

LIFT WA

WINTER 2018

2018 EDITORIAL CALENDAR

Topics and dates may be changed
at editor's discretion.

SPRING 2018

April 16, 2018

Editorial Focus

Aerospace Legislation & Policy Issue

Legislative and policy issues as they pertain to
Aerospace

AFA Aerospace Day in Olympia

Industry Highlights

AFA Member Profile

Space Reservation Deadline: December 18, 2017

Editorial Focus

Innovation Issue

What are the innovations of the future? How will they
impact the industry, the state, and the workforce?

Special company profiles focusing on innovation, high-tech
and the Internet of Things (IoT) in aerospace.

Legislative Wrap Up

Space Reservation Deadline: March 1, 2018

SUMMER 2018

Editorial Focus

Management Issue

Workforce -- Training/Education

Workplace Safety

Insurance

Financial Planning

Growth, Consolidation, Competitiveness, Diversification

AFA Member Profile

Space Reservation Deadline: June 1, 2018

FALL 2018

Editorial Focus

Conference Issue

Connecting to OEMs and other large manufacturers

Regulatory Review

State of the Industry Address

New airplane development

AFA Member Profile

Space Reservation Deadline: Sept 1, 2018

RATE CARD

Washington state's must-read Aerospace industry magazine, LIFT WA reaches a broad swath of Aerospace industry executives and middle management leaders, decision makers, lawmakers, and support businesses.

In its first year (2017) total readership topped more than 20,000 unique views from decision makers through our print publication, web site, and social media channels. Copies of our magazine are provided at AFA's Annual Governor's Aerospace Summit and at AFA's annual Aerospace Day, as well as at numerous industry events and in the lobbies of aerospace and support businesses around the state.

Sizes	FREQUENCY LEVEL				Pick up 2017 advertisers Rate X4
	1x	2x	3x	4x	
Marketplace	\$300	\$275	\$250	\$225	\$200
1/3	\$600	\$570	\$550	\$530	\$510
1/2	\$890	\$865	\$840	\$810	\$785
2/3	\$1140	\$1070	\$1005	\$945	\$890
Full Page	\$1540	\$1490	\$1410	\$1380	\$1210
Spread	\$3080	\$2980	\$2820	\$2760	\$2410
Back Cover	\$3200	\$3100	\$3000	\$2900	\$2750

Rates are net.

CANCELLATION POLICY

LIFT WA magazine ads cancelled in fewer than 21 days before publication incur a 70 percent cancellation fee.

Call 253.632.0381 or email info@afa-wa.com to RESERVE YOUR AD SPACE in the LIFT WA magazine and on our LIFT WA web pages!

MECHANICAL SPECS

MAGAZINE (PRINT)

16-page finished gloss magazine, 100 lb cover, 70 lb stock. Saddle-stitched binding. All pages and ads are full color.

Artwork (including photos) should be CMYK only. Convert all PMS and spot colors to CMYK. Provide artwork as press-quality PDF (preferred), EPS, TIFF or JPG with crop marks, at a minimum 300 dpi. We do not accept raw/native files. Please make sure all fonts are embedded or outlined. All text should be .125" away from edges.

Bleed specs

Material intended to bleed must be furnished with a minimum of .125" image area beyond the trim.

Live area

All type of graphics not intended to trim should be positioned .1875" from trim. If they are not, they will be resized to fit the design space.

DIGITAL (WEB SITE)

Ad artwork will be incorporated on the LIFT WA web site pages if provided in JPG format at the same time print ad is provided.

AD GUIDELINES

We reserve the right to edit or reject material which may be deemed unsuitable for LIFT WA. Materials used in advertising must be finalized and submitted at least 23 days before publication. Deadlines are subject to change due to holidays. Always confirm the publication material deadline with your sales rep as soon as possible. Policy: Errors in ads must be reported within two weeks of publication. At that time, any errors on the part of LIFT WA will be considered make-good by the publisher. LIFT WA is not responsible for errors by advertisers or errors overlooked by advertisers after an ad has been approved.

