

# ADVERTISING RATES



## ONSITE PROGRAM

**AUVSI's Unmanned Systems Program Review** provides the unmanned systems industry with the opportunity to gather and learn the latest information on government and industry programs with each day dedicated to a unique discipline – Ground, Air, and Maritime. Target over 700 high-level government and industry decision-makers and attendees by advertising in the onsite program.

### advertising rates

*AUVSI Corporate Member Onsite Program Discounts:*

- *Diamond & Platinum levels - complimentary full page, 4-color ad*
- *Gold level - 50% discount on a full page, 4-color ad*

#### Covers (4-color)

Front Inside Cover . . . . .	\$2,400
Back Inside Cover . . . . .	\$2,100
Back Outside Cover . . . . .	\$2,600

#### 4-color

Full (includes bleed) . . . . .	\$1,800
1/2 . . . . .	\$1,300
1/4 . . . . .	\$ 900

#### Black & White

Full (includes bleed) . . . . .	\$ 1,000
1/2 . . . . .	\$ 700
1/4 . . . . .	\$ 500

reservations and materials deadline:

### mechanical requirements

Ad Size	Inches	Millimeters
<b>Full Bleed</b>	5.5" x 8.5" trim size Add 1/8" to all sides Live area 5" x 8"	139.7 mm x 215.9 mm Add 3 mm to all sides Live area 127 mm x 203 mm
<b>1/2 Horizontal</b>	3.75" x 4.875"	95.25 mm x 124 mm
<b>1/4 Page</b>	3.75" x 2.375"	95.25 mm x 60.3 mm

### printing standards

An electronic, **high resolution, print-ready (CMYK) PDF format is preferred** for providing ad 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 in the file **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 5.5" x 8.5". All full-page ads should be set up to run with a bleed and have 1/8" 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:** <http://auvsi.org/upload>

**6 JANUARY 2012**

For more information on advertising in AUVSI's Unmanned Systems Program Review 2012 Onsite Program, or to reserve your ad space, please contact AUVSI at +1 571 255 7779 or [marketing@auvsi.org](mailto:marketing@auvsi.org).

# 2012

# advertising contract



## AUVSI's Unmanned Systems Program Review 2012 Onsite Program

### Company Information

Company \_\_\_\_\_

First Name \_\_\_\_\_ Last Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_

Zip/Postal Code \_\_\_\_\_ Country \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

I am an AUVSI Corporate Member. Level: \_\_\_\_\_

#### AUVSI Corporate Member Onsite Program Discounts:

Diamond & Platinum levels – complimentary full page, 4-color ad

Gold level – 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 \_\_\_\_\_

### Onsite Program

Please select your preferred ad:

#### Covers (4-Color)

Front Inside Cover ..... \$2,400

Back Inside Cover ..... \$2,100

Back Outside Cover ..... \$2,600

#### 4-Color

Full ..... \$1,800

½ ..... \$1,300

¼ ..... \$900

#### Black & White

Full ..... \$1,000

½ ..... \$700

¼ ..... \$500

**Total Amount Due: \$ \_\_\_\_\_**



### Reservation and Materials Deadline: 6 January 2012

For technical ad requirements, see mechanical advertisement requirements and printing standards on back

AUVSI will provide an invoice for payment. I have read and understand the terms and conditions. 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.**

# 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% 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".
5. AUVSI is not responsible for misspellings or other errors in advertisements. 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 non-commissionable.
7. 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.
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.

## 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

## mechanical advertisement requirements

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