

PRINT ISSUE With Directory

RATES & SPECS

UAS Magazine/Directory

PRINT ISSUE/DIRECTORY DEADLINES

Directory printed in the back of the magazine issue

2024 MAGAZINE ISSUE

Ad Insertion: **August 19, 2024**

Ad Artwork: **August 26, 2024**

DIRECTORY PRINT SECTION

Directory Listings: **August 7, 2024**

Display Ad Insertion: **August 7, 2024**

Display Ad Artwork: **August 26, 2024**

*Listings purchased between September 1, 2023 - August 7, 2024 will be printed in the Directory Section.

DISPLAY ADVERTISING RATES & SIZES

*Depends on Regular or Premium Position

**Bonus Online Ad Available with Directory Ad Purchase (see to the right)

Rates*	Sizes	Non-Bleed Ad	Bleed Ad	Trim Size	Live Area/Bleed Ads
\$3,389	Two-Page Spread	16 w x 9.875 h	17.5 w x 11.375 h	17 w x 10.875 h	16.5 w x 10.375 h
\$1,995	Half-Page Spread	16 w x 4.625 h	17.5 w x 5.375 h	17 w x 5.125 h	16.5 w x 4.875 h
\$1,995	Full Page	7.5 w x 9.875 h	9 w x 11.375 h	8.5 w x 10.875 h	8 w x 10.375 h
\$1,321	1/2 Page H	7.5 w x 4.625 h	9 w x 5.375 h	8.5 w x 5.125 h	8 w x 4.875 h
\$1,150	1/3 Page H	7.5 w x 3.375 h	9 w x 4.125 h	8.5 w x 4.125 h	8 w x 3.625 h
\$1,321	1/2 Page V	3.75 w x 9.875 h	4.5 w x 11.375 h	4.25 w x 10.875 h	3.5 w x 10.375 h
\$1,150	1/3 Page V	2.5 w x 9.875 h	3.25 w x 11.375 h	3 w x 10.875 h	2.25 w x 10.375 h
\$499	Directory**	3.7 w x 3.23 h	NA	NA	NA

PREMIUM PLACEMENT:

All display ad rates per insertion, in U.S. dollars **ALL PRICES NET**

+25% **Inside Front Cover**

+25% **Opposite Contents Pg**

+25% **Inside Back Cover**

+50% **Back Cover** Size: 1/2 Pg H ONLY

PRINT DIRECTORY

Sign-Up For Your **Free Listing** at Directory.UASMagazine.com

Deadline to be in directory print section 8/7/24

LISTING 1 FREE \$95/additional listing

As part of our effort to ensure that the directory is as comprehensive as possible, we are offering one free listing to any organization involved in the unmanned aerial drone industry. Each additional listing is \$95. In order to receive your free listing, visit our website and register online at directory.uasmagazine.com

LOGO + LISTING \$240/logo

This is a great way to increase your organization's presence in the directory without having to largely increase the budget. An additional listing plus logo costs \$240. (Add a logo to your free listing for \$145. Adding additional logo+listings is \$240.)

DIRECTORY DISPLAY AD

Standout even more with a display ad in the directory section. Each listing will reference and direct readers to your ad.

WITH ONLINE BONUS AD

BONUS: Receive 1 year **FREE** medium rectangle ad on directory.uasmagazine.com with the purchase of a display ad.

PUBLICATION INFORMATION

Publication (Trim) Size: 8.5" x 10.875"

Live Area: 8" x 10.375"

Paper Stock: 70-lb. gloss-coated guts, 80-lb. gloss-coated cover

Method of Printing: Web press, 150 lpi, process color

Binding: Saddle-Stitched

Applications: Publication is created in Adobe InDesign. PC files.

Ad Placement: Apart from Premium Ad Placements, vertical ads are placed along the outside of the page and horizontal ads are placed at the bottom of the page.

Proofs: We do not supply proofs

Storage of Advertisement: 24 months

ARTWORK SPECS

Color: CMYK/process colors only. **NO SPOT COLORS.**

All spot colors must be converted to CMYK. Color quality is not guaranteed if spot colors are used. No built-in black type.

Fonts: Outline or embed all fonts in the PDF

File Format: High-Res PDF

Resolution: All materials must be at least 300 dpi and submitted at 100% size.

Bleed: Refer to SIZES for the different bleed-size ads. A 1/4" bleed is required for each side that bleeds. **PLEASE CHECK THE LIVE AREA.**

Live Area: To prevent info being trimmed off, all text, logos, etc., must be at least 1/2" in from the edge of the ad. Registration marks preferred.

PDF Files: Save with all fonts and images embedded. Save without color profiles. Once PDF is created, please check the bleed - see "SIZES" for BLEED specifications. If submitted artwork does not meet specifications a new file will be requested.

Trapping: Save files without trapping preferences.

Color Profiles: Whenever possible - do not embed or include color profiles.

CREATING ARTWORK

In-house Production: UAS Magazine will create advertisements for clients (3 proofs for free, a fee will be charged for additional proofs needed). The advertiser must submit ad copy, plus high-resolution logos and photos. Photos may be purchased for advertisement, but at the client's expense. Submission of materials should be completed at least one month in advance of print run. Call for applicable production fees.

SUBMITTING ARTWORK

Email: artwork@bbiinternational.com

Call: 866-746-8385 for assistance

ADDITIONAL ADVERTISING OPTIONS



COVERWRAPS

Cover wraps are attached to the front of the magazine. Prices vary by issue. Call for pricing.



BELLYBANDS

Bellybands wrap around the outside of the magazine. Prices vary by issue. Call for pricing.



INSERTS/OUTSERTS

Inserts are stitched into the magazine on 100# stock. Outserts are poly-bagged with the magazine. Call for pricing.

REGULATIONS

Agency Discounts: Due to the affordable rates offered by UAS Magazine, we do not offer agency discounts.

Invoicing: Rendered at time of issue mailing.

Short Rates/Rebates: Advertisers will be short-rated if, within 12 months from the date of the first insertion, they do not use the amount of space upon which their billings have been based. Rates may be adjusted (lowered) during the course of an advertiser's insertion order agreement, if the advertiser has used sufficient additional space to warrant a lower rate than that at which their billing began.

Rate Protection: Rates are effective for all advertisers throughout the duration of this media kit. Rates will never increase during the term of an advertiser's billing agreement, unless the advertiser chooses to change the plan by, for example, increasing the size of an ad.

Publisher's Protective Clauses: Deliberate attempts to simulate editorial format in an advertisement is not permitted by UAS Magazine. The publisher reserves the right to insert the word "advertisement" when, in the publisher's opinion, an advertisement resembles editorial material. Liability for all content of advertisements printed (including text, representations, illustrations or any sketch, map, label, trademark or other copyrighted matter) will be assumed by advertisers and their agencies. The publisher reserves the right to reject any advertising that does not conform to publication standards. UAS Magazine 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 entity, fire, flood, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slowdown, or any condition beyond the control of the publisher affecting production or delivery in any manner. UAS Magazine is not responsible for quality of reproduction when materials received do not conform to specifications or when materials are received beyond closing date.

Cancellations: No cancellations will be accepted after closing dates. Notification of cancellations prior to closing date should be in writing (email or fax acceptable).

Method of Distribution: U.S. Postal Service

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