



2017 Advertising Rates

Editorial Focus

Rotor Review magazine is a professional military publication that reports news and developments pertaining to rotary wing aviation. Through *Rotor Review*, active members and the extended naval helicopter community are provided with a quarterly update as to what the fleet is doing around the globe. Articles are submitted by the pilots and aircrewmembers currently conducting operational missions and leading-edge training exercises. Each issue includes first-person narratives, command updates, mission systems reviews, and current support from the corporate partners, commentary, and historical perspectives.

Circulation

Rotor Review is distributed quarterly to all NHA members who include active duty and retired Navy, Marine Corps, and Coast Guard rotary wing aviators and civilians. Copies are also sent to senior military officers and civilians, and major aerospace executives and representatives. Current circulation is 3000+.

Online

In addition to print, *Rotor Review* is available on line. A digital flipbook edition is provided to all members. Print ads are shown online and are clickable links to the advertiser's website. This service is included for free with ad placement.

The NHA website www.navalhelicopterassn.org also displays company logos to help extend our sponsor's online reach. Sponsor logos have clickable links and rotate through a limited number of placements on the homepage.

Contract Regulations

- Advertisers will be protected at their contracted rates for the duration of contract year.
- All advertising is subject to approval of the publisher.
- 4X advertisements are consecutive.
- Cancellation/order revisions must be in writing 30 days prior to insertion order deadlines.



ROTOR REVIEW MAGAZINE

Payment

Completed contract and payment for advertisement must be received 30 days prior to first insertion deadline. Publisher reserves the right to cancel any contract at any time upon default on the payment of bills.

Submissions

All photo and article submissions for Rotor Review need to be emailed to the *Rotor Review* Community Editor, Art Editor, or Logistics Editor or mailed via USPS. Please see our website for details.

www.navalhelicopterassn.org/submissions. Phone number (619) 435-7139.

NEW FOR 2017: FULL COLOR ADVERTISING AT NO ADDITIONAL COST!

Size Advertisement	1X	1X	4X	
	(Corporate Rate)	(Non-Corporate Rate)	(Corporate Rate)	(Non-Corporate Rate)
Full Page	\$1000	\$1250	\$4000	\$4500
2/3 Page	\$750	\$1000	\$3000	\$3500
1/2 Page	\$500	\$ 750	\$2000	\$2500
1/3 Page	\$300	\$ 550	\$1200	\$1700
1/4 Page	\$250	\$ 500	\$1000	\$1500

NEW FOR 2017: UPGRADE TO PREMIER FULL PAGE ADVERTISING PLACEMENT OPTIONS (Note: Price is for each issue and is awarded on priority of order placement)

Centerfold (2 pages in Center of Magazine) \$1500 Additional
 Back Cover \$1000 Additional
 Inside Front Cover \$750 Additional
 2 Page Spread (Not in center of Magazine) \$650 Additional
 Inside Back Cover \$500 Additional



Mechanical Specifications

Sizes	Width	Depth
Full Page	7 5/16"	9 11/16"
2/3 Page (vertical)	7 1/2"	10"
1/2 Page (horizontal)	5"	10"
1/2 Page (vertical)	7 1/2"	4 7/8"
1/3 Page (horizontal)	2 5/16"	10"
1/3 (vertical)	3 5/8"	10"
1/4 Page (square)	4 1/2"	4 1/8"
2 Page Spread	17"	11"

Trim Size: 8 1/2" wide and 11" deep

Bleed Size: 8 3/4" wide and 11 1/4" deep

Composition Costs: Type setting, corrections, and alterations will be charged to the advertiser.

Digital Format: 300 dpi minimum. We can accept JPGS, EPS, TIFF, Photoshop or High Rez PDF files.



Ad Details:

Specifications/Requests: _____

Size: _____ Placement: 1X 4X

Start Issue # Color Black and White

2017 Issues:

Issue	Spring #136	Summer #137	Fall #138	Winter #139
Release Date	April 2017	July 2017	October 2017	January 2018
Ad Submission Deadline	March 17	May 19	August 30	November 17

Payment Options:

Payment Due: \$ _____

Cash: **Check:** (Payable to NHA) **Credit Card:** MC/ VISA/ AMEX/ DISC (**circle one**)

Credit card #: _____ - _____ - _____ - _____

CCV: _____ **Expiration Date:** _____ **Billing Zip Code:** _____



2017 Advertising Contract

Date: _____

Company Name: _____

Mailing Address: _____

Street

Unit/Bldg.

City

State

Zip

Advertising Point of Contact

Name: _____

E-Mail: _____

Work Phone: _____ **Cell Phone:** _____

Signature: _____