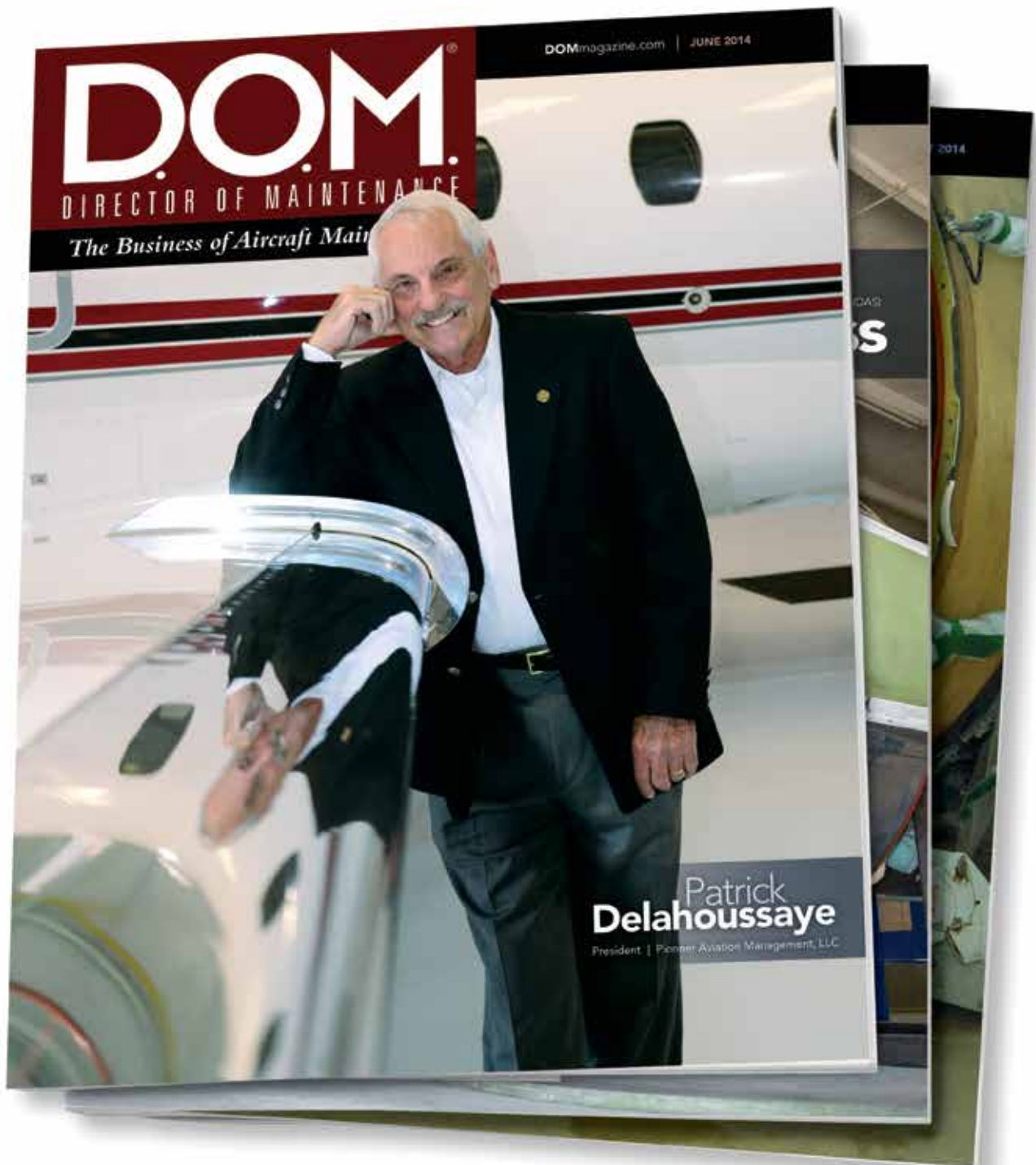


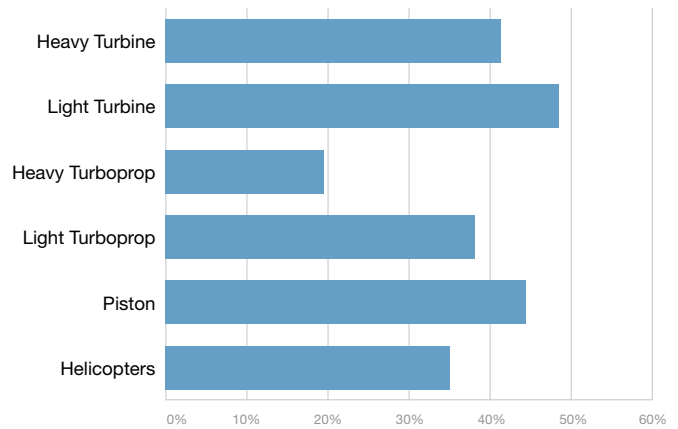
# SIMPLY

the best way to market to decision makers

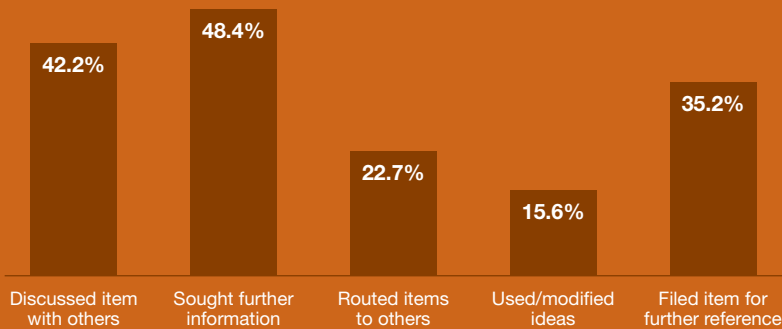


D.O.M. MAGAZINE 2015 MEDIA KIT

*D.O.M.* magazine subscribers work on all types of certificated aircraft



**In the last 12 months, what actions have you taken as a result of reading advertisements in *D.O.M.* magazine?**



*D.O.M.* readers respond to your advertisements!

100% of *D.O.M.* readers play a role in purchasing your products and services



24.41%  
I RECOMMEND PURCHASE

26.77%  
I COLLABORATE WITH TEAM

48.82%  
I APPROVE PURCHASE

# Circulation » 20,000+ (80,000 effective)

## Directors of Maintenance & Maintenance Managers

On average, *D.O.M.* readers share their copy of *D.O.M.* magazine with up to three other people! That means that our effective circulation is more than 80,000.

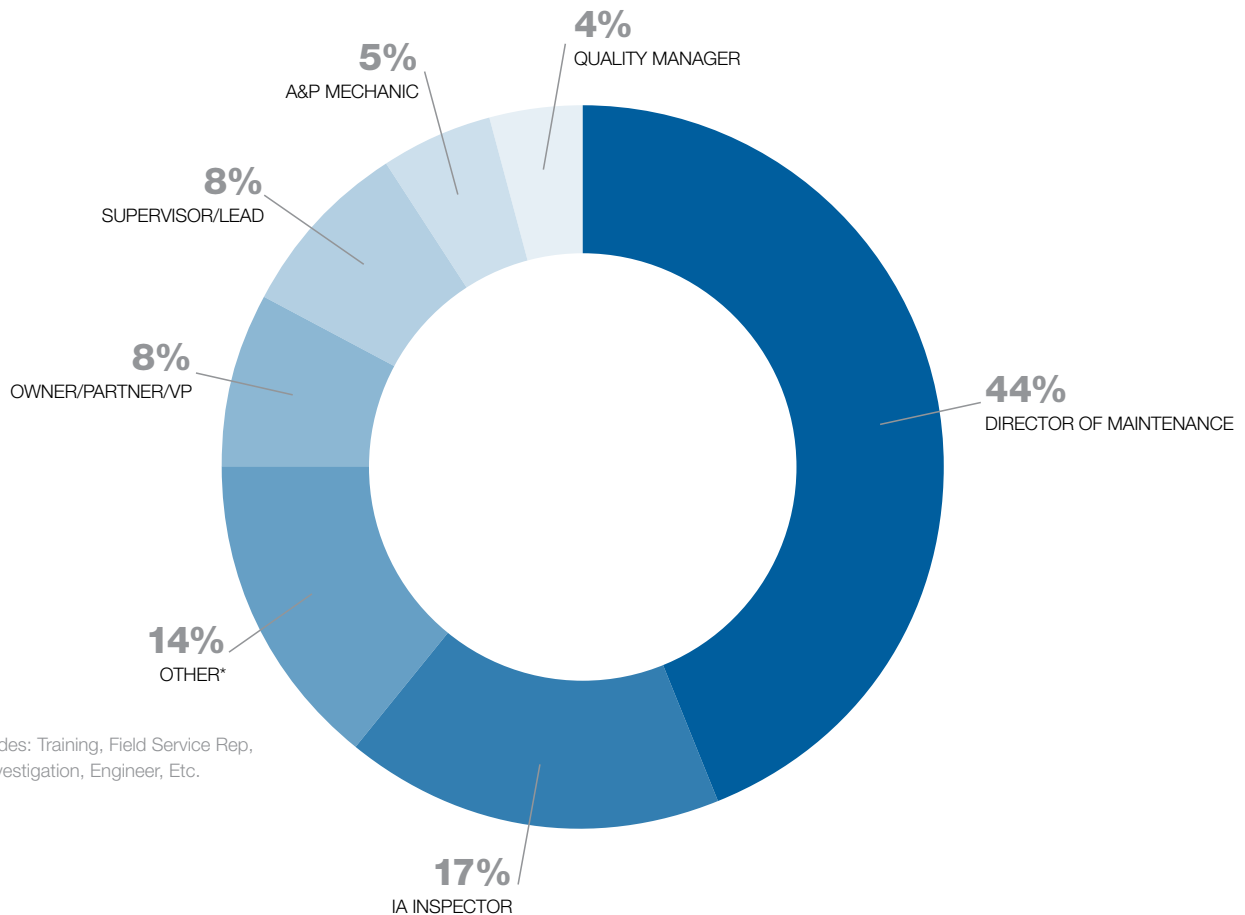
This simple fact, combined with the fact that *D.O.M.* reaches your buyers – means that *D.O.M.* is your recipe for SUCCESS.

*D.O.M.* magazine can help you grow your business. We cover the most important issues that our readers face as managers of aircraft maintenance facilities.

*D.O.M.*'s content, coupled with a targeted management circulation, gives your company the best opportunity to reach current and potential customers.

## Circulation by Job Title

Total Circulation 20,000 plus



# Opportunities in *D.O.M.* Magazine

In addition to print advertising, *D.O.M.* magazine has many other print and electronic opportunities to reach our audience.



## *D.O.M.* Calendar

*D.O.M.*'s annual wall calendar has proven to be one of the best “bangs for your buck” — it’s a full month of exposure for your company in maintenance offices and hangars around the country.

**Reserve your calendar page today and have your company’s message on the wall for a whole month.**

The *D.O.M.* calendar mails with the November/December issue. Get your message on 20,000 plus calendars for only \$2,700.



## *D.O.M.* Magazine’s Product and Service Solutions

*D.O.M.*'s September issue is our annual *Product and Service Solutions*. Our editorial team compiles the product and service listings that will be included in the issue. Don't miss out on this opportunity to have your products and/or services included in this issue for FREE.

Our readers enjoy looking through this annual issue to find products and services that

will make their jobs easier. Look for our emails as early as May for instructions on how to submit your FREE listings.

To receive email promotions and updates for this issue, email your contact information to us at [listupdate@DOMmagazine.com](mailto:listupdate@DOMmagazine.com).



## *D.O.M.* Management Insight Newsletter

*D.O.M.* magazine’s monthly e-newsletter, Management Insight, reaches more than 7,600 opted-in subscribers. Readers receive links to the latest blogs, articles, news and upcoming events. Cost per month for a leaderboard ad in the newsletter is \$400.

## Four-Page Brochures

Are you considering printing new company brochures for 2015? Let us print your brochures and distribute them to our more than 20,000 readers — allowing you to save money on both printing and distribution! We offer high-quality four-page brochures that are printed on 100# stock and mailed with our magazine. The price is \$10,400 which includes an additional 5,000 brochures for you. You can order additional brochures for a nominal fee.

## Company Spotlight

Available as a two-page spread in the magazine, our Company Spotlight gives you the opportunity to tell your story to our readers. Company Spotlights are printed within the pages of the magazine. Price is \$6,800.

## Stickers

Your message will stick around for a long time!

### Sticker Stats:

Issue: October (NBAA2015 Issue)

How many?: 24,000+ printed — 23,000+ in the magazine and 1,000 for your use.

Deadline: We will need your sticker artwork by September 1, 2015.

Your total cost per sticker is \$3,700.



## Ride-alongs

Several times a year, D.O.M. offers your company an opportunity to insert promotional pieces (brochure, CD, flyer, etc.) shrink-wrapped with a D.O.M. issue that will be distributed at a trade show.

2015 shows are:

- Heli-Expo
- NBAA Maintenance Management Conference
- NBAA2015 Annual Convention & Exhibition



## *DOMmagazine.com*

*DOMmagazine.com* has become an active destination for our readers. With news, blogs, jobs, archived articles and more, *DOMmagazine.com* is the perfect complement to the print magazine.

## *D.O.M. Apps*

*D.O.M.* is now published for Apple, Android, Kindle and HTML devices – these apps are currently distributed to more than 30 countries. All print ads are included in our digital editions at NO CHARGE.

# Ad Guidelines

## PDF

The PDF format is the preferred format for file submission. Careful attention must be paid to the proper creation of PDF files to ensure that they will reproduce correctly.

*Please contact your sales representative for specifications on creating proper PDF files.*

## Accepted Native Page File Formats

**Page Layout Application** – InDesignCS, QuarkXPress. *D.O.M.* accepts current versions of InDesign and QuarkXPress files. Ads should be created to correct ad size dimensions. If you are unsure of the ad size, please contact us.

**Vector Art Programs** – Adobe IllustratorCS, Macromedia Freehand. *D.O.M.* accepts current versions of Adobe Illustrator files, and Macromedia Freehand 9. Files should be saved as an “Illustrator EPS” or as an “editable EPS” in Freehand. Supply all final vector EPS files that are used within the page layout application.

**Photo Imaging Programs** – Adobe Photoshop CS. *D.O.M.* accepts current versions of Adobe Photoshop files. We prefer four-color images be saved as composite TIFF files or, if a clipping path is being used, as an EPS file. Supply all images as either CMYK or grayscale high-res (300 dpi) images. Black-and-white line art should be in bitmap TIFF (1,200 dpi) format.

## Fonts

Use Postscript Type 1 fonts and include both the appropriate screen and printer fonts that are used in the page file. Avoid using TrueType fonts. Do not apply style attributes to fonts from within page layout application. LaserWriter “City” fonts (i.e., NewYork, Geneva, Chicago, etc.) cannot be used in production. There are no matching printer fonts. If any customized fonts are used in page files or fonts are used in vector EPS files, both the screen and printer fonts must be supplied.

## Page File Print Outs

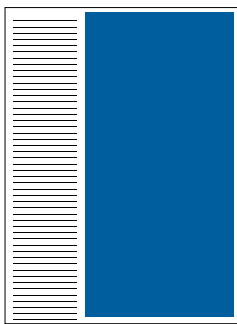
Supply final color or B&W laser printouts at actual size (100 percent) with no corrections noted. If the image area in the page file exceeds the size of a laser, the customer should maintain 100-percent output. Tiled proofs can be submitted. If a reduced-size laser is provided, it should be clearly noted.

If possible, it’s beneficial to output final printouts with “registration marks.” This places crop marks on the edges of the file, and also prints the name of the file at the top of the page. Note any special instructions directly on your provided laser proofs. If fifth or spot colors (actual PMS color) are to be used, they should be indicated clearly.

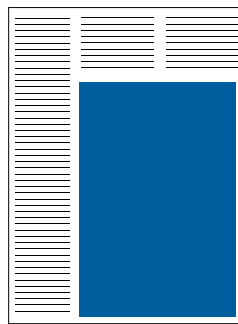
# Ad Sizes



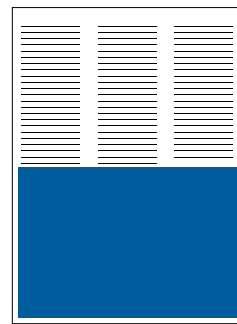
**Full Page**  
Live: 7.375" x 9.875"  
Trim: 8.375" x 10.875"  
Bleed: 8.625" x 11.125"



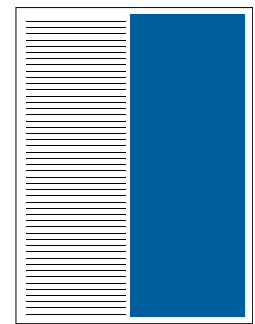
**Two-thirds Page Standard**  
4.5625" x 10"



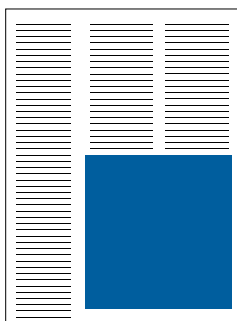
**One-half Page Standard**  
4.5625" x 7.375"



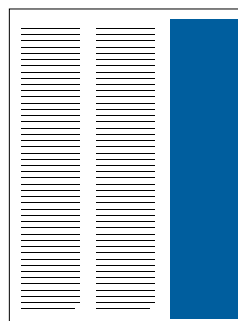
**One-half Page Horizontal**  
7" x 4.875"



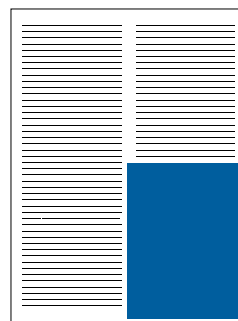
**One-half Page Vertical**  
3.375" x 10"



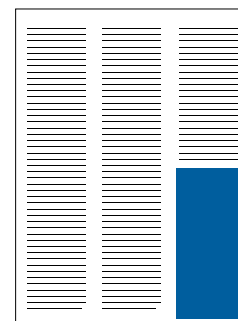
**One-third Page Standard**  
7.5625" x 4.875"



**One-third Page Vertical**  
2.1875" x 10"



**One-quarter Page**  
3.375" x 4.875"



**One-sixth Page**  
2.1875" x 4.5625"

# D.O.M. 2015 Rates

Frequency is the key to a successful advertising campaign!

## DISPLAY ADVERTISING

SIZE	1x	3x	6x	9x
<b>Full Page</b>	\$6,397	\$6,078	\$5,774	\$5,484
<b>Two-thirds Page</b>	\$4,800	\$4,560	\$4,331	\$4,115
<b>One-Half Page</b>	\$3,694	\$3,509	\$3,334	\$3,167
<b>One-Third Page</b>	\$2,513	\$2,387	\$2,268	\$2,154
<b>One-Quarter Page</b>	\$1,984	\$1,884	\$1,791	\$1,701
<b>One-Sixth Page</b>	\$1,046	\$994	\$944	\$898

## CLASSIFIED

SIZE	1x	3x	6x	9x
<b>Rate Per Column Inch</b>	\$207	\$196	\$186	\$177

## D.O.M. 2015 CALENDAR

One page \$2,700

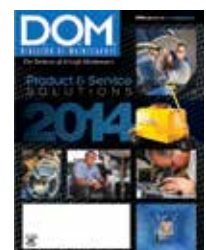
## WEB (DOMmagazine.com)

Standard Ad Units	Size Limit	Animation Length (s)	1x	3x	6x	12x
<b>728 x 90 IMU</b> (Leaderboard, rotating)	40k	:15	\$546	\$492	\$383	\$328
<b>300 x 250 IMU</b> (Medium Rectangle)	40k	:15	\$437	\$383	\$328	\$273
<b>468 x 60 IMU</b> (Full Banner Run of Site)	40k	:15	\$273	\$219	\$163	\$109
<b>120 x 120 IMU</b> (Square Button)	30k	:15	\$109	\$82	\$54	\$38

All above rates are net. Rates include four color. Design services are available for a modest fee.  
Rate Card #8

## OTHER PROGRAM PRICING

<b>Management Insight Monthly Newsletter</b>	728 x 90 only	\$400
<b>Flipbook Leading Ad</b>	Where Available	\$1,000
<b>Video Upgrade on Digital Edition</b>		\$500
<b>Stickers in september issue</b>		\$3,900
<b>Trade Show Polybag Insert</b>	Varies per show	
<b>Two-page company spotlight</b>		\$6,800
<b>FOUR-PAGE 8.5 x 10.5 insert with overruns</b> (based on quantity)	starting at \$10,400	



# Editorial Calendar

## JANUARY/FEBRUARY

AD SPACE CLOSING: 1/6/15

*Profile:* Helicopter Operation Director of Maintenance

**Bonus Distribution:** HAI Heli-Expo, March 3-5, Orlando, FL

## MARCH

AD SPACE CLOSING: 2/10/15

*Profile:* Avionics Director of Maintenance

**Bonus Distribution:** Aircraft Electronics Association (AEA), April 8-10, Dallas, TX

## APRIL

AD SPACE CLOSING: 3/10/15

*Profile:* Business Aviation Director of Maintenance

**Bonus Distribution:** NBAA MMC May 5-7, Portland, OR

## MAY

AD SPACE CLOSING: 3/25/15

Second Annual International-focused Issue.

*Will cover topics related to maintaining and managing aircraft in other countries.*

*Profile:* International Repair Station Director of Maintenance

**Bonus Distribution:** EBACE, May 19-21, Geneva, Switzerland

## JUNE

AD SPACE CLOSING: 5/8/15

*Profile:* FBO Director of Maintenance

## JULY/AUGUST

AD SPACE CLOSING: 5/26/15

*Profile:* General Aviation Director of Maintenance

**Bonus Distribution:** Airborne Law Enforcement Association, July 15-18, Houston, TX  
EAA Airventure, July 20-26, Oshkosh, WI

## SEPTEMBER

AD SPACE CLOSING: 8/4/15

Annual Product and Service Solutions

## OCTOBER

AD SPACE CLOSING: 9/1/15

*Profile:* Business Aviation Director of Maintenance

**Bonus Distribution:** NBAA, November 17-19, Las Vegas, NV

**Bonus Opportunity:** Stickers

## NOVEMBER/DECEMBER

AD SPACE CLOSING: 9/29/15

*Profile:* Part 145 Repair Station Director of Maintenance

**Bonus Opportunity:** D.O.M. 2016 Calendar

## Contact Us

[DOMmagazine.com](http://DOMmagazine.com)

**Greg Napert** OWNER/PUBLISHER

(608) 436-3376 | [gnapert@DOMmagazine.com](mailto:gnapert@DOMmagazine.com)

**Joe Escobar** OWNER/EDITORIAL DIRECTOR

(920) 747-0195 | [jescobar@DOMmagazine.com](mailto:jescobar@DOMmagazine.com)

**Bob Graf** OWNER/DIRECTOR OF SALES & MARKETING

(608) 774-4901 | [bgraf@DOMmagazine.com](mailto:bgraf@DOMmagazine.com)

**Russell Brody** NATIONAL ACCOUNTS MANAGER

(732) 275-1167 (Office, Direct) | (908) 415-3719 (Mobile)  
[rbrody@dommagazine.com](mailto:rbrody@dommagazine.com)