

LIFT

The premier magazine for Aerospace in the Pacific Northwest

2019 EDITORIAL CALENDAR

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

WINTER 2019

January

Editorial Focus

Corporate Social Responsibility

Aerospace, Space, and UAS companies that give back.

AFA Aerospace Day in Olympia

Industry Highlights

AFA Member Profile

Space Reservation Deadline: December 3, 2018

SPRING 2019

April

Editorial Focus

Fostering Recruitment & Retention

Creating a culture of recruitment & retention of top talent

Job Fair Overview

Industry Highlights

AFA Member Profile

Space Reservation Deadline: March 4, 2019

SUMMER 2019

July

Editorial Focus

Insider Tips for Smooth Operations

Workplace Safety

Insurance

Financial Planning

Growth, Consolidation, Competitiveness, Diversification

Workforce -- Training/Education

AFA Member Profile

Space Reservation Deadline: June 4, 2019

FALL 2019

October

Editorial Focus

Conference Issue

Identifying the different Tier levels in the supply chain

Highlighting the types of business-to-business opportunities between the supplier chain Tiers.
Innovation Announcements and Updates

Industry Highlights

Veterans in the workforce

AFA Member Profile

Space Reservation Deadline: Sept 3, 2019



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RATE CARD

The Pacific Northwest's must-read Aerospace industry magazine, LIFT reaches a broad swath of Aerospace industry executives and middle management leaders, decision makers, lawmakers, and support businesses around the world.

In 2017 and 2018 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 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.

Sizes	FREQUENCY LEVEL				Pick up 2018 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 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 magazine and on our LIFT web pages!



MAGAZINE (PRINT)

60–72–page finished gloss magazine, 80 lb cover, 60 lb stock. Perfect bound. 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 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. Materials used in advertising must be finalized and submitted no later than the dates specified in the editorial calendar. Deadlines are subject to change. Always confirm the publication material deadline with your sales rep as soon as possible. Policy: Errors in ads must be reported within two weeks after publication. At that time, any errors on the part of LIFT will be considered make-good by the publisher. LIFT is not responsible for errors by advertisers or errors overlooked by advertisers after an ad has been approved.

