

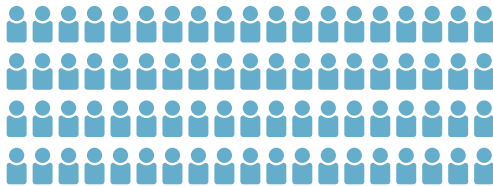


# ***2016 MEDIA KIT***

# UNMANNED SYSTEMS MAGAZINE

Informing the unmanned systems and robotics community for over 30 years

Established in 1982, *Unmanned Systems* remains true to its founding principles – the advancement of the unmanned systems and robotics community. Today, the monthly magazine covers civil, commercial and defense news worldwide.



**Unmanned Systems has a  
total circulation of over 27,000.**

\*Source: Circulation numbers reported per BPA audit statement  
for six months ended June 30, 2015.

ISSUE	THEME	AD CLOSE	ARTWORK DUE
January	Startups	Nov. 20, 2015	Dec. 1, 2015
February	Maritime	Dec. 18, 2015	Jan. 4, 2016
March	Europe	Jan. 22, 2016	Feb. 1, 2016
April	Photography and Cinematography	Feb. 22, 2016	March 1, 2016
May	Commercial Drones	March 22, 2016	April 1, 2016
June	UGVs	April 22, 2016	May 2, 2016
July	Automated Driving	May 23, 2016	June 1, 2016
August	Inspection	June 22, 2016	July 1, 2016
September	Robotics and AI	July 22, 2016	Aug. 1, 2016
October	Defense	Aug. 22, 2016	Sept. 1, 2016
November	Public Safety	Sept. 22, 2016	Oct. 3, 2016
December	Agriculture	Oct. 21, 2016	Nov. 1, 2016

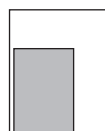
**AVAILABLE  
MAGAZINE AD  
SIZES**



Spread



Full Page



1/2 Island



1/2 Horizontal



1/3 Horizontal

**AUVSI 2016 MEDIA KIT | [WWW.AUVSI.ORG](http://WWW.AUVSI.ORG)**



**AVAILABLE FOR  
SUBSCRIPTION FOR  
THE FIRST TIME**

**34** YEARS  
IN PRINT

**27,000**  
CIRCULATION

**NEW** ONLINE  
PRESENCE

# UNMANNED SYSTEMS MAGAZINE

Informing the unmanned systems and robotics community for over 30 years

## MAGAZINE GROSS RATES 2016/2017 (Reflects per Insertion Pricing)

ADVERTISEMENT PAGE SIZE	DIMENSIONS* (W X H)	1x	3x	6x	9x	12x	15x
Cover 2 (Inside Front)	7.625" x 10.625" / 193.7mm x 269.9mm (add .125" or 4mm on all sides for bleed)	\$5,500	\$5,050	\$4,600	\$4,375	\$4,150	\$3,700
Cover 3 (Inside Back)	7.625" x 10.625" / 193.7mm x 269.9mm (add .125" or 4mm on all sides for bleed)	\$5,500	\$5,050	\$4,600	\$4,375	\$4,150	\$3,700
Cover 4 (Back Cover)	7.625" x 10.625" / 193.7mm x 269.9mm (add .125" or 4mm on all sides for bleed)	\$6,500	\$6,050	\$5,600	\$5,375	\$5,150	\$4,700
Opposite Cover 2	7.625" x 10.625" / 193.7mm x 269.9mm (add .125" or 4mm on all sides for bleed)	\$5,500	\$5,050	\$4,600	\$4,375	\$4,150	\$3,700
Opposite TOC	7.625" x 10.625" / 193.7mm x 269.9mm (add .125" or 4mm on all sides for bleed)	\$5,000	\$4,550	\$4,100	\$3,875	\$3,650	\$3,200
Spread	15.25" x 10.625" / 387.4mm x 269.9mm (add .125" or 4mm on all sides for bleed)	\$9,000	\$8,750	\$8,350	\$8,000	\$7,600	\$7,200
Full Page	7.625" x 10.625" / 193.7mm x 269.9mm (add .125" or 4mm on all sides for bleed)	\$4,500	\$4,050	\$3,600	\$3,375	\$3,150	\$2,700
1/2 Page Horizontal	6.75" x 4.5" / 171.4mm x 114.3mm	\$2,500	\$2,250	\$2,000	\$1,875	\$1,750	\$1,500
1/2 Page Island	4.45" x 6.5" / 113mm x 165mm	\$2,500	\$2,250	\$2,000	\$1,875	\$1,750	\$1,500
1/3 Page Horizontal	6.75" x 3.15" / 171.4mm x 80mm	\$2,200	\$1,980	\$1,760	\$1,650	\$1,540	\$1,320

## UNMANNED SYSTEMS ARTWORK/PRINTING STANDARDS

All ads are printed using 4-color (CMYK) process. 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 7.625" x 10.625" (or 193.6mm x 269mm). All full-page ads should be set up to run with a bleed and have .125" (or 4mm) 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 at [advertising@auvsi.org](mailto:advertising@auvsi.org). Files larger than 5 MB should be uploaded to our FTP site: [www.auvsi.org/upload](http://www.auvsi.org/upload).

**AUVSI 2016 MEDIA KIT | [WWW.AUVSI.ORG](http://WWW.AUVSI.ORG)**



## NEW THIS YEAR

Sponsor an online edition of *Unmanned Systems*, hosted by MAZ Digital, through MAZ One Banner, which is optimized for both website and smart device viewing. Banners are rotating and will be cycled through between all paid advertisers – maximum of 6 sponsors.

There is a safe area in the center of this banner of 1536 pixels, which is cropped live to the size of an iPad in portrait mode. This means that the left and right side of the full-width banner should only contain non-vital design elements as these areas will be cropped.

ADVERTISEMENT	DIMENSIONS (W X H)	1x	3x	6x
MAZ One Banner	2048 px X 450 px <i>File formats: PNG or JPG</i>	\$500	\$450	\$400
		9x	12x	15x
		\$350	\$300	\$250

## NEW THIS YEAR

*Unmanned Systems* has always exclusively been a publication for AUVSI members. In 2016, new readers will be able to subscribe to the print publication through our new website: [www.unmannedsystemsmagazine.org](http://www.unmannedsystemsmagazine.org).

Purchase ad space on this website and have your company name be the first thing new magazine readers see when they subscribe. Banners are rotating and will be cycled through between all paid advertisers.

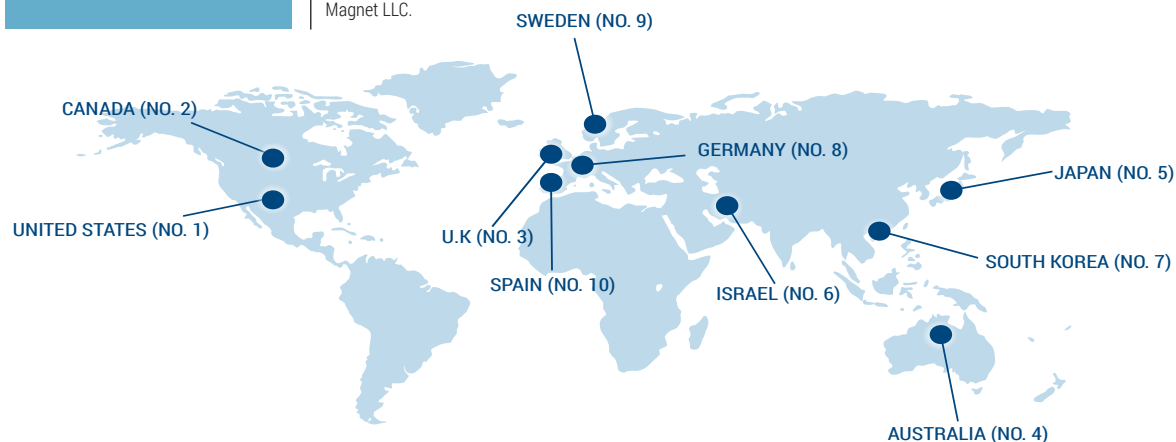
ADVERTISEMENT	DIMENSIONS (W X H)	1x	3x	6x
Banner	728 px X 90 px <i>File formats: PNG or JPG</i>	\$1,500	\$1,450	\$1,350
		9x	12x	15x
		\$1,300	\$1,200	\$1,150

# AUVSI's eBrief

The unmanned industry's premier weekly electronic newsletter

## TOP OPEN RATE READERSHIP BY COUNTRY

\*Numbers are an average of three newsletters, published in August 2015. Data collected by Real Magnet LLC.



## ADVERTISING SPECS AND RATES

ADVERTISEMENT PAGE SIZE †	SIZE (W X H)	MONTHLY AD
Top Banner	650 px X 110 px <i>File formats: PNG or JPG</i>	SOLD OUT
Content Banner	650 px X 110 px <i>File formats: PNG or JPG</i>	\$1,700 (Limited availability)
Frequency Discount:	4-6x placements = 5% 7-9x placements = 10% 10-12x placements = 15%	

**42,000+**  
**SUBSCRIPTIONS**  
**DELIVERED**  
**PER WEEK**

**38%**  
**AVERAGE MOBILE  
DEVICE READS**

*\*Recommended minimum font size for proper advertisement legibility on all devices is 18pt.*

*† Ad insertion order is due the last day of the month prior to the desired week's issue of eBrief being published. Ad artwork is due the Monday prior to the desired week's issue of eBrief being published.*

**NEW FOR 2016:** eBrief is not published on Tuesdays when AUVSI's offices are closed. For 2016, the newsletter will not be published on May 3 and Dec. 27.

**AUVSI 2016 MEDIA KIT | WWW.AUVSI.ORG**



Forward to a Friend



## TOP BANNER 1

## FEATURED ARTICLE

**USA Today: Motorola: High-tech future for police includes smartbelts and drones**

*Increasing Human Potential (8/13/2015)*



Motorola is working on systems that could notify dispatchers whenever a police officer pulls a gun, as well as small unmanned aircraft that could quickly give police a bird's-eye view of a scene.

## TOP BANNER 2

## TOP BANNER 3

## ADVOCACY NEWS

**Drone safety is our top priority: Another view**

*AUVSI Advocacy (8/17/2015)*

USA Today published two viewpoints on UAS regulation in response to the recent increase in drone sightings in unauthorized airspace. The publication featured an op-ed by AUVSI President and CEO Brian Wynne, who called for stronger enforcement of existing rules against careless and reckless UAS operation and for new users and manufacturers to take advantage of the Know Before You Fly safety campaign to educate proliferating UAS operators. He also stressed the need for the FAA to finalize its small UAS rules, which will require consumers to either follow the commercial rules or the safety guidelines of a community-based model aircraft organization.

**AUVSI attends UAS roundtable hosted by Oregon Sen. Wyden and Rep. Blumenauer**

*Politico Pro (8/4/2015)*

In Oregon, the unmanned aircraft industry is "on the runway" and "poised to soar," according to U.S. Sen. Ron Wyden. The state's senior senator recently hosted a UAS roundtable meeting in Portland with U.S. Rep. Earl Blumenauer, Deputy FAA Administrator Michael Whitaker, and industry stakeholders from across Oregon.

**AUVSI commends Virginia Unmanned Systems Commission appointments**  
*Brian Wynne (8/17/2015)*

"AUVSI applauds the efforts of Gov. McAuliffe in appointing civilian industry representatives to work with the administration to determine how Virginia can be a national leader in the development systems such as unmanned aircraft systems, self-driving ground vehicles and unmanned marine systems.

"We're pleased the 19-person commission includes seven representatives who are from AUVSI's membership, including John Langford, Aurora Flight Sciences, who will also serve as the commission's chair; Tom Dingus, Virginia Tech Transportation Institute; David Hamrick, MITRE Corp.; Young Kim, Digital Harvest; Scott Strimple, United Airlines; Steve Weidner, the National Air Traffic Controllers Association; and Robert E. Dehnert, Raytheon."

## CONTENT BANNER

# AUVSI.ORG

The flagship website geared toward AUVSI's membership and community



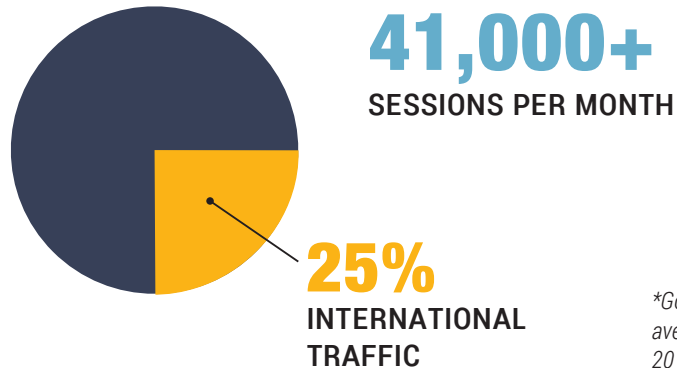
## ADVERTISING SPECS AND RATES

ADVERTISEMENT PAGE SIZE	SIZE (W X H)	1x	6 x	12 x
Side Square Banner (homepage) <sup>†</sup>	250 px X 250 px <i>File formats: PNG or JPG</i>	\$1,500	\$1,350	\$1,200
Top Banner (subsequent pages) <sup>†</sup>	640 px X 60 px <i>File formats: PNG or JPG</i>	\$1,300	\$1,250	\$1,000

<sup>†</sup> Banners are rotating and will be cycled through between all paid advertisers.

**107,000+**  
AVERAGE  
PAGEVIEWS  
PER MONTH

 **60%**  
OF TRAFFIC FROM  
NEW VISITORS



*\*Google Analytics data  
averaged between Aug. 19,  
2014 and Aug. 18, 2015.*

# WEBINARS



Informative live discussions with industry experts, also available for download. An up-to-date list of webinars can be found at [www.auvsi.org/webinars](http://www.auvsi.org/webinars).

▶▶ **\$2,500 member / \$3,000 nonmember**

Sponsorship includes:

- Complete list of all webinar registrants
- Sponsor recognition made by the moderator at the beginning
- A slide complete with sponsor logo and contact details
- Logo recognition next to the webinar session description on AUVSI.org, included with all webinar marketing materials



# XPONENTIAL 2016 EXPO GUIDE

XPONENTIAL 2016's Expo Guide is distributed to 7,500+ conference attendees from more than 40 countries – including 300 members of the press and over 600 exhibitors.

ADVERTISEMENT PAGE SIZE †	DIMENSIONS (W X H)	COST
Cover 2 (Inside Front)	7.625" x 10.625" / 193.7mm x 269.9mm (add .125" or 4mm on all sides for bleed)	SOLD
Cover 3 (Inside Back)	7.625" x 10.625" / 193.7mm x 269.9mm (add .125" or 4mm on all sides for bleed)	\$3,850
Cover 4 (Back Cover)	7.625" x 10.625" / 193.7mm x 269.9mm (add .125" or 4mm on all sides for bleed)	SOLD
Spread	15.25" x 10.625" / 387.4mm x 269.9mm (add .125" or 4mm on all sides for bleed)	\$6,000
Full Page	7.625" x 10.625" / 193.7mm x 269.9mm (add .125" or 4mm on all sides for bleed)	\$3,000
2/3 Page Vertical	4.45" x 8.45" / 11.03mm x 214.63mm	\$2,500
1/2 Page Horizontal	6.75" x 4.5" / 171.4mm x 114.3mm	\$2,200

†Ad insertion orders are due by February 29, 2016 and ad artwork is due by March 18, 2016.

All ads are printed using 4-color (CMYK) process. 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 7.625" x 10.625" (or 193.6mm x 269mm). All full-page ads should be set up to run with a bleed and have .125" (or 4mm) 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 at [advertising@auvsi.org](mailto:advertising@auvsi.org). Files larger than 5 MB should be uploaded to our FTP site: [www.auvsi.org/upload](http://www.auvsi.org/upload).

**AUVSI 2016 MEDIA KIT | [WWW.AUVSI.ORG](http://WWW.AUVSI.ORG)**



## NEW LAYOUT



Spread



Full Page



2/3 Vertical



1/2 Horizontal

# UNMANNED SYSTEMS: XPONENTIAL EDITION

AUVSI's *Unmanned Systems* magazine is the exclusive show daily for XPONENTIAL 2016. Five thousand copies will be distributed each morning of May 3, 4 and 5 to all exhibitors and will be available to all attendees and in all conference hotels.

ADVERTISEMENT PAGE SIZE †	DIMENSIONS (W X H)	1 x	3x
Cover 2 (Inside Front) with <b>BONUS</b> Cover 1 banner	7.625" x 10.625" / 193.7mm x 269.9mm (add .125" or 4mm on all sides for bleed) Bonus Banner (horizontal): 6.75" x 1" Bonus Banner (vertical): 3.5" x 1.5"	\$4,500	\$4,200
Cover 3 (Inside Back)	7.625" x 10.625" / 193.7mm x 269.9mm (add .125" or 4mm on all sides for bleed)	\$4,200	\$3,900
Cover 4 (Back Cover)	7.625" x 10.625" / 193.7mm x 269.9mm (add .125" or 4mm on all sides for bleed)	\$4,500	\$4,200
Full Page	7.625" x 10.625" / 193.7mm x 269.9mm (add .125" or 4mm on all sides for bleed)	\$3,000	\$2,700
1/2 Page Horizontal	6.75" x 4.5" / 171.4mm x 114.3mm	\$1,800	\$1,700
1/2 Page Island	4.45" x 6.5" / 113mm x 165mm	\$1,800	\$1,700
1/3 Page Horizontal	6.75" x 3.15" / 171.4mm x 80mm	\$1,500	\$1,400
1/4 Page Vertical	3.3" x 4.5" / 83.82mm x 114.3mm	\$1,300	\$1,200
Classified	1.625" x 2.375" / 41.275mm x 60.325mm	\$800	\$500

† Ad insertion orders are due by February 29, 2016 and ad artwork is due by March 18, 2016.

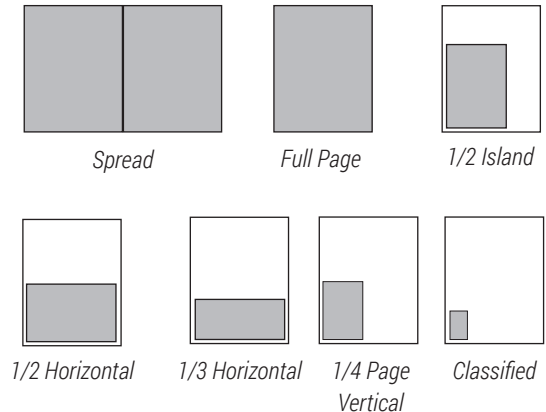
All ads are printed using 4-color (CMYK) process. An electronic, high-resolution, print-ready (CMYK) PDF format is preferred for providing artwork. Other options for electronic file submission are (Mac or PC): InDesign, Illustrator or Photoshop. When providing any of these formats (except flattened Photoshop 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 7.625" x 10.625" (or 193.6mm x 269mm). All full-page ads should be set up to run with a bleed and have .125" (or 4mm) 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 at [advertising@auvsi.org](mailto:advertising@auvsi.org). Files larger than 5 MB should be uploaded to our FTP site: [www.auvsi.org/upload](http://www.auvsi.org/upload).

**AUVSI 2016 MEDIA KIT | [WWW.AUVSI.ORG](http://WWW.AUVSI.ORG)**



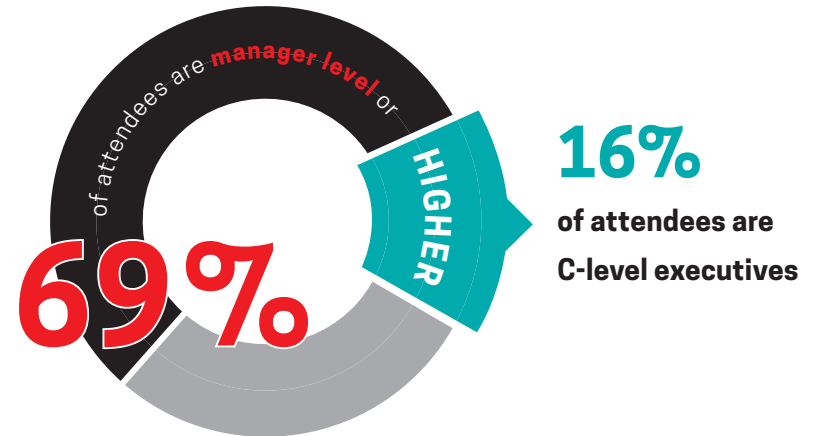
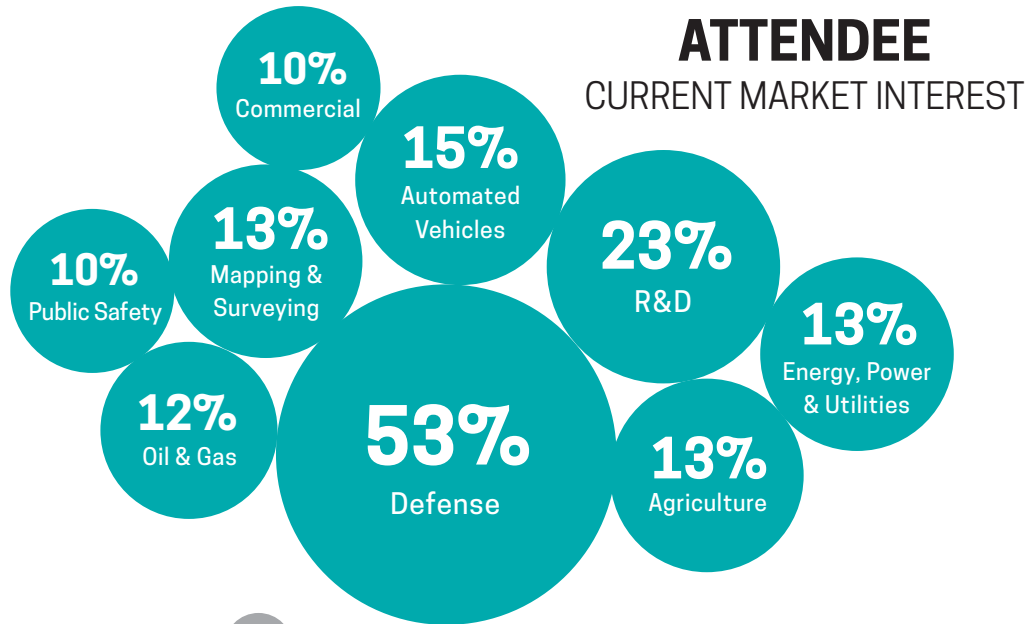
**UNMANNED**  
SYSTEMS **XPONENTIAL EDITION**



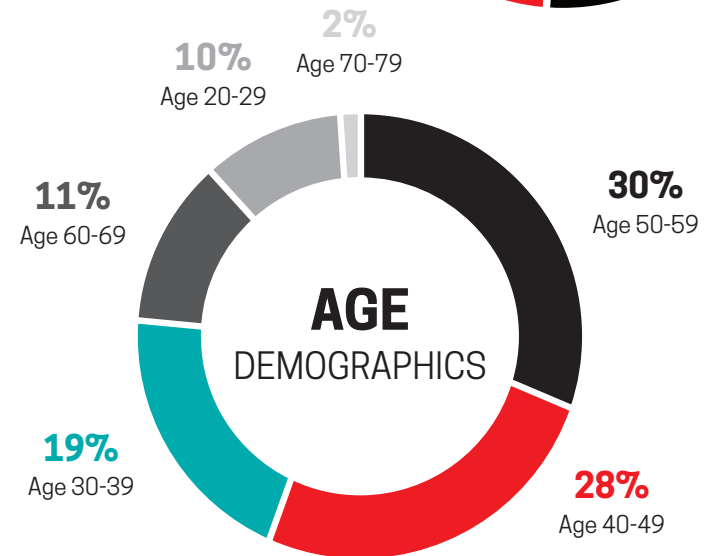
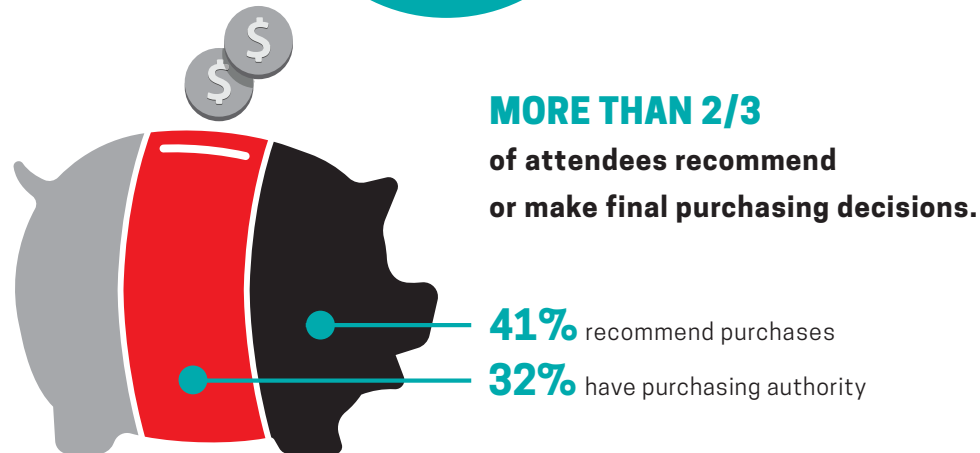
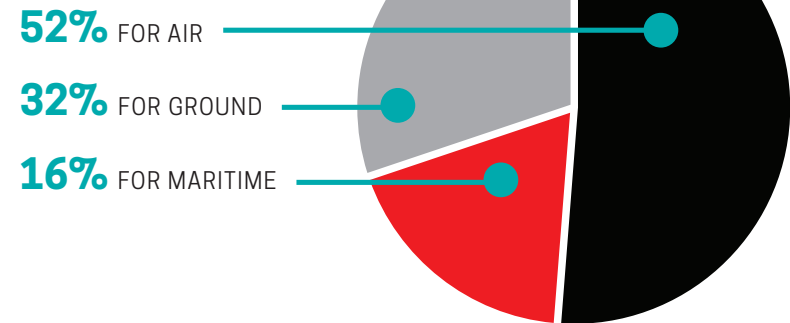
# WHO ATTENDS: XPONENTIAL

AUVSI's Unmanned Systems is now XPONENTIAL.

AUVSI has been the industry's go-to organization for over 40 years. We are at an exciting inflection point today, where advancements in technology are allowing us to build upon our noble heritage of protecting citizens around the world. XPONENTIAL captures the potential of this industry, and defines AUVSI's commitment to you – now and into the future. Serving as the conference for commercial and defense applications, and advancing all domains, XPONENTIAL is committed to serving as your ultimate industry experience.



### Attendees by Domain





# PRODUCT REVEAL PACKAGE

Leverage AUVSI and its audience to build your brand through a variety of mediums and events.

	PLATINUM	GOLD	SILVER
<b>PRINT ADVERTISING</b>			
<i>Unmanned Systems Magazine</i>	Six (6) full page ads	Three (3) full page ads	One (1) full page ad
Automated Vehicles Symposium Expo Guide	One (1) full page ad	One (1) full page ad	-
Unmanned Systems Europe Expo Guide	One (1) full page ad	One (1) full page ad	-
Unmanned Systems Defense Expo Guide	One (1) full page ad	One (1) full page ad	-
XPONENTIAL Expo Guide	One (1) full page ad	One (1) full page ad	One (1) full page ad
<i>Unmanned Systems: XPONENTIAL Edition</i>	Three (3) full page ads	One (1) full page ad	One (1) full page ad
<b>IN-PERSON ADVERTISING AT XPONENTIAL</b>			
Sponsorship or Banner credit	\$15,000 credit	\$8,000 credit	\$3,000 credit
Commercial on the Commercial Wall	One (1) commercial	-	-
<b>DIGITAL ADVERTISING</b>			
MAZ Digital One Banner	3 months	-	-
Advertising on unmannedsystemsmagazine.org	6 months	3 months	1 month
AUVSI.org banner advertising	6 months (both sizes)	3 months (square only)	2 months (square only)
Twitter Mention †	One (1)	-	-
Facebook Mention †	One (1)	-	-
Webinar Advertising	One (1) Webinar sponsorship	-	-
<b>Package Price ††</b>	<b>\$75,000</b>	<b>\$35,000</b>	<b>\$15,000</b>

† AUVSI must approve content.

†† Agency discount does not apply to package pricing.

# BRAND AWARENESS PACKAGE

Utilize AUVSI's trusted name and its broad reach into the unmanned systems community to your advantage by launching your product in our trusted platforms.

	PLATINUM	GOLD	SILVER
<b>PRINT ADVERTISING</b>			
<i>Unmanned Systems Magazine</i>	Two (2) full page ads	One (1) full page ads	One (1) half page ad
<i>Unmanned Systems Magazine Belly Band</i>	One (1) month	-	-
XPONENTIAL Expo Guide	One (1) full page ad	One (1) full page ad	One (1) half page ad
<i>Unmanned Systems: XPONENTIAL Edition</i>	Three (3) full page ads	Three (3) half page ads	One (1) half page ad
<i>Unmanned Systems magazine belly band</i>	One (1) month	-	-
<b>IN-PERSON ADVERTISING AT XPONENTIAL</b>			
Sponsorship or Banner credit	\$15,000 credit	\$8,000 credit	-
Commercial on the Commercial Wall	One (1) commercial	One (1) commercial	-
<b>DIGITAL ADVERTISING</b>			
MAZ Digital One Banner	2 months	1 month	-
Advertising on unmannedsystemsmagazine.org	2 months	1 months	-
AUVSI.org banner advertising	2 months (both sizes)	1 month (square only)	-
Twitter Mention <sup>†</sup>	One (1)	-	-
Facebook Mention <sup>†</sup>	One (1)	-	-
eBrief Advertisement <sup>† †</sup>	One (1) Content Banner	-	-
<b>Package Price <sup>† † †</sup></b>	<b>\$62,000</b>	<b>\$22,000</b>	<b>\$5,500</b>

<sup>†</sup>AUVSI must approve content.

<sup>† †</sup> Pending availability.

<sup>† † †</sup> Agency discount does not apply to pricing.

# 2016 ADVERTISING CONTRACT



## ADVERTISER INFORMATION

Company \_\_\_\_\_

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

Street Address \_\_\_\_\_

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

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

Phone \_\_\_\_\_

Email \_\_\_\_\_

Industry Classification (check all that apply): ☐ Air ☐ Ground ☐ Maritime ☐ Space ☐ Robotics

☐ I am an AUVSI corporate member. Level: \_\_\_\_\_

## AGENCY INFORMATION (IF APPLICABLE)

☐ Check here if agency is to receive invoices for payment

*(Contact name and billing information MUST be complete in order for the agency to receive the invoice. Incomplete information will result in the invoice sent to the advertiser.)*

Agency \_\_\_\_\_

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

Street Address \_\_\_\_\_

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

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

Phone \_\_\_\_\_

Email \_\_\_\_\_

## PROMOTIONAL PACKAGES

PACKAGE TYPE	PLATINUM	GOLD	SILVER
Product Reveal Package	\$75,000 <input type="checkbox"/>	\$35,000 <input type="checkbox"/>	\$15,000 <input type="checkbox"/>
Brand Awareness Package	\$62,000 <input type="checkbox"/>	\$22,000 <input type="checkbox"/>	\$5,500 <input type="checkbox"/>

**TOTAL DUE:** \_\_\_\_\_

### FOR QUESTIONS, CONTACT:

Companies # - L:

Mike Greeson

+1 571 255 7787

[mkgreeson@auvsi.org](mailto:mkgreeson@auvsi.org)

Companies M - Z:

Wes Morrison

+1 571 255 7763

[wmorrison@auvsi.org](mailto:wmorrison@auvsi.org)

# 2016 ADVERTISING CONTRACT



## UNMANNED SYSTEMS MONTHLY MAGAZINE

ADVERTISEMENT PAGE SIZE	1x	3x	6x	9x	12x	15x
<b>COVERS</b>						
Cover 2 (Inside Front)	\$5,500 <input type="checkbox"/>	\$5,050 <input type="checkbox"/>	\$4,600 <input type="checkbox"/>	\$4,375 <input type="checkbox"/>	\$4,150 <input type="checkbox"/>	\$3,700 <input type="checkbox"/>
Cover 3 (Inside Back)	\$5,500 <input type="checkbox"/>	\$5,050 <input type="checkbox"/>	\$4,600 <input type="checkbox"/>	\$4,375 <input type="checkbox"/>	\$4,150 <input type="checkbox"/>	\$3,700 <input type="checkbox"/>
Cover 4 (Back Cover)	\$6,500 <input type="checkbox"/>	\$6,050 <input type="checkbox"/>	\$5,600 <input type="checkbox"/>	\$5,375 <input type="checkbox"/>	\$5,150 <input type="checkbox"/>	\$4,700 <input type="checkbox"/>
<b>PREFERRED POSITIONS</b>						
Opposite Cover 2	\$5,500 <input type="checkbox"/>	\$5,050 <input type="checkbox"/>	\$4,600 <input type="checkbox"/>	\$4,375 <input type="checkbox"/>	\$4,150 <input type="checkbox"/>	\$3,700 <input type="checkbox"/>
Opposite TOC	\$5,000 <input type="checkbox"/>	\$4,550 <input type="checkbox"/>	\$4,100 <input type="checkbox"/>	\$3,875 <input type="checkbox"/>	\$3,650 <input type="checkbox"/>	\$3,200 <input type="checkbox"/>
<b>INTERIOR ADVERTISING</b>						
Spread	\$9,000 <input type="checkbox"/>	\$8,750 <input type="checkbox"/>	\$8,350 <input type="checkbox"/>	\$8,000 <input type="checkbox"/>	\$7,600 <input type="checkbox"/>	\$7,200 <input type="checkbox"/>
Full Page	\$4,500 <input type="checkbox"/>	\$4,050 <input type="checkbox"/>	\$3,600 <input type="checkbox"/>	\$3,375 <input type="checkbox"/>	\$3,150 <input type="checkbox"/>	\$2,700 <input type="checkbox"/>
1/2 Page Horizontal	\$2,500 <input type="checkbox"/>	\$2,250 <input type="checkbox"/>	\$2,000 <input type="checkbox"/>	\$1,875 <input type="checkbox"/>	\$1,750 <input type="checkbox"/>	\$1,500 <input type="checkbox"/>
1/2 Page Island	\$2,500 <input type="checkbox"/>	\$2,250 <input type="checkbox"/>	\$2,000 <input type="checkbox"/>	\$1,875 <input type="checkbox"/>	\$1,750 <input type="checkbox"/>	\$1,500 <input type="checkbox"/>
1/3 Page Horizontal	\$2,200 <input type="checkbox"/>	\$1,980 <input type="checkbox"/>	\$1,760 <input type="checkbox"/>	\$1,650 <input type="checkbox"/>	\$1,540 <input type="checkbox"/>	\$1,320 <input type="checkbox"/>

### ISSUES:

- ☐ Jan.      ☐ July  
☐ Feb.      ☐ Aug.  
☐ Mar.      ☐ Sept.  
☐ April      ☐ Oct.  
☐ May      ☐ Nov.  
☐ June      ☐ Dec.

**Please refer to the  
2016 AUVSI Media Planner  
for insertion order deadlines  
and artwork deadlines**

**TOTAL DUE:** \_\_\_\_\_

## MAZ ONE BANNER

ADVERTISEMENT	1x	3x	6x
MAZ One Banner	\$500 <input type="checkbox"/>	\$450 <input type="checkbox"/>	\$400 <input type="checkbox"/>
	<b>9x</b>	<b>12x</b>	<b>15x</b>
	\$350 <input type="checkbox"/>	\$300 <input type="checkbox"/>	\$250 <input type="checkbox"/>

### ISSUES:

- ☐ Jan.      ☐ April      ☐ July      ☐ Oct.  
☐ Feb.      ☐ May      ☐ Aug.      ☐ Nov.  
☐ Mar.      ☐ June      ☐ Sept.      ☐ Dec.

**TOTAL DUE:** \_\_\_\_\_

## WWW.UNMANNEDSYSTEMS.COM

ADVERTISEMENT	1x	3x	6x
Banner	\$1,500 <input type="checkbox"/>	\$1,450 <input type="checkbox"/>	\$1,350 <input type="checkbox"/>
	<b>9x</b>	<b>12x</b>	<b>15x</b>
	\$1,300 <input type="checkbox"/>	\$1,200 <input type="checkbox"/>	\$1,150 <input type="checkbox"/>

### ISSUES:

- ☐ Jan.      ☐ April      ☐ July      ☐ Oct.  
☐ Feb.      ☐ May      ☐ Aug.      ☐ Nov.  
☐ Mar.      ☐ June      ☐ Sept.      ☐ Dec.

**TOTAL DUE:** \_\_\_\_\_

## AUVSI'S EBRIEF

ADVERTISEMENT PAGE SIZE	MONTHLY AD
Top Banner	SOLD OUT
Content Banner	\$1,700 <input type="checkbox"/>
<b>Frequency Discount:</b> <input type="checkbox"/> 4-6x placements = 5% <input type="checkbox"/> 7-9x placements = 10% <input type="checkbox"/> 10-12x placements = 15%	

### ISSUES:

- ☐ Jan.      ☐ May      ☐ Sept.  
☐ Feb.      ☐ June      ☐ Oct.  
☐ Mar.      ☐ July      ☐ Nov.  
☐ April      ☐ Aug.      ☐ Dec.

**TOTAL DUE:** \_\_\_\_\_

# 2016 ADVERTISING CONTRACT



## AUVSI.ORG

ADVERTISEMENT PAGE SIZE	1x	6x	12x
Side Square Banner (homepage)	\$1,500 <input type="checkbox"/>	\$1,350 <input type="checkbox"/>	\$1,200 <input type="checkbox"/>
Top Banner (subsequent pages)	\$1,300 <input type="checkbox"/>	\$1,250 <input type="checkbox"/>	\$1,000 <input type="checkbox"/>

TOTAL DUE: \_\_\_\_\_

## WEBINARS

WEBINARS	PRICING
	\$5,000 <input type="checkbox"/>

NAME OF SPONSORED WEBINAR: \_\_\_\_\_

Contact your account executive to discuss available options.

TOTAL DUE: \_\_\_\_\_

## FOR QUESTIONS, CONTACT:

Companies # - L:

Mike Greeson

+1 571 255 7787

mgreeson@auvsi.org

Companies M - Z:

Wes Morrison

+1 571 255 7763

wmorrison@auvsi.org

## XPONENTIAL EXPO GUIDE

ADVERTISEMENT PAGE SIZE	COST
Cover 2 (Inside Front)	SOLD
Cover 3 (Inside Back)	\$3,850 <input type="checkbox"/>
Cover 4 (Back Cover)	SOLD
Spread	\$6,000 <input type="checkbox"/>
Full Page	\$3,000 <input type="checkbox"/>
2/3 Page Vertical	\$2,500 <input type="checkbox"/>
1/2 Page Horizontal	\$2,200 <input type="checkbox"/>

TOTAL DUE: \_\_\_\_\_

## UNMANNED SYSTEMS: XPONENTIAL EDITION

ADVERTISEMENT PAGE SIZE	1x	3x
Cover 2 (Inside Front) with <b>BONUS</b> Cover 1 banner	\$4,500 <input type="checkbox"/>	\$4,200 <input type="checkbox"/>
Cover 3 (Inside Back)	\$4,200 <input type="checkbox"/>	\$3,900 <input type="checkbox"/>
Cover 4 (Back Cover)	\$4,500 <input type="checkbox"/>	\$4,200 <input type="checkbox"/>
Full Page	\$3,000 <input type="checkbox"/>	\$2,700 <input type="checkbox"/>
1/2 Page Horizontal	\$1,800 <input type="checkbox"/>	\$1,700 <input type="checkbox"/>
1/2 Page Island	\$1,800 <input type="checkbox"/>	\$1,700 <input type="checkbox"/>
1/3 Page Horizontal	\$1,500 <input type="checkbox"/>	\$1,400 <input type="checkbox"/>
1/4 Page Vertical	\$1,300 <input type="checkbox"/>	\$1,200 <input type="checkbox"/>
Classified	\$800 <input type="checkbox"/>	\$500 <input type="checkbox"/>

TOTAL DUE: \_\_\_\_\_

Please refer to the 2016 AUVSI Media Planner for  
insertion order deadlines and artwork deadlines  
for XPONENTIAL advertising opportunities.



## ARTWORK/PRINTING STANDARDS

All ads are printed using 4-color (CMYK) process. 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. 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 at [advertising@auvsi.org](mailto:advertising@auvsi.org). Files larger than 5 MB are to be uploaded to our FTP site: [www.auvsi.org/upload](http://www.auvsi.org/upload).

## CONTRACT 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. The advertiser is responsible for ensuring that materials are submitted in final, legal, and acceptable formats and sizes. AUVSI will make every effort to honor ad swaps but cannot guarantee such requests. Late advertisements may be accepted at the discretion of AUVSI. Advertising rates, terms and conditions set forth in this rate card shall govern all transactions and supersede any other information published in previous rate cards, directories, media guides or rate and data services.
2. 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." Publisher reserves the right to add the word "advertisement" to or reject advertising that simulates editorial. Advertisements should not contain nudity or sexual innuendo.
3. 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. In the event of an error in the printing of a display advertisement, the publisher will rerun the correct version of the same ad material in the next available issue published. Publisher's liability for any error will not exceed the cost of the advertisement's space. 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.
4. 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 is to be paid by advertisers. These charges are noncommissionable.
5. 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 (no discount available on Product Reveal or Brand Awareness packages). 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. Neither the advertiser nor its agency may cancel advertising after the issue closing date. When change of copy is not received by closing date, copy furnished or run in previous issue will be printed. Publisher reserves the right to hold the advertising agency and the advertiser jointly and severally liable for payments due the publisher. In the event that an advertiser has paid the agency, the advertiser is fully responsible for paying all invoices due the publisher.
6. Cancellations must be in writing and will be subject to 50 percent penalty of the advertising cost if the cancellation occurs after the space closing deadline. Frequency discounts are available and are based on the number of insertions run within a 12-month period from the date of first insertion. Any advertiser who does not fulfill a contract will be subject to short rates. Ad contracts may be canceled provided notice is given before the closing date. Credits and rebates may be earned by increasing frequency during a contract. Orders subject to rate change upon 90 days' notice from publisher.
7. Unless specifically paid for as such, AUVSI will make every attempt to honor placement requests but cannot guarantee such requests.
8. 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.

**OVERALL TOTAL DUE: \$** \_\_\_\_\_

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

Signature \_\_\_\_\_ Date \_\_\_\_\_

Printed Name \_\_\_\_\_

## FOR QUESTIONS, CONTACT:

Companies # - L: Mike Greeson | +1 571 255 7787 | [mgreeson@auvsi.org](mailto:mgreeson@auvsi.org)

Companies M - Z: Wes Morrison | +1 571 255 7763 | [wmorrison@auvsi.org](mailto:wmorrison@auvsi.org)

