****Naval Helicopter Association, Inc. (NHA)

PO Box 180578

Coronado, CA 92178-0578

(619) 435-7139

[www.navalhelicopterassn.org](http://www.navalhelicopterassn.org)

To Whom It May Concern:

The Naval Helicopter Association, Inc. (NHA) is a non-profit 501 c 6 professional organization that exists to support the US Navy, Coast Guard and Marine Corps Rotary Wing Communities. NHA has a growing membership base of 3200+ active duty, retired and corporate members. Senior military leadership and organizations across the globe recognize NHA as a premier platform for Military Rotary Wing Aviation. Included with each NHA membership is a digital or hard copy of our prestigious Rotor Review Magazine, which is published quarterly. The Rotor Review is intended to provide a forum for discussion and exchange of information on topics of interest to the community. Additionally, the Rotor Review showcases our Corporate Members and Sponsors as well as our two premier events, the annual Symposium and Gulf Coast Fleet Fly-In/NHA Join-Up.

If the goal of your organization is to stand out and be recognized as a leader within the Military Rotary Wing Community and its Senior Leadership, then you do not want to miss this opportunity to advertise in the Rotor Review Magazine. Below is the 2019 Rotor Review Media Kit Advertising information, which outlines the different advertising packages offered for the magazine.

Please do not hesitate to contact me with any questions you may have, regarding advertising. I look forward to hearing from you.

Respectfully,

Allyson Darroch

Managing Editor Rotor Review Magazine

Naval Helicopter Association, Inc. (NHA)

[loged@navalhelicotperassn.org](mailto:loged@navalhelicotperassn.org)

**2019 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 aircrewmen 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 3200+.

**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 with links to the organization’s website, 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.

**Payment**

Completed contract and payment for advertisement must be received not later than 30 days after to receipt of invoice and tearsheet. 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 should be sent to the *Rotor Review* Community Editor or Managing Editor ([loged@navalhelicopterassn.org](mailto:loged@navalhelicopterassn.org))

Please see our website for details. [www.navalhelicopterassn.org/submissions](http://www.navalhelicopterassn.org/submissions).

Phone number (619) 435-7139.

**All advertisements are in full color, unless otherwise requested.**

**Size Advertisement** **1X 1X 4X 4X**

**(Corporate Rate) (Non-Corporate Rate) (Corporate Rate) (Non-Corporate Rate)**

Full Page $1000 $1250 $3000 $4500

2/3 Page $750 $1000 $2250 $3500

1/2 Page $500 $ 750 $1500 $2500

1/3 Page $300 $ 550 $ 900 $1700

1/4 Page $250 $ 500 $ 750 $1500

**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” |

**2019 Editorial Calendar**

Rotor Review is published quarterly the current deadlines for insertion and publication are listed below.

The theme for the Spring 2019 issue is Situational Awareness. It also included information on the 2019 Symposium “Rotary Force Innovation and Integration. The Summer issue is the Post Symposium “Hot Wash. The Fall issue has information regarding the Gulf Coast Fleet Fly-In and NHA Join Up in Pensacola. Winter showcases the Annual Photo Contest winners. Each issue’s focus is determined prior to article solicitation.

Winter 2019 (Issue 143) .............November 18 / January 10, 2019

Spring 2019 (Issue 144) ....................... March 19 / April 30, 2019

Summer 2019 (Issue 145) ........................July14 / August 10, 2019

Fall 2019 (Issue 146) .................September 18 / October 10, 2019