

# NORTHWEST AEROSPACE NEWS MAGAZINE

## 2021 MEDIA KIT PUBLISHING SCHEDULE



### Print Magazine Advantages

- Mails directly to 5400+ aerospace professionals across the United States
- Reaches demographic and geographic segments
- High quality reproduction
- Ads last as long as magazine is kept and read
- Ad benefits from magazine's credibility

### Quality Matters

- In advertising the quality of the vehicle in which you advertise matters
- The relevance and engagement of the readership matters
- The content within that vehicle matters

### Social & Online Reach



**4.5K+**

Social Followers



**397**

Avg. Daily Readers



**12 m. 33 s.**

Avg. Time Spent



**95%**

Reader Retention

### RELEASE DATES

DEC | JAN . . . on or before Dec. 1st.  
FEB | MAR . . . on or before Feb. 1st.  
APR | MAY . . . on or before Apr. 1st.  
JUN | JUL . . . on or before Jun. 1st.  
AUG | SEPT . . on or before Aug. 1st.  
OCT | NOV . . . on or before Oct. 1st.

### SUBMISSION DEADLINES

DEC | JAN . . . Due by OCTOBER 15  
FEB | MAR . . . Due by DECEMBER 15  
APR | MAY . . . Due by FEBRUARY 15  
JUN | JUL . . . . . Due by APRIL 15  
AUG | SEPT . . . . . Due by JUNE 15  
OCT | NOV . . . . . Due by AUGUST 15

### GET IN TOUCH

**DEAN CAMERON**  
**509-995-9958**

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Facebook: @northwestaerospaceneews

# MONTHLY MARKETING PACKAGES

## Level I — \$400.00 monthly (12 month contract)

¼ page ad in 6 issues of NWAN

Added to NWAN Network App

Social Media networking and consultation

Total Savings

\$750

## Level II — \$600.00 monthly (12 month contract)

1/3 page ad in 6 issues of NWAN

Added to NWAN Network App

Social Media networking and consultation

Total Savings

\$1,950

## Level III— \$800.00 monthly (12 month contract)

½ page ad in 6 issues of NWAN

One year subscription to Aerospace Vendors | Web based marketing

Social Media networking and consultation

\*Production of 1 Standard 60 second promo video

Embed video to your ad in the digital version of the magazine

Total Savings

\$2,300

## Level IV— \$1000.00 monthly (12 month contract)

2/3 page ad in 6 issues of NWAN

One year subscription to Aerospace Vendors | Web based marketing

Social Media networking and consultation

\*\*Production of 1 standard 2 minute promo video

Embed video to your ad in the digital version of the magazine

Total Savings

\$4,000

## Level V— \$1500.00 monthly (12 month contract)

Full page ad in 6 issues of NWAN

One year subscription to Aerospace Vendors | Web based marketing

Social Media networking and consultation

\*\*Production of 2 Standard or 360 Videos (up to 3 minutes) inclusive of plant tour format

Embed video to your ad in the digital version of the magazine

Total Savings

\$5,950

This package option is intended to help create an effective marketing plan. It is not necessary to commit to 12 months if the client wishes to purchase less ads over less duration. Please refer to the media kit for pricing in that case. We will work to schedule advertisers in our Northwest Aerospace News "Live" shows that will be Live Stream events. We can also custom quote variations of the above if a custom marketing plan is desired. Graphic design assistance of ads is a free service we provide if needed\*.

\*\*Included in video production costs: regional B-roll videography, post production and voiceover. Not included: Still photography, unique production requests, travel expenses if outside of drivable location.

# STANDARD ADVERTISING RATES

PRICE PER ISSUE			x1 Issues	x3 Issues	x6 Issues
1/6 page ad			\$1,000	\$800	\$650
1/4 page ad			\$1,200	\$1,050	\$900
1/3 page ad			\$1,500	\$1,400	\$1,300
1/2 page ad			\$2,000	\$1,850	\$1,650
2/3 page ad			\$2,600	\$2,400	\$2,150
Full page ad			\$3,700	\$3,500	\$3,100
Two-page spread			\$6,000	\$5,500	\$5,000

## PREMIUM PLACEMENT

Inside Back Cover					+\$500
Inside Front Cover					+\$1,000
Outside Back Cover					+\$1,000

## VIDEO, WEB & DIGITAL ADVERTISING

Embeds on 1/3 pages or larger					+\$200 each
Sidebar 2:1 – (3 month minimum)					\$300 per/mo.
Sidebar 2:2 – (3 month minimum)					\$400 per/mo.
Sidebar 2:4 – (3 month minimum)					\$500 per/mo.
Footer 1:10 – (3 month minimum)					\$700 per/mo.
Header 1:10 – (3 month minimum)					\$900 per/mo.

## MULTIPLE-PAGE DISCOUNT & COMBINATION RATES

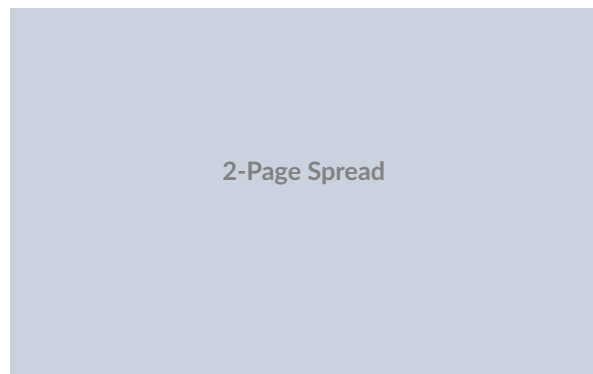
Please see the table for multi-issue discounts. NWAN offers very affordable rates compared to other available industry periodicals. Our format will save you significant money, time and resources as we connect with a readership of decision makers that would otherwise be a challenge to reach with conventional methods.

## SUBMISSION POLICY & HOW TO SUBMIT FILES

All article and ad content is the responsibility of the company and/or company representative submitting. NWAN assumes all copyrights and permissions have been acquired. NWAN assumes no liability for content provided for submission in Northwest Aerospace News Magazine. Files can be emailed directly to [dean@northwestaerospace.com](mailto:dean@northwestaerospace.com).

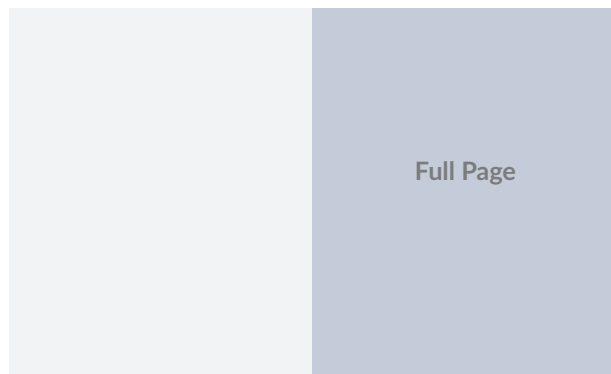
# AD DESIGN

## DIMENSIONS & SPECIFICS



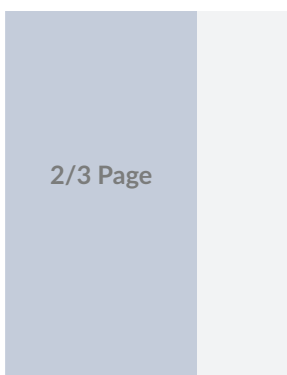
2-Page Spread

Full Bleed – 17"W x 11.125"H



Full Page

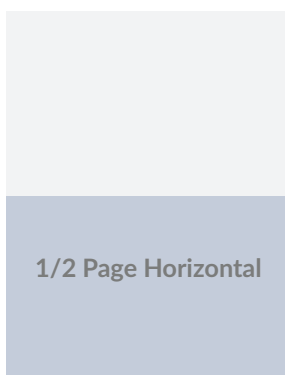
Full Bleed – 8.5"W x 11.125"H



2/3 Page

4.75 W x 9.70"H

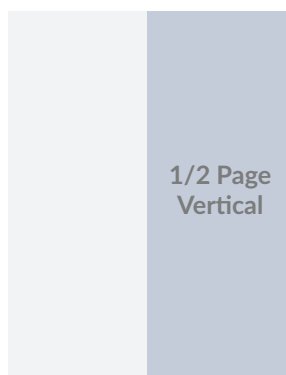
Full Bleed  
5.5"W x 11.125"H



1/2 Page Horizontal

7.20 W" x 4.75"H

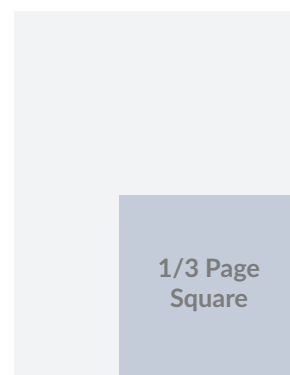
Full Bleed  
8.5"W x 5.5"H



1/2 Page  
Vertical

3.5" W x 9.70"H

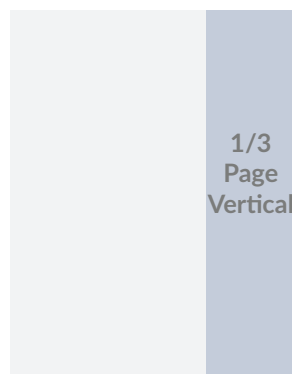
Full Bleed  
4.25"W x 11.125"H



1/3 Page  
Square

4.75" W x 4.75"H

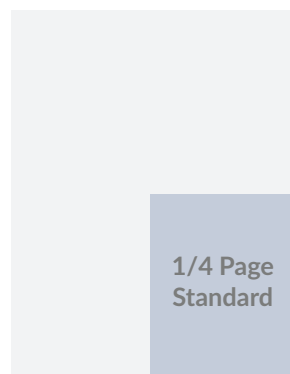
Full Bleed  
5.5"W x 5.5"H



1/3  
Page  
Vertical

2.275 x 9.70"

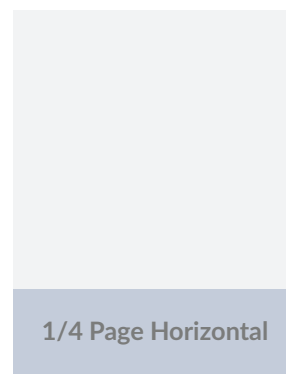
Full Bleed  
3.0"W x 11.125"H



1/4 Page  
Standard

3.5 x 4.75"

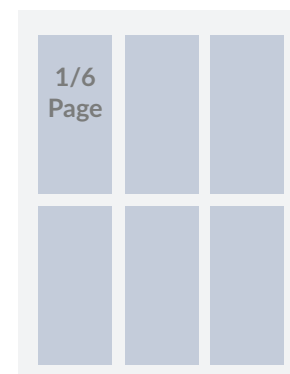
Full Bleed  
4.25"W x 5.5"H



1/4 Page Horizontal

2.25 x 7.20"

Full Bleed  
8.5"W x 3.0"H



1/6  
Page

2.25 x 4.75"

Full Bleed  
3.0"W x 5.5"H

All files should be print ready and at or above a resolution of 300dpi. Accepted file formats: JPEG, PNG, TIFF, PSD, PDF, EPS, AI, INDD

Aesthetics are a very important element in our vision of Northwest Aerospace News Magazine. NWAN will make every effort to place advertising in the best possible manner and at the sole discretion of our Editor. NWAN offers many opportunities to share your business in a format that fits your message as well as your budget. The table on the below describes size and placement.