



DOM.

DIRECTOR OF MAINTENANCE

The Business of Aircraft Maintenance

MORE

PURCHASING POWER | DECISION MAKERS | FOCUS | VALUE | RELEVANCE

2016 MEDIA KIT

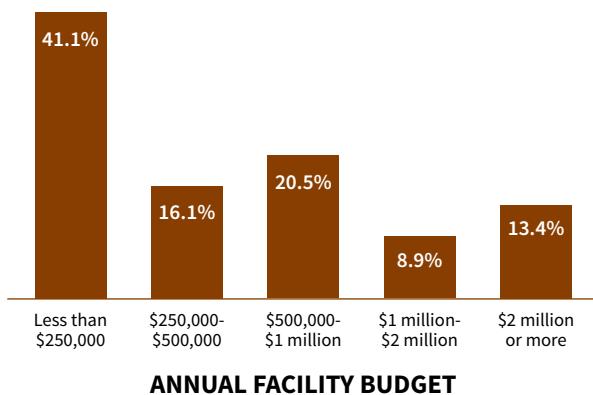
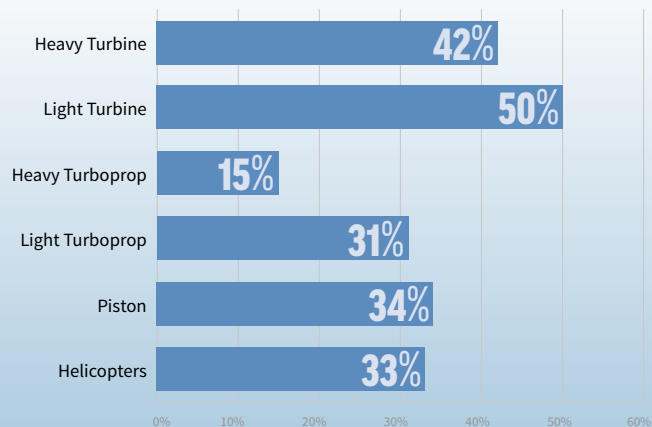


Quality editorial targeted to quality readers – *D.O.M.* magazine provides you with MORE value!



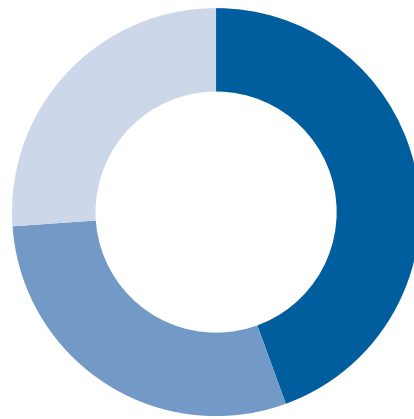
MORE PURCHASING POWER

D.O.M. MAGAZINE
SUBSCRIBERS WORK
ON ALL TYPES OF
CERTIFICATED AIRCRAFT



D.O.M. READERS HAVE
THE BUDGETS TO SPEND
ON YOUR PRODUCTS
AND SERVICES.

100% OF *D.O.M.*
 READERS PLAY A ROLE
 IN PURCHASING YOUR
 PRODUCTS & SERVICES



- 26.36%
I RECOMMEND PURCHASE
- 29.46%
I COLLABORATE WITH TEAM
- 44.19%
I APPROVE PURCHASE

CIRCULATION » 21,000+ (84,000 EFFECTIVE)

DIRECTORS OF MAINTENANCE & MAINTENANCE MANAGERS

MORE DECISION MAKERS

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 84,000.

D.O.M. reaches MORE decision makers — your potential buyers!

MORE FOCUS

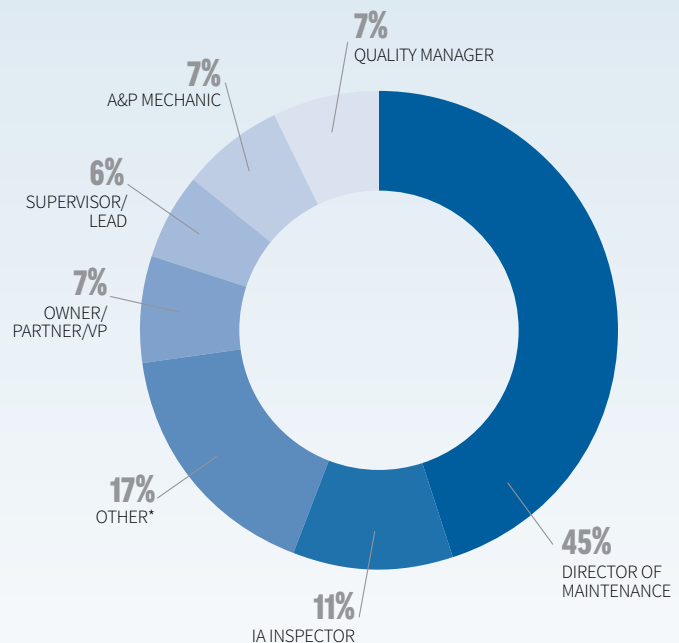
D.O.M. magazine can help you grow your business. Our editorial focuses on the most important issues that our readers face as managers of aircraft maintenance facilities.

MORE VALUE

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 21,000 plus



*Other includes: Training, Field Service Rep, Accident Investigation, Engineer, Etc.

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.

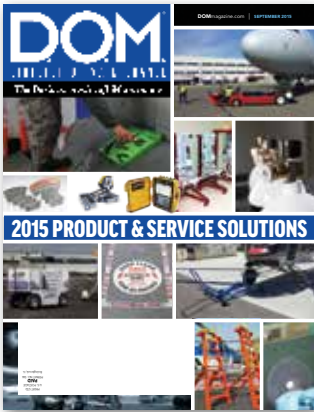


D.O.M. Calendar

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.

The *D.O.M.* calendar mails with the November/December issue. Get your message on 21,000 plus calendars for only \$2,700.

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



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.

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.

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

Four-Page Brochures

Are you considering printing new company brochures for 2016? Let us print your brochures and distribute them to our more than 21,000 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.



D.O.M. Management Insight Newsletter (Twice Monthly)

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



Stickers

Your message will stick around for a long time!

Sticker Stats:

Issue: October (NBAA2016 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, 2016.

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.) shrinkwrapped with a D.O.M. issue that will be distributed at a trade show.

2016 shows are:

- HAI Heli-Expo
- NBAA Maintenance Management Conference
- NBAA2016 Annual Convention & Exhibition



New for August 2016 – Exclusive Digital-Only Issue

D.O.M. magazine is expanding its editorial offering by launching a digital-only issue in August 2016! This issue will offer all of the editorial content D.O.M. readers have come to expect. Because we don't need to print and mail this edition, we are passing the savings on to you! A full-page ad is only \$1,000 and a 1/2 page ad is \$500 (only full- and 1/2-page ads are available in this digital-only issue). For an additional price, you can embed a video within your ad. Contact us for more information!

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 print advertising.

D.O.M. Apps

D.O.M. is 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

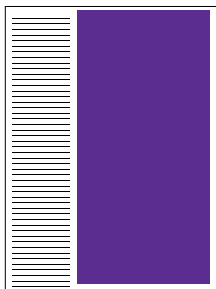
Supply final color or B&W laser printouts at actual size (100 percent) with no corrections noted. If the image area in the page file exceeds the size of a laser, the customer should maintain 100-percent output. Tiled proofs can be submitted. If a reduced-size laser is provided, it should be clearly noted.

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.

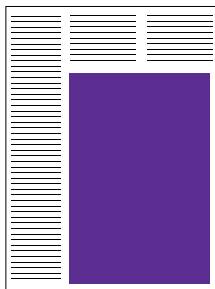
AD SIZES



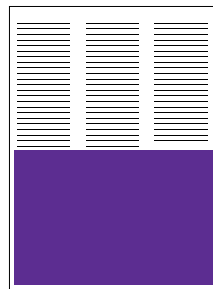
FULL PAGE
LIVE: 7" x 9.5"
TRIM: 8" x 10.5"
BLEED: 8.25" x 10.75"



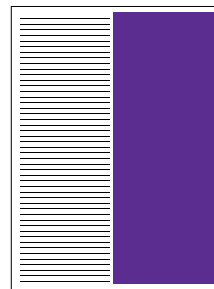
TWO-THIRDS PAGE STANDARD
4.5625" x 10"



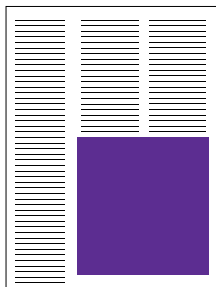
ONE-HALF PAGE STANDARD
4.5625" x 7.375"



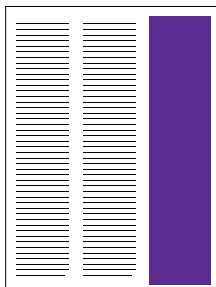
ONE-HALF PAGE HORIZONTAL
7" x 4.875"



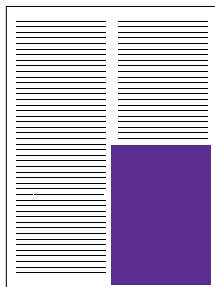
ONE-HALF PAGE VERTICAL
3.375" x 10"



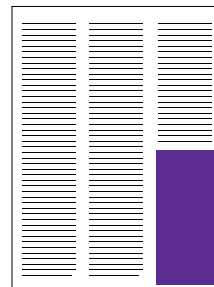
ONE-THIRD PAGE STANDARD
4.5625" x 4.875"



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. 2016 RATES

WE ARE HOLDING OUR RATES FOR 2016!
FREQUENCY IS THE KEY TO A SUCCESSFUL ADVERTISING CAMPAIGN!

DISPLAY ADVERTISING

SIZE	1x	3x	6x	9x	August Digital Edition
Full Page	\$6,397	\$6,078	\$5,774	\$5,484	\$1,000
Two-thirds Page	\$4,800	\$4,560	\$4,331	\$4,115	
One-Half Page	\$3,694	\$3,509	\$3,334	\$3,167	\$500
One-Third Page	\$2,513	\$2,387	\$2,268	\$2,154	
One-Quarter Page	\$1,984	\$1,884	\$1,791	\$1,701	
One-Sixth Page	\$1,046	\$994	\$944	\$898	

CLASSIFIED

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

D.O.M. 2017 CALENDAR

One page \$2,700

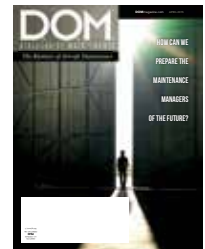
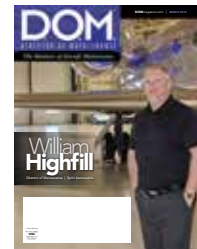
WEB (DOMMAGAZINE.COM)

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

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



EDITORIAL CALENDAR

January/February

AD SPACE CLOSING: 1/12/16

Profile: Helicopter Operation Director of Maintenance

Bonus Distribution: HAI Heli-Expo, February 29 - March 3, Louisville, KY

March

AD SPACE CLOSING: 2/9/16

Profile: Avionics Director of Maintenance

Bonus Distribution: MRO Show, April 5th – 7th, Dallas TX

April

AD SPACE CLOSING: 3/8/16

Profile: Business Aviation Director of Maintenance

Bonus Distribution: NBAA MMC, May 3-5, Kansas City, MO

May

AD SPACE CLOSING: 4/5/16

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 24-26, Geneva, Switzerland

June

AD SPACE CLOSING: 5/10/16

Profile: FBO Director of Maintenance

July

AD SPACE CLOSING: 5/31/16

Profile: General Aviation Director of Maintenance

Bonus Distribution: EAA Airventure, July 25-31, Oshkosh, WI

August (Exclusive Digital Edition)

AD SPACE CLOSING: 7/5/16

Profile: Quality Assurance Manager

Book your space in D.O.M. magazine's exclusive digital edition! Full- and half-page ad spaces available.

See page 7 for pricing information.

September

AD SPACE CLOSING: 8/2/16

Annual Product and Service Solutions

October/November

AD SPACE CLOSING: 9/6/16

Profile: Business Aviation Director of Maintenance

Bonus Distribution: NBAA, November 1-3, Orlando, FL

Bonus Opportunity: Stickers

December/January

AD SPACE CLOSING: 10/25/16

Profile: Part 145 Repair Station Director of Maintenance

Bonus Opportunity: D.O.M. 2017 Calendar

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