

ADVERTISING INFORMATION

The Aviation & Allied Business Journal is the premier publication on air transport development in Africa. The objective of the Journal is to provide a chronicled and concise account of the activities in Africa's civil aviation industry. Today African air transport industry represents a fast growing market with increasing investment absorption capabilities. The Journal directs business leaders attention to these opportunities and connects professionals across the continent and beyond.

With over 15,000 readers across Africa and the rest of the world, the Journal is the leading publication on African aerospace. The Journal features articles by aviation experts and obtains a high degree of respect, credibility and value.

ADVERTISING ACCEPTANCE POLICY

The Aviation & Allied Business Journal is a specialized international publication and therefore conforms with standard rules and regulations for the acceptance of advertising:

Advertising will not be accepted which in any way is considered to be lacking moral propriety or judicious good taste.

Advertising will not be accepted which in any way tends to caricature or otherwise demean any particular race, language, religion or political view.

Aviation & Allied Business cannot accept advertising which is found to contravene the truth.

Advertising in the Journal is accepted with the conditional understanding that the sponsoring company and principal beneficiary of the advertisement is ultimately responsible and liable for full payment to Landover company publishers of the Journal of any outstanding charges for advertising space.

Advertising Rates

Position	1 insertion	3 insertions	6 insertions
Full Page (R O P)	\$2,600	\$2,340	\$2,080
Half Page	\$1,560	\$1,482	\$1,404
Quarter page	\$1,040	\$1,040	\$1,040
Outside Back Cover	\$4,550	\$3,640	\$3,185
Inside Front Cover	\$3,640	\$3,276	\$3,094
Inside Back Cover	\$3,250	\$2,925	\$2,762.5
Double Page Spread	\$5200	\$4680	\$4160

** Cancellation of long-term advert insertions shall attract rates based on the cost of one (1) insertion.

Where payment had been made, another invoice shall be issued to cover the difference.

Invoice and Payment

Invoices are issued in United States dollars and payment of the total amount must be received in the same currency within 30 days from date of invoice.

Payment

Bank transfers to Landover Company Limited. Details will be forwarded on request.

Bleed Pages

No surcharges for bleed pages

Special Position

The Aviation & Allied Business Journal will not guarantee special position request other than Inside Back Cover, Outside Back Cover and Inside Front Cover as contracted. It will however, make every effort to meet the special needs of advertisers when practicable.

Issuance & Closing Dates

Issued six times yearly, the 1st of the following months: February, April, June, August, October and December.

Closing date is the 8th day of the month prior to the date of issue, that is, 8th of preceding month.

Additional Charges

Typesetting and design will attract extra charges.

Advertising Printing Materials

To avoid delays by custom formalities please ensure that materials are clearly identified as "Printing Materials for Publication". Materials for reproduction should be sent via courier to:

The Business Manager
Aviation & Allied Business Publications
Landover Company Limited
17, Simbiat Abiola Road
Ikeja Lagos
Nigeria.

Attention: Martin Abhulimen

Digital (DTP) file format specifications for Direct Film Output.

To submit artwork on a diskette, please follow the instructions listed below and retain a copy of all files submitted.

Diskettes will be accepted only according to the following specifications.

Artwork

Artwork of advert in colour or Black and White are to be accessible in CorelDraw 8-10 format or Adobe Photoshop (Photo editing software if advert is a Bitmap or picture). Adverts are to be saved in 100 MB Zip.

Page Size and Bleeds:

Page Trim Size: 8 1/4" x 11 3/4"
Page Bleed Size: 8 1/2" x 11 7/8"
Spread Trim size: 16 1/2" x 11 5/8"
Spread Bleed Size: 16 3/4" x 11 7/8"
1/2 page vertical: 3 1/2" x 10 1/2"
1/2 page horizontal: 7" x 5 1/4"
1/4 page vertical: 3 1/2" x 5 1/4"
1/4 page horizontal: 7" x 2 1/8"

Application page set-up or preference crop marks must be used. Crop marks must not be placed manually and 1/8" bleed must be included outside trim area. All important type and images must be kept inside and away from trim 1/4".

Fonts

All screen and printer fonts used in the final version of the files must be submitted, especially if the original font files have been modified or renamed. All display and picture fonts must also be included.

"Style" menu commands must not be used to modify typefaces. Original library fonts must be used from the "Font" menu.

(Bold, italics, etc.) Alternatively, files made in CorelDraw format could have their fonts converted to curves.

EPS and TIFF Files

Only CMYK EPD, TIFF files and JPEG files are to be used. TIFF files are preferred. (Unacceptable file formats: PICT, PAINT, RGB TIFF, and RGB EPS)

ORIGINAL EPS, TIFF and JPEG files must be saved within 10% of the size they are to appear on the page. Colour graphic files must be converted from RBG to CMYK including any nested or embedded elements before being saved as EPS or TIFF files.

All original font files included in EPS, TIFF or JPEG must be submitted.

File Resolution

All image files must be 300 dpi minimum. If the image is to be reproduced at greater than 100 per cent, the reproduction percentage must be multiplied by 300 (i.e. if the image will print at 120 per cent, the image will need to be submitted at 360 dpi, $300 \times 1.2 = 360$)

Proofs

An IRIS or KODAK APPROVAL proof of the complete file must be provided for reference and sent to Aviation & Allied Business Publications. The output must be at 100 per cent. All proofs must output with crop marks. Size, placement and positioning of images, type and graphic elements of the page(s) must be checked carefully.

The Following Applications are Acceptable

All files must be PC Compatible using PageMaker, Adobe Photoshop or CorelDraw. All files must be submitted on the following media: 3.5" floppy diskette, 100 MB Zip diskette or CD ROM.