

AIRLINERS & AIRPORTS MAGAZINE

Airliners Publications Holdings, LLC
6355 NW 36 Street, Suite 604, Miami, FL 33166-7027
Office: 786-264-6692 • Email: robert@airliners.tv

REACH THE WORLD AND TELL YOUR STORY TO THE PEOPLE THAT COUNT.



Airliners & Airports Magazine articles address both the “Who” and “Why”. Our forum includes articles documenting the stories of airlines and the aviation industry. We highlight the people, companies and organizations behind the headlines.

Our audience includes top level executives and end users. The distinctive subject matter and writers positions this magazine as one of America’s best read. Near future destinations includes a strong web presence.

DEMOGRAPHICS | Readers Profile

The magazines subscription base includes, airline CEOs and Management, Airport Administrators, MRO organizations, Pilots and Union affiliates, service industries, product vendors, and decision makers at all levels of the airline and aviation industry. Many of our readers are also members of industry organizations such as; ISTAT, IATA, ATA, AAAE, The Wings Club, ALPA, AOPA and ARSA.

DISTRIBUTION | 25,000 Worldwide Readers

Airliners & Airports Magazine is one of the most widely read publications, specific to the airline industry. While most of our distribution is in North America, Europe and Australia; our subscription base covers 56 countries worldwide.

SPECIAL MAILINGS | Worldwide Copies

Airliners & Airports Magazine will mail 25 complimentary subscriptions for its premiere advertiser customers.

NEW WEBSITE | First Quarter 2012

Our media partners are in the final production stages of launching a new section for the www.airliners.tv website. This exciting new feature will expand existing advertising footprints. The prospect of our advertisers and the world wide web coming together with tie-in and multi-purpose story lines, offers a double branding possibility. This is welcome news for our *Airliners & Airports* advertisers, plus these additional add-ons will be iPad friendly.

Through a complimentary subscription program, *Airliners & Airports* reaches the top tier of management for some of the world’s largest airlines. Additionally, subscriptions are provided to select decision makers of the manufacturer, training and maintenance industries, in addition to top political organizations.

We will be happy to answer any questions you may have, please e-mail: robert@airliners.tv

SPECIAL SPONSOR PROMOTIONAL PACKAGE

Airliners offers an opportunity designed specifically for aviation organizations to increase sales, enhance product awareness and define their corporate image by presenting their complete story through both the printed magazine and on the web.

SPONSORSHIP COST: \$23,955.

Package includes:

- Five two-page advertisements (5 issues/10 pages)
- One cover issue with eight page editorial story coverage
- 100 One-year complimentary worldwide subscriptions
- Website exposure and links

ADVERTISING RATES, DATES AND SPECIFICATIONS

Rates

Size	1X Each	2X Each	3X Each	4X Each	5X Each	6X Each
Double Page	\$ 7,192.00	\$ 6,616.00	\$ 6,040.00	\$ 5,465.00	\$ 4,889.00	\$ 4,315.00
Full Page	\$ 4,495.00	\$ 4,135.00	\$ 3,775.00	\$ 3,416.00	\$ 3,056.00	\$ 2,697.00
Half Page	\$ 2,610.00	\$ 2,398.00	\$ 2,192.00	\$ 1,983.00	\$ 1,774.00	\$ 1,566.00
Sponsor Promotional Package (see page one) Includes 5 Double Page Advertisements and 1 Eight Page Cover Story						\$23,955.00

Dates

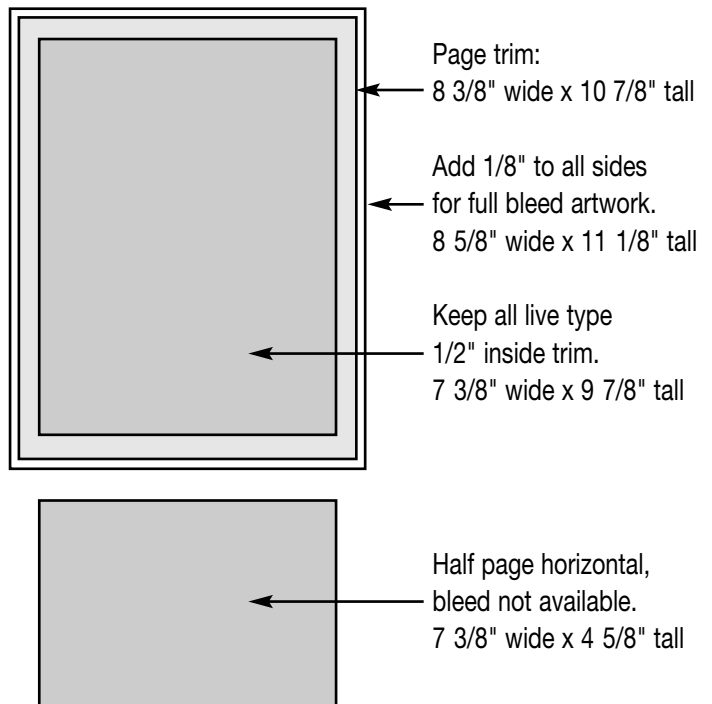
Issue Number	Publication Dates	Artwork Due Date	On Sale Date
132	January/February 2012	12/5/11	1/5/12
133	March/April 2012	2/3/12	3/2/12
134	May/June 2012	4/5/12	5/2/12
135	July/August 2012	6/5/12	7/2/12
136	September/October 2012	8/2/12	9/2/12
137	November/December 2012	10/4/12	11/2/12
138	January/February 2013	12/5/13	1/2/13
139	March/April 2013	2/5/13	3/2/13
140	May/June 2013	4/3/13	5/2/13
141	July/August 2013	6/3/13	7/2/13
142	September/October 2013	8/3/13	9/3/13
143	November/December 2013	10/4/13	11/2/13

Specifications

Airliners & Airports Magazine accepts both Macintosh and PC platforms. Our preferred file format is a Press Ready PDF. For information contact: robert@airliners.tv

We prefer files in CMYK mode only. Embedded image minimum resolution is 300 dpi, at 100% of its printed size for color or grayscale artwork. For bitmap files, use 1200 dpi. Artwork not meeting these criteria will be subject to an additional processing charge, or may not be deemed suitable for reproduction. Website images and logos are not acceptable for printwork. Original electronic artwork storage is the advertiser's responsibility. Specific advertisement placement is available with prior arrangement with Airliners Publications Holdings, LLC.

For further information please contact robert@airliners.tv. Airliners Publications Holdings, LLC reserves the right to cancel or refuse any advertisement for any reason and at any time it deems necessary.





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ADVERTISING ORDER PAGE

Date: _____ P.O.#: _____ Bill to: Advertiser Agency

ADVERTISER

Company Name:

Contact:

Division:

Corporate Ownership (if different) :

Street Address:

City/State/Zip:

Telephone:

Fax:

Email:

Accounting Contact:

Accounting Contact Telephone:

Website:

Special Instructions:

Gross Rate:

AGENCY

Company Name:

Contact:

Division:

Corporate Ownership (if different) :

Street Address:

City/State/Zip:

Telephone:

Fax:

Email:

Accounting Contact:

Accounting Contact Telephone:

Website:

Special Instructions:

Net Rate:

Starting Issue Number: _____ Ending Issue Number: _____ Size: Double page Full page Half page

Special Instructions / Pricing: _____

Customer Signature: _____

Title: _____ Date: _____

- Payment terms Net 30 Days • All Orders must have authorized signature • All Orders are subject to Terms and Conditions
- Payments may be also be made by credit card.

ADVERTISING TERMS AND CONDITIONS

Acceptance

In submitting advertising to Airliners Publications Holdings, LLC, a Florida limited liability company, you, the Advertiser or its agency (collectively "Advertiser"), agree, without limitation or qualification, to be bound by, and to comply with, these terms and conditions (collectively "Terms and Conditions"). All such guidelines and rules are hereby incorporated by reference into the Terms and Conditions and shall govern the advertising order (the "Advertising Order"), superseding all terms therein except for those relating to advertisement, scheduling and pricing.

Conditions and Restrictions on Use

All Advertising Orders are subject to acceptance by Airliners Publications Holdings, LLC. Rates, and these standard terms and conditions are subject to change without notice. Airliners Publications Holdings, LLC reserves the right to refuse or cancel any Advertising Order, with or without cause, at any time. This agreement, along with the Advertising Order shall be collectively known as the "Agreement." Advertiser and its agency (if applicable) shall be jointly and severally liable under this Agreement.

1. Term of Agreement. The term of this Agreement commences with Airliners Issue # _____ per the Advertising Order, and terminates with Airliners Issue # _____, inclusively.
2. Terms of Payment. Airliners Publications Holdings, LLC will invoice Advertiser based upon the amounts specified in the Advertising Order, and the Advertiser will promptly submit to Airliners Publications Holdings, LLC the charge for the amount specified based on the terms of the Invoice. In the event of any failure by Advertiser to make payment which is due and payable, the Advertising Order may be suspended until payment is received. Advertiser will be responsible for all reasonable expenses (including attorneys' fees) incurred by Airliners Publications Holdings, LLC in collecting such amounts. All payment amounts in this Agreement are in U.S. dollars.
3. Positioning. Except as otherwise expressly provided in the Advertising Order, positioning of advertisements on is at the sole discretion of Airliners Publications Holdings, LLC.
4. Renewal. Except as expressly set forth in the Advertising Order, any renewal of the Advertising Order and acceptance of any additional advertising order shall be at Airliners Publications Holdings, LLC's sole discretion. Pricing for any renewal period is subject to change by and is solely at Airliners Publications Holdings, LLC's discretion.
5. No Assignment or Resale of Ad Space. Advertiser may not resell, assign, or transfer any of its rights hereunder. Any attempt by Advertiser to resell, assign or transfer such rights shall result in immediate and automatic termination of this Agreement, without liability to Airliners Publication Holdings, LLC.
6. Right to Reject Advertisement. All contents of advertisements (including those served by third parties) are subject to Airliners Publications Holdings, LLC's approval. Airliners Publications Holdings, LLC reserves the right to reject or cancel any advertisement, Advertising Order, URL link, space reservation or position commitment, at any time, for any reason whatsoever.
7. Limitations of Liability. In the event that Airliners Publications Holdings, LLC fails to publish an advertisement in accordance with the schedule provided in the Advertising Order, or in the event that Airliners Publications Holdings, LLC fails to

deliver the full time period of the Advertising Order (if any), or in the event of any other failure, technical or otherwise of such advertisement to appear as provided in the Advertising Order, the sole liability of Airliners Publications Holdings, LLC and exclusive remedy of Advertiser shall be limited to placement of the advertisement at a later time in a comparable position until the total advertising time is delivered. In no event shall Airliners Publications Holdings, LLC be liable for any act or omission, or any event directly or indirectly resulting from any act or omission, of Third Parties (if any).

IN NO EVENT SHALL AIRLINER PUBLICATIONS HOLDINGS, LLC BE LIABLE UNDER THIS AGREEMENT FOR ANY CONSEQUENTIAL, SPECIAL, LOST PROFITS, INDIRECT OR OTHER DAMAGES, WHETHER BASED IN CONTRACT, TORT OR OTHERWISE, EVEN IF AIRLINERS PUBLICATIONS HOLDINGS, LLC HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES AND NOTWITHSTANDING ANY FAILURE OF ESSENTIAL PURPOSE OF ANY LIMITED REMEDY. AIRLINERS PUBLICATION HOLDINGS, LLC AGGREGATE LIABILITY UNDER THIS AGREEMENT FOR ANY CLAIM IS LIMITED TO THE AMOUNT RECEIVED BY AIRLINERS PUBLICATIONS HOLDINGS, LLC FROM ADVERTISER FOR THE ADVERTISING ORDER GIVING RISE TO THE CLAIM.

Without limiting the foregoing, Airliners, Publications Holdings, LLC shall have no liability for any failure or delay resulting from any governmental action, fire, flood, hurricane, insurrection, earthquake, power failure, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slowdown, or any other condition affecting production or delivery in any manner beyond the control of Airliners Publications Holdings, LLC. Advertiser acknowledges that Airliners Publications Holdings, LLC has entered into this Agreement in reliance upon the limitations of liability set forth herein and that the same is an essential basis of the bargain between the parties.

8. Advertiser's Representations; Indemnification. Advertiser represents and warrants to Airliners Publications Holdings, LLC, and third parties (if any), that Advertiser holds all necessary rights to permit the use of the advertisement by Airliners Publications Holdings, LLC for the purpose of this Agreement; and that the use, reproduction, distribution, transmission or display of advertisement, any data regarding users, and any material to which users can link, or any products or services made available to users, through the advertisement will not (a) violate any criminal laws or any rights of any third parties or (b) contain any material that is unlawful or otherwise objectionable, including without limitation any material that encourages conduct that would constitute a criminal offense, give rise to civil liability, or otherwise violate any applicable law. Advertiser agrees to indemnify, defend and hold Airliners Publications Holdings, LLC and third parties (if any) harmless from and against any and all liability, loss, damages, claims or causes of action, including reasonable legal fees and expenses, arising out of or related to (i) breach of any of the foregoing representations and warranties, or (if) any third party claim arising from use of or access to the advertisement under this Agreement or any material to which users can link, or any products or services made available to users, through the advertisement under this Agreement.
9. Miscellaneous. This Agreement shall be governed by and construed in accordance with the laws of the State of Florida, without giving effect to principles of conflicts of law.