

# PRINT ISSUE With Directory

## RATES & SPECS

### PRINT ISSUE/DIRECTORY DEADLINES

Directory printed in the back of the magazine issue

#### MAGAZINE

Ad Insertion: **August 22**

Ad Artwork: **August 29**

#### DIRECTORY

Directory Listings: **August 10**

Display Ad Insertion: **August 22**

Display Ad Artwork: **August 29**

Online Directory Listings will be LIVE Oct. 2023 thru Sept. 2024

#### 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

### 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
<b>\$3,389</b>	<b>Two-Page Spread</b>	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
<b>\$1,995</b>	<b>Half-Page Spread</b>	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
<b>\$1,995</b>	<b>Full Page</b>	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
<b>\$1,321</b>	<b>1/2 Page H</b>	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
<b>\$1,150</b>	<b>1/3 Page H</b>	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
<b>\$1,321</b>	<b>1/2 Page V</b>	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
<b>\$1,150</b>	<b>1/3 Page V</b>	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
<b>\$499</b>	<b>Directory**</b>	3.7 w x 3.23 h	NA	NA	NA



#### 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.

# DIRECTORY LISTINGS

Sign-Up For Your **Free** Listing at [Directory.UASMagazine.com](http://Directory.UASMagazine.com)

### LISTING 1 FREE - \$75/additional listing Print Listing (Text ONLY) Online Listing (Text ONLY)

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 \$75. In order to receive your free listing, visit our website and register online. [directory.uasmagazine.com](http://directory.uasmagazine.com)

**TruWeather Solutions**  
1303 Sawbridge Way  
Reston, VA 20194  
Don Berchhoff, CEO  
Phone (877-878-9847)  
info@truweathersolutions.com  
truweathersolutions.com

**TruWeather Solutions**  
truweathersolutions.com  
P: 877-878-9847  
Mailing Address:  
1303 Sawbridge Way  
Reston, VA 20194  
United States  
Company Contact:  
Don Berchhoff  
CEO  
info@truweathersolutions.com

TruWeather is a leading innovator in micro-weather sensing, modeling, and decision insights for weather-sensitive operations. Weather is one of the greatest risks in the AAM ecosystem. Since current data collection and forecasting methods are not granular enough to routinely capture weather that impacts on low-level flight operations, TruWeather focuses on more serviceable micro-weather data for improved flight-time, battery life, and revenue generation per airframe, especially in edge case weather conditions. TruWeather's V360 data analytics platform is one of the few, if not only, micro-weather platform that can plug and play new sensor data, government data and crowd-sourced data on a single web application platform or API.

### LOGO + LISTING \$115/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 \$190. (Extra categories are an additional \$75 each. Adding a logo to your one free listing is \$115.)

Print Listing + Logo

**TRUWEATHER SOLUTIONS**  
1303 Sawbridge Way  
Reston, VA 20194  
Don Berchhoff, CEO  
Phone (877-878-9847)  
info@truweathersolutions.com  
truweathersolutions.com

Online Listing + Logo

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truweathersolutions.com  
P: 877-878-9847  
Mailing Address:  
1303 Sawbridge Way  
Reston, VA 20194  
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Company Contact:  
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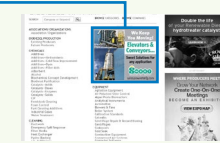
### DIRECTORY DISPLAY AD

*With Online Bonus Ad*

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



Display Ad



Bonus: Medium Rectangle Online Ad  
See ad specs on page 5.

#### 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.

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#### 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](mailto:artwork@bbiinternational.com)

Call: 866-746-8385 for assistance

#### 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

Subscription Prices: Subscriptions to *UAS Magazine* are now free of charge to everyone with the exception of a shipping and handling fee for any country outside the United States. Subscriptions are available online at [www.UASMagazine.com](http://www.UASMagazine.com). Please contact our subscriptions department for subscription assistance at (866) 746-8385 or [service@bbiinternational.com](mailto:service@bbiinternational.com)