

All prices listed below are per issue or month for website. Prices do not include commission or agency fees.

Production Requirements

Digital File Format
ONLY PC: InDesign, Photoshop, Print quality PDFs, bleeds included.

Formats - graphics/photos
EPS, TIFF (4-color should be CMYK); 300 dpi

Trim Size
8½" x 11". Keep live matter ¼" from final trim and allow 1/8" gutter trim for perfect bound.

Type page
7½" x 10"

Bleeds
If ad is a full page bleed, extend image area 1/8" past trim size on all sides. Bleed requests must be specific on insertion orders.

Sending Artwork

E-mail
info@expressassociation.org

File Drop
www.robstan.com/filedrop.asp
Attention "Jennifer Crane"
Include the company name in the file notes.

Contact

Please send all advertising inquiries, materials, etc. to:

XLA Headquarters
400 Admiral Blvd
Kansas City, MO 64106 USA
Phone: 816.221.0254
Fax: 816.472.7765
info@expressassociation.org

Member Rates

4-Color	# of issues:	1	2	3	4
Full Page		\$525	\$500	\$475	\$450
Half-Page Spread		\$525	\$500	\$475	\$450
Two-Thirds Page		\$450	\$425	\$400	\$375
Half Page		\$425	\$400	\$375	\$350
Quarter Page		\$325	\$300	\$275	\$250
Business Card		\$275	\$250	\$225	\$200

Non-Member Rates

4-Color	# of issues:	1	2	3	4
Full Page		\$625	\$600	\$575	\$550
Half-Page Spread		\$625	\$600	\$575	\$550
Two-Thirds Page		\$550	\$525	\$500	\$475
Half Page		\$525	\$500	\$475	\$450
Quarter Page		\$450	\$425	\$400	\$375
Business Card		\$375	\$350	\$325	\$300

Website Rates

Per Month	Member	Non-Member
2 months	\$260	\$900
4 months	\$500	\$1,000
6 months	\$720	\$1,100
8 months	\$920	\$1,200
10 months	\$1,100	\$1,300
12 months	\$1,200	\$1,500

Artwork Deadlines

2012 <i>Express</i> (Digital only starting in 2012.)	
Issue	Deadline
Winter	January 12
Spring	April 11
Summer	July 12
Fall	October 12

Advertising Sizes

Full Page 8½" x 11"	Half Page 7" x 5"
Half-pg spread 16" x 5"	Quarter Page 3" x 4½"
Two-thirds Page 5" x 11"	Business Card 3½" x 2"
Website banner (Contact for other heights, rates may change.)	175 pixels wide 200 pixels high

Airline Members

Each airline member receives one free quarter page ad in *Express*, per membership year.

Express will be a digital only publication starting in 2012.

NEW FOR 2012 FULL YEAR++

12 months of exposure for the price of 4!

This is only available to those advertisers who place advertisements in all 4 issues of *Express* and pre-pay by **January 31, 2012**. Each full year ++ advertisers' logo will be included in the monthly issue of *Xtra* with a company link.

Advertising Terms

Advertising design is strictly the responsibility of the advertiser. It is the responsibility of the advertiser to have materials ready and delivered to XLA by the deadlines listed. In order to assure advertiser satisfaction with printed material, all advertisements must meet the production requirements. XLA is not responsible for the print quality of advertisements that do not meet these requirements.

In the event of nonpayment, XLA reserves the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies that are due and payable. Delinquent accounts are subject to contract cancellation, prepayment requirements or exclusion from future XLA business transactions. Therefore XLA requires a credit card for all agreements. Credit cards will only be charged if nonpayment exceeds 90-days past the original invoiced date.

- Publisher reserves the right to insert the word "advertisement" on any insertion that is not clearly non-editorial material.
- Publisher reserves the right to give better position than specified in the order, at no increase in rate.
- Advertisers assume liability of all content of advertisements and claims arising from or made against publisher.
- Publisher reserves the right to refuse advertising not in keeping with publication standards.
- Publisher may change conditions, not rates, without notice.
- Publisher assumes no liability if for any reason it becomes necessary to omit an advertisement.



XLA ADVERTISING

2012 AD AGREEMENT

This form authorizes your advertisement in XLA publications.

Please refer to the XLA AD Rate Sheet for information about advertising costs, closing dates and design specifications.

Please Note: All artwork for contracted advertising space is due by the Artwork Due deadline outlined on the Ad Rates Form, unless an extended deadline is agreed to by XLA staff in writing. All artwork not submitted by the agreed upon deadline may be billed at contracted rate plus an additional 20 percent production charge.

Advertisers that fail to comply with frequency contracts will incur short-rate charges.

Send completed agreements, payments by mail, fax or e-mail to:

XLA Headquarters
 400 Admiral Blvd
 Kansas City, MO 64106 USA
 Phone: 816.221.0254
 Fax: 816.472.7765
 info@expressassociation.org

By completing the XLA AD Agreements, the advertiser agrees to the advertising terms on the XLA AD Rate Sheet.

XLA requires a credit card be on file for all agreements. If payment will be by check, credit cards will only be charged if nonpayment exceeds 90-days past the original invoiced date.

Company Information

Complete every applicable section of this agreement, including an authorized signature.

Company Name: _____

Address: _____

City/ST/ZIP: _____

E-mail: _____

Phone: _____ Fax: _____

Contact Person: _____

Advertising Agency

Company Name: _____

Address: _____

City/ST/ZIP: _____

E-mail: _____

Phone: _____ Fax: _____

Contact Person: _____

Advertisement Specifications

Frequency (check one) <input type="checkbox"/> 1X <input type="checkbox"/> 2X <input type="checkbox"/> 3X <input type="checkbox"/> 4X _____ Months (Web ads)	Rate (from Rate Sheet) Express \$ _____ <input type="checkbox"/> Airline Member Free Ad Web ad \$ _____ <input type="checkbox"/> Full Year++
Ad Size (check one) <input type="checkbox"/> Full Page <input type="checkbox"/> Half-page spread <input type="checkbox"/> Two-thirds page <input type="checkbox"/> Half Page <input type="checkbox"/> Quarter Page <input type="checkbox"/> Business Card <input type="checkbox"/> Website ad (one size)	Express 2012 (check all that apply) <input type="checkbox"/> Winter 2012 <input type="checkbox"/> Spring 2012 <input type="checkbox"/> Summer 2012 <input type="checkbox"/> Fall 2012 Digital Publication Starting 2012.
Artwork (check one) <input type="checkbox"/> Camera-ready artwork (B&W only) <input type="checkbox"/> Digital artwork (see "Digital File Format" on Rate Sheet for details) <input type="checkbox"/> Reprint from earlier XLA publication: _____	

Payment Information

Accepted and Agreed to By:
 Signature: _____ Date: _____
 XLA HQ: _____ Date: _____

Payment VISA MasterCard AMEX Total \$ _____

Card Number: _____ Expiration: _____

Name on Card: _____

Authorized Signature: _____

Check #: _____ Invoice me: Full Amount Per Issue