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Airport Consulting

A Publication of the Airport Consultants Council

A publication of ACC, the *Airport Consulting* magazine includes three feature articles and a back cover story addressing current industry issues. Articles are nearly exclusively written by ACC members. The magazine also includes updates on current news concerning ACC, ACC members and events. Printed versions of the magazine are mailed directly to nearly 250 ACC member firms and distributed at numerous industry events, while it is digitally delivered to more than 4,000 airport personnel and development experts. Every issue is archived and available for PDF download at www.ACConline.org.

Editorial Content

The following are regular, industry-submitted editorial features:

- » **Cover feature** (1500 words)
- » **Special feature** (1200 words)
- » **Consultant perspective** (1000 words)
- » **After All** (1000 words) back page business perspective
- » **Member Spotlights** (400 – 500 words) 3rd person company profiles

The content of *Airport Consulting* is largely driven by ACC members. ACC welcomes submissions year-round for potential articles to fill all content listed above. In addition, member-submitted press releases concerning new hires, promotions, acquisitions and projects won are featured in the magazine's *On the Move* and *And the Winner Is...* sections.



Send your submissions to:
Assistant Editor/Advertising
John B. Reynolds at:
JohnR@ACConline.org

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2012 Editorial Calendar

	Spring	Summer	Fall/Winter
Distribution	2/24/12	5/24/12	9/6/12
Bonus Release	ACC/AAAE Airport Design and Construction Symposium, Airport Cities, AAAE Annual Conference	ACC/FAA/TSA Summer Workshop Series, ACC/TSA Security Technology Day	ACI-World Annual Conference, ACC Annual Conference & Exposition
Audience	Airports, Consultants, Vendors	FAA, TSA, Consultants, Vendors	Airports, Consultants, Vendors
Industry Focus	Technical Issues, Global Development	Technical Issues, Government Relations, Security	Airport Business Issues, Procurement, Project Delivery
Editorial Deadline	1/25/12	4/20/12	8/3/12
Ad Deadline	2/3/12	5/4/12	8/13/12

Advertising

AirportConsulting offers the opportunity for high-resolution, full-color advertisements in every issue. These placements provide your firm exposure to a wide variety of industry experts at an affordable rate.

	1x Rate	3x Rate	Ad Sizes
Full Page	\$1,800	\$1,400	8" x 10.5"
Half Page	\$1,000	\$800	8" x 5"
Quarter Page	\$600	\$450	Vertical: 2.625" x 5.75" Horizontal: 5.2" x 2.875"

For advertising questions and submissions contact:
John B. Reynolds, Assistant Editor/Advertising,
JohnR@ACCOnline.org, (703) 683-5900 ext. 101



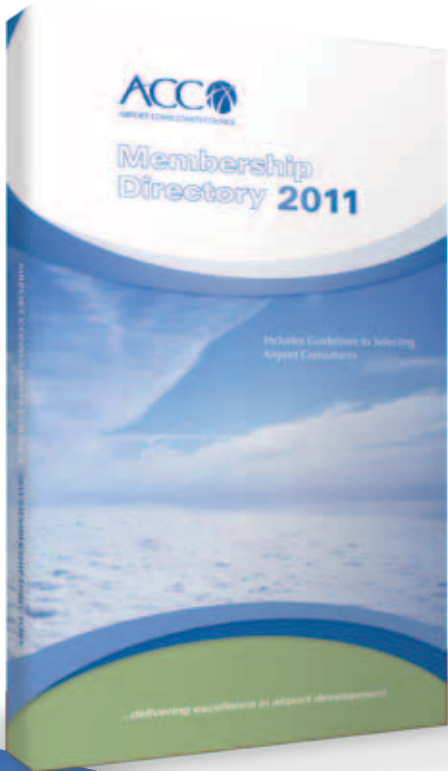
Membership Directory

When industry decision-makers need airport development specialists, they turn to the ACC Membership Directory. This printed publication is mailed to nearly **3500 industry professionals**; airport directors and personnel; FAA, TSA and state aviation officials; fellow associations and members of the media. The directory is also available at all ACC, ACC Institute, and other industry events. Advertising in the directory places your firm in front of these key decision-makers at a critical time — *when they are looking for you*. Make sure you are found. **Advertise in the ACC Membership Directory**. Full and half page ads available. **All directory advertising graphics must be submitted by April 9, 2012.**

For more than **25 YEARS** the ACC Membership Directory has been the **PREMIER RESOURCE** of private sector firms for airport and agency personnel.



Sample ad pages from 2010 ACC Membership Directory



	Regular Rate	1X Combo Rate	3X Combo Rate	Ad Size
INSIDE / BACK Cover Full Page	\$3,000	\$2,800	\$2,600	4.5" x 7.187"
INSIDE / BACK Cover Half Page	\$1,800	\$1,650	\$1,500	4.5" x 3.5"
Full Page	\$2,600	\$2,400	\$2,200	4.5" x 7.187"
Half Page	\$1,650	\$1,500	\$1,350	4.5" x 3.5"

Combo Rates only apply to full/half page ads and reflect discount for directory advertising when also placing one or more half or full page ads in *AirportConsulting* magazine.

Artwork Guidelines

> FOR ACC PRINT ADVERTISING

- » Artwork must be submitted digitally in high-resolution format (at least 300 dpi at final size)
- » Files should be in 4-color process builds (simulated PMS). All spot colors must be converted to CMYK.
- » Supported formats include: high-res JPEG, TIFF – 24 bit (CMYK Process), EPS (native illustrator file), PDF

<<< Artwork that does not adhere to these guidelines and requires additional work will be subject to a \$75 fee.

Recruitment Advertising

ACC places classified-type employment ads on the ACC website and in *ACC Outlook*, a weekly business opportunities email publication. Employment ads are placed online for up to sixty (60) days or until the position is filled. To increase exposure, the ad is placed in the *ACC Outlook* for two consecutive weeks.

Employment Ad	Member Price	Non-Member Price
FIRST 50 WORDS	\$200.00	\$250.00
PER WORD (after first 50)	\$2.00	\$3.00
Color Logo	no charge	\$75.00



ACC works with Multiview to provide *Airport Consulting Weekly*, a newsfeed of the most current articles concerning the aviation industry from top media outlets as well as news from ACC headquarters, FAA, TSA and TRB. With a distribution of over 4000 airport development experts, a number of advertising opportunities are available in the Weekly by contacting Colby Horton at chorton@multibriefs.com.



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