400 • Arlington, VA 22206 USA
 +1 571 255 7779 • +1 703 845 9679 fax
marketing@auvsi.org

2012 Unmanned Systems: Mission Critical Advertising Contract

Advertiser Information

Company _____
 First Name _____ Last Name _____
 Address _____
 City _____ State/Province _____
 Zip/PostalCode _____ Country _____
 Phone _____ Fax _____ Email _____

Industry Classification: Air Ground Maritime Space Robotics All

I am an AUVSI corporate member. Level: _____

AUVSI corporate member *Unmanned Systems: Mission Critical* discounts:

- Diamond: one-time 50% off a full or half page ad
- Platinum: one-time 30% off a full or half page ad
- Gold: one-time 20% off a full or half page ad
- Silver: one-time 10% off a full or half page ad

Agency Information (if applicable) Check here if agency is to receive invoices for payment

Agency _____
 First Name _____ Last Name _____
 Address _____
 City _____ State/Province _____
 Zip/PostalCode _____ Country _____
 Phone _____ Fax _____ Email _____

2012 Issues (check all that apply)

Reservation/Material Deadlines (artworks specs on next page)

- Spring (Agriculture) 1 March
- Summer (Commercial Robots) 1 June
- Fall (Security) 4 Sept.
- Winter (Sensors) 3 Dec.

Placement: Cover 2 Cover 3 Cover 4 Opp Cover 2 Opp TOC
 Ad Size: Spread Full page 1/2 page
 Layout: Horizontal Vertical

Rate per placement: \$ _____

Total Amount Due: \$ _____

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Signature _____ Date _____

Printed Name _____

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Unmanned Systems: Mission Critical Terms and Conditions

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3. Cancellations must be in writing and are subject to 50 percent of the advertising cost if the cancellation occurs after the ad close date published on the editorial calendar.
4. The advertiser is responsible for ensuring that materials are submitted in final, legal, and acceptable formats and sizes.
5. This contract is considered to be a separate document from agency or company generated insertion orders. Insertion orders must be sent for each advertisement to confirm space.
6. The publisher reserves the right to refuse any advertisement at any time. Any advertising copy that might be mistaken as an article, commentary or other non-advertising material must be clearly marked "advertisement." Ads should not contain nudity or sexual innuendo.
7. AUVSI is not responsible for misspellings or other errors in advertisements. Proofs are not provided.
8. Conversion, film, drawings or photographs will be made upon order and charged at prevailing rates. Cost of necessary repairs to material received in either worn or damaged condition are to be paid by advertisers. These charges are non-commissionable.
9. Payment must be received (not postmarked) within 30 days of invoice date. AUVSI provides a 15% discount to recognized agencies, provided payment is received (not postmarked) within 30 days of invoice date. Any invoice not paid within 30 days of invoice will be subject to interest and penalty charges. Companies with a balance more than 90 days old forfeit all future advertising until all invoices are paid.
10. The publisher is not liable for delays in delivery and/or non-delivery in the event of an act of God, action by any governmental or quasi-governmental agency, fire, flood, insurrection, riot, explosion, embargo, legal or illegal strikes, labor or material shortage, transportation interruption of any kind, work slowdown, or any circumstances beyond the control of the publisher affecting production or delivery in any manner.
11. Unless specifically paid for as such, AUVSI will make every attempt to honor placement requests but cannot guarantee such requests.
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Artwork Specs:

Ad Size	Inches	Centimeters
Spread (with bleed)	17.25" x 11.25"	43.8 cm x 28.6 cm
Spread Trim Size	17" x 11"	43.2 cm x 27.9 cm
Live Area	16" x 10.375" (1.45" gutter)	38 cm x 26.3 cm (3.6 cm gutter)
Full Page (with bleed)	8.75" x 11.25"	22.2 cm x 28.6 cm
Full Page Trim Size	8.5" x 11"	21.6 cm x 27.9 cm
Live Area	7.5" x 10.375"	19 cm x 26.3 cm
1/2 Horizontal	7.5" x 4.75"	19 cm x 12.1 cm
1/2 Vertical	3.65" x 9.75"	9.3 cm x 24.8 cm

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Please return reservation form and contract to:
 AUVSI
 2700 South Quincy Street, Suite 400 • Arlington, VA 22206 USA
 +1 571 255 7779 • +1 703 845 9679 fax
marketing@auvsi.org

Webinar Contract

AUVSI offers sponsorship opportunities on select webinars as part of our ongoing series. Webinars are available for real-time viewing and will be available for downloading after the presentation.

Sponsorship includes a sponsor announcement at the beginning and end of each segment and a company contact slide at the beginning and/or end of the webinar. Sponsor logos will appear next to each sponsored webinar on AUVSI's website and will be sent with emails promoting the webinar.

The sponsor is responsible for providing an electronic/digital copy of their logo (.tif or .jpg preferred). As soon as the logo is received we will add it to AUVSI's website.

Sponsor Information

Company _____
 First Name _____ Last Name _____
 Address _____
 City _____ State/Province _____
 Zip/PostalCode _____ Country _____
 Phone _____ Fax _____ Email _____

I am an AUVSI corporate member. Level: _____

Sponsor Options:

- Full sponsorship (non-member companies): \$3,000
- Full sponsorship (AUVSI member companies): \$2,500

Method of Payment:

Check order payable to: AUVSI (If mailing a check, fax form to)

- Visa
- MasterCard
- AMEX
- Check Enclosed
- Please invoice to above address

Credit Card # _____ Expiration Date _____ Amount \$ _____

 Card Holder's Name (please print)

 Card Holder's Signature

Please note: AUVSI will not pay wire transfer fees

Webinar Terms and Conditions

1. AUVSI has final determination of the content, length and date of the webinar.
2. Any promotional material may include a disclaimer statement that AUVSI does not endorse the sponsor or its products.
3. All webinar faculty will disclose their relationship with both AUVSI and the sponsor; these relationships will be made known to the participants.
4. Sponsor recognizes that the webinar will be copyrighted by AUVSI; no license to the content is granted to the sponsor.
5. Sponsored webinars are an AUVSI member benefit only. Non-members are required to pay unless otherwise agreed upon by AUVSI and the speaker.
6. As AUVSI webinars are noncommercial forums, the direct promotion of products and services is prohibited.
7. Webinar registration will be closed if deemed necessary or canceled due to lack of interest.

Please return contract to:

AUVSI

2700 South Quincy Street, Suite 400

Arlington, VA 22206 USA

+1 571 255 7779

+1 703 845 9679 fax

marketing@auvsi.org

Unmanned Systems eBrief and AUVSI.org Advertising Contract

Company Information

Company _____
 First Name _____ Last Name _____
 Address _____
 City _____ State/Province _____
 Zip/PostalCode _____ Country _____
 Phone _____ Fax _____ Email _____

I am an AUVSI Corporate Member. Level: _____

Industry Classification: Air Ground Maritime Space Robotics All

Agency Information (if applicable) Check here if agency is to receive invoices for payment

Agency _____
 First Name _____ Last Name _____
 Address _____
 City _____ State/Province _____
 Zip/PostalCode _____ Country _____
 Phone _____ Fax _____ Email _____

2012 Unmanned Systems eBrief Months (check all that apply)

- January
- February
- March
- April
- May
- June
- July
- August
- September
- October
- November
- December

Banner Location:

- Top Banner
- Top Square sidebar
- Square sidebar
- Rectangle sidebar

Rate per placement: \$ _____

Total Amount Due: \$ _____

AUVSI.org Months (check all that apply)

- January
- February
- March
- April
- May
- June
- July
- August
- September
- October
- November
- December

Banner Location:

- Top Banner Square sidebar

Number of Impressions: _____

Total Amount Due: \$ _____

AUVSI will provide an invoice for payment. I have read and understand the terms and conditions (on the reverse side). By signing this contract, I consent that I am an authorized signatory for my company.

Signature _____ Date _____

Printed Name _____

Please return to AUVSI via fax at +1 703 845 9679.

AUVSI.org and Unmanned Systems eBrief Terms and Conditions

1. Online banners are displayed on every page except for AUVSI's home page and AUVSI show website.
2. eBrief banners are reserved in monthly increments. Reservations made for less than a one-month period will be rated per week. Space is available on a first-come, first-served basis.
3. AUVSI.org banners are reserved by the number of impressions purchased.
4. Cancellations must be in writing and are subject to 50 percent of the advertising cost if the cancellation occurs after the space reservation deadline.
5. The advertiser is responsible for ensuring that materials are submitted in final, legal, and acceptable formats and sizes. AUVSI is not responsible for misspellings or other errors in banner advertisements or the provided hyperlink. Proofs are not provided.
6. AUVSI reserves the right to refuse any advertisement at any time. Ads should not contain nudity or sexual innuendo.
7. Payment must be received (not postmarked) within 30 days of invoice date. Any invoice not paid within 30 days of invoice date will be subject to interest and penalty charges. Companies with a balance more than 90 days old forfeit all future advertising until all invoices are paid.
8. *Unmanned Systems eBrief* banner ads must be received on the Friday before your ad is scheduled to run. AUVSI.org artwork must be received one week prior to the scheduled launch date. Late advertisements may be accepted at the discretion of the publisher. AUVSI is not responsible for ensuring that banner/artwork replacements submitted after the above deadlines are run. AUVSI will make every effort to honor late banner/artwork swaps but cannot guarantee such requests. If banner/artwork is received after the published deadline, AUVSI reserves the right to repeat an advertisement from the same advertiser published in an earlier issue of *Unmanned Systems eBrief* and/or AUVSI.org.
9. AUVSI reserves the right to rotate an AUVSI ad along with an advertiser's banner or sidebar placement.
10. Special promotional or one-time corporate member discounts cannot be combined with any other agency or promotional discounts. In all such cases, the higher discount will be accepted and applied.
11. Frequency discounts apply to advertisements run in a continuous, one calendar year period. Frequency must be ordered with the first insertion. Advertisers will be short rated if within a 12-month period from the date of their first insertion they have not used the amount of space upon which the billings have been based.

Please return reservation form and contract to:

AUVSI

2700 South Quincy Street, Suite 400 • Arlington, VA 22206 USA

+1 571 255 7779 • +1 703 845 9679 fax

marketing@auvsi.org

Advertiser Information

Company _____
 First Name _____ Last Name _____
 Address _____
 City _____ State/Province _____
 Zip/PostalCode _____ Country _____
 Phone _____ Fax _____ Email _____

Industry Classification: Air Ground Maritime Space Robotics All

I am an AUVSI Corporate Member. Level: _____

AUVSI corporate member onsite program discounts:
 Diamond & Platinum levels – one-time complimentary full page, 4-color ad
 Gold level – one-time 50% discount on a full page, 4-color ad

Agency Information (if applicable) Check here if agency is to receive invoices for payment

Agency _____
 First Name _____ Last Name _____
 Address _____
 City _____ State/Province _____
 Zip/PostalCode _____ Country _____
 Phone _____ Fax _____ Email _____

Covers (4-color)

- Front Inside Cover \$3,600
- Back Inside Cover..... \$3,400
- Back Outside Cover \$3,800

4-color

- Spread \$4,800
- Full page \$2,700
- 2/3 page \$2,200
- 1/2 page \$1,900
- 1/3 page \$1,400
- 1/4 page \$1,200
- 1/6 page \$900

Black & White

- Full page \$1,400
- 2/3 page \$1,200
- 1/2 page \$1,000
- 1/3 page \$850
- 1/4 page \$600
- 1/6 page \$450

Total Amount Due: \$ _____

AUVSI will provide an invoice for payment. I have read and understand the terms and conditions (on the reverse side). By signing this contract, I consent that I am an authorized signatory for my company.

Signature _____ Date _____
 Printed Name _____

Please return to AUVSI via fax at +1 703 845 9679.

AUVSI's Unmanned Systems North America 2012 Terms and Conditions

1. All advertising reservations and materials must be received on or before the published deadline. AUVSI is not responsible for ensuring that artwork replacements submitted after the published deadlines are printed. AUVSI will make every effort to honor ad swaps but cannot guarantee such requests. Late advertisements may be accepted at the discretion of AUVSI.
2. Cancellations must be in writing and are subject to 50 percent of the advertising cost if the cancellation occurs after the space reservation deadline.
3. The advertiser is responsible for ensuring that materials are submitted in final, legal, and acceptable formats and sizes.
4. AUVSI reserves the right to refuse any advertisement at any time. Any advertising copy that might be mistaken as an article, commentary or other non-advertising material must be clearly marked "advertisement." Advertisements should not contain nudity or sexual innuendo.
5. AUVSI is not responsible for misspellings or other errors in advertisements. AUVSI will not add text or booth information to artwork. Proofs are not provided.
6. Conversion, film, drawings or photographs will be made upon order and charged at prevailing rates. Cost of necessary repairs to material received in either worn or damaged condition are to be paid by advertisers. These charges are noncommissionable.
7. Payment must be received (not postmarked) within 30 days of invoice date. AUVSI provides a 15 percent discount to recognized agencies, provided payment is received (not postmarked) within 30 days of invoice date. Any invoice not paid within 30 days of invoice will be subject to interest and penalty charges. Companies with a balance more than 90 days old forfeit all future advertising until all invoices are paid.
8. AUVSI is not liable for delays in delivery and/or non-delivery in the event of an act of God, action by any governmental or quasi-governmental agency, fire, flood, insurrection, riot, explosion, embargo, legal or illegal strikes, labor or material shortage, transportation interruption of any kind, work slowdown, or any circumstances beyond the control of the publisher affecting production or delivery in any manner.
9. Unless specifically paid for as such, AUVSI will make every attempt to honor placement requests but cannot guarantee such requests.
10. Special promotional or one-time corporate member discounts cannot be combined with any other agency or promotional discounts. In all such cases, the higher discount will be accepted and applied.

Artwork Specifications:

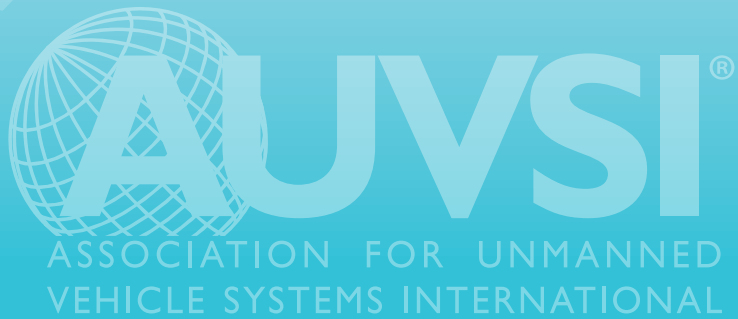
Ad Size	Inches (width x height)	Millimeters (width x height)
Full Page Trim Size	9.5" x 7.5"	241.3 mm x 190.5 mm
Full Page (with bleed)	9.75" x 7.75"	247.6 mm x 196.8 mm
2/3 Page	5.56" x 6"	141.2 mm x 152.4 mm
1/2 Vertical	4.125" x 6"	104.7 mm x 152.4 mm
1/2 Horizontal	8.5" x 3"	215.9 mm x 76.2 mm
1/3 Page	2.62" x 6"	66.5 mm x 152.4 mm
1/4 Page	4.125" x 3"	104.7 mm x 76.2 mm
1/6 Page	2.62" x 3"	66.5 mm x 76.2 mm

Artwork Printing Standards:

An electronic, high-resolution, print-ready (CMYK) PDF format is preferred for providing artwork. Other options for electronic file submission are (Mac or PC): InDesign, Illustrator or Photoshop. When providing any of these formats (except flattened Photoshop .eps or .tif files) all fonts and images used must be provided and a hard copy or low-resolution PDF of the most current version of the ad must be included. Trim size is 9.5" x 7.5". All full page ads should be set up to run with a bleed and have .125" extension on each of the four sides (top, bottom, left and right) for bleeds. There is no additional charge for full-page bleeds. Only electronic files under 5 MB will be accepted via email. Files larger than 5 MB are to be uploaded to our FTP site: www.auvsi.org/upload

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 AUVSI
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 +1 571 255 7779
 +1 703 845 9679 fax
marketing@auvsi.org





For more information, contact:

Association for Unmanned Vehicle
Systems International (AUVSI)

2700 South Quincy Street
Suite 400
Arlington, VA 22206 USA

+1 703 845 9671

www.auvsi.org
info@auvsi.org

