



Leaders don't create followers,  
they create more leaders.

— Tom Peters

One of the most important missions of our readers is to help educate and encourage independent thought and action from their work force. The men and women that they manage must be able to think and make critical judgments on their own. They are the future leaders and, in the case of our magazine, the future readers of D.O.M.

## THE SUCCESS OF D.O.M.'S MISSION...

"D.O.M.'s mission is to provide targeted editorial on the business of aviation maintenance. Issues contain editorial on business best practices, professional development, regulations, quality assurance, legal issues, budgeting, supervision, leadership and more."

## ... MEANS MORE MANAGERS OF AIRCRAFT MAINTENANCE FACILITIES WILL BE SUCCESSFUL WITH THEIRS.



## D.O.M. MAGAZINE CONTENT LEADERS

### The Content Architect



Greg Napert is the Publisher/Owner of *D.O.M.* magazine. Greg has been in aviation maintenance publishing for more than 20 years. His accomplishments include award-winning editor, group publisher of an aviation publishing group, founding editor of a leading technical maintenance magazine and founder of *AMTSociety*. Greg participates in numerous groups that contribute to aviation maintenance, and was instrumental in the successful launch of *D.O.M.* and *HelimX* magazines. Greg is an Embry-Riddle Aeronautical University graduate and an FAA A&P mechanic. He continues to be an advocate for the aviation maintenance industry.

### The Content Engineer



Joe Escobar is the Editorial Director/Owner of *D.O.M.* and *HelimX* magazines. Joe is an FAA A&P with inspection authorization. He has more than 10 years of experience directing editorial for print and electronic magazines and 22 years of experience in the aviation maintenance industry. Joe has the rare ability to be both passionate and objective about the industry he loves.

## The Content Builders

### Professional Development



J.D. McHenry is the President of Global Jet Services. He has been involved in numerous aviation maintenance and flight operation programs for more than 32 years. His background includes aircraft manufacturer, corporate flight operations, FAR 91 & 135 operations, aircraft management, repair stations and fixed base operation. He holds an A&P, IA and Doctorate of Business Management.

### Bench Marks — Management in Aviation History



Gia (Giacinta Bradley) Koontz is an aviation historian and author. With a B.A. in Anthropology from San Diego State, her background includes field work in historic archaeology as well as museum curation. Between 1995 and 2002, she was the director of the "Portal of the Folded Wings Shrine to Aviation and Museum" in California, where Charles Taylor is buried.

For the past 16 years, Gia has given hundreds of multi-media presentations on early aviation, including appearances at EAA AirVenture (Oshkosh, WI) and the National Air & Space Museum's Udvar-Hazy center. She has been featured on PBS and the History Channel in documentaries of the history of early aviation. Gia is the author of "The Harriet Quimby Scrapbook, the Life of America's First Birdwoman (1875-1912)." Her books are sold in the Smithsonian's National Air & Space Museum.

Gia's historic preservation projects have won honors with the Wolf Aviation Fund, and in 2008 she was awarded the National DAR History Medal.

### Just Plane Culture



Patrick Kinane joined the Air Force after high school and has worked in aviation since 1964. Kinane is a certified A&P with Inspection Authorization and also holds an FAA license and commercial pilot certificate with instrument rating. He earned a B.S. in aviation maintenance management, MBA in quantitative methods, M.S. in education and Ph.D. in organizational psychology. The majority of his aviation career has been involved with 121 carriers where he has held positions from aircraft mechanic to director of maintenance. Kinane currently works as Senior Quality Systems Auditor for AAR Corp. and adjunct professor for DeVry University, instructing in Organizational Behavior, Total Quality Management (TQM) and Critical Thinking. PlaneQA is his consulting company that specializes in quality and safety system audits and training. Speaking engagements are available with subjects in Critical Thinking, Quality Systems and Organizational Behavior.

### Legal Corner



Greg Reigel is an aviation attorney, author and pilot. He holds a commercial pilot certificate (single-engine land and sea and multi-engine land) with instrument rating. His practice concentrates on aviation litigation, including aviation insurance matters and FAA certificate actions, and also aviation transactional matters. He is admitted to practice law in Minnesota and Wisconsin and advises clients throughout the country on aviation law matters. A cum laude graduate of William Mitchell College of Law, Reigel is the founder and president of the law firm Reigel & Associates, Ltd./Aero Legal Services, based in Hopkins, MN. He is an Adjunct Professor for the Business Law Clinic and an Instructor for the "Lawyering Skills" courses at William Mitchell.

### Aircraft Records



Jack Tunnell is an FAA-certified A&P/IA and private pilot with 35 years of experience in corporate aviation maintenance. He was the manager of aircraft maintenance for Frito-Lay/PepsiCo for 29 of those years. His years there were spent working out of both an office and his toolbox, working on aircraft and with computers. His jobs have included leadership, operations support, completions, heavy maintenance and modifications.

Tunnell started Twisted-Wrench LLC to provide short-term maintenance support and long-term problem solving in a variety of environments, including project management, records management, leadership mentoring and others.

### Your Business



Bill Brinkley holds an FAA Airframe and Powerplant certification as well as an Inspection Authorization and FCC ratings. He was among the first in the nation to receive the PAMA/SAE Aviation Maintenance Engineer rating.

Brinkley has an extensive background in both fixed-wing and rotor maintenance and processes, including the areas of reliability, quality, configuration management, human factors and maintenance planning. He is a columnist for three nationally-published maintenance magazines, and has been a featured speaker at numerous maintenance and reliability seminars.



## D.O.M. 2011 EDITORIAL CALENDAR

**JANUARY/FEBRUARY** » MAILS MID-JANUARY. AD CLOSE DATE DECEMBER 3, 2010

*Profile story:* Helicopter maintenance DOM

**Bonus Distribution:** HAI HeliExpo, March 5-8, Orlando, FL

**MARCH** » MAILS LATE FEBRUARY. AD CLOSE DATE JANUARY 21, 2011

*Profile Story:* Avionics shop DOM

**Bonus Distribution:** AEA, March 22-25, Reno, NV

**APRIL** » MAILS LATE MARCH. AD CLOSE DATE FEBRUARY 18, 2011

*Profile Story:* Repair station DOM

**Bonus Distribution:** NBAA MMC, April 5-7, San Diego, CA

**MAY/JUNE** » MAILS LATE APRIL. AD CLOSE DATE MARCH 18, 2011

*Profile story:* Regional airline DOM

**Bonus Distribution:** Regional Airline Association (RAA), May 16-19, Nashville, TN

**JULY/AUGUST** » MAILS LATE JUNE. AD CLOSE DATE MAY 20, 2011

*Profile story:* General aviation DOM

**Bonus Distribution:** EAA AirVenture, July 25-31, Oshkosh, WI

**SEPTEMBER** » MAILS LATE AUGUST. AD CLOSE DATE JULY 29, 2011

The second annual products and services directory. Categories include: Airframe & Accessories, Avionics, Computers & Software, Engines & Accessories, Ground Support Equipment, Inspection & Test Equipment, Paints/Chemicals/Lubricants, Safety Equipment, Services, Shop Equipment, Tools and Training & Education.

**OCTOBER** » MAILS LATE SEPTEMBER. AD CLOSE DATE AUGUST 19, 2011

*Profile story:* Corporate flight department DOM

**Bonus Distribution:** NBAA Annual Meeting and Convention, October 10-12, Las Vegas, NV

**NOVEMBER/DECEMBER** » MAILS LATE OCTOBER. AD CLOSE DATE SEPTEMBER 23, 2011

*Profile story:* QA Manager

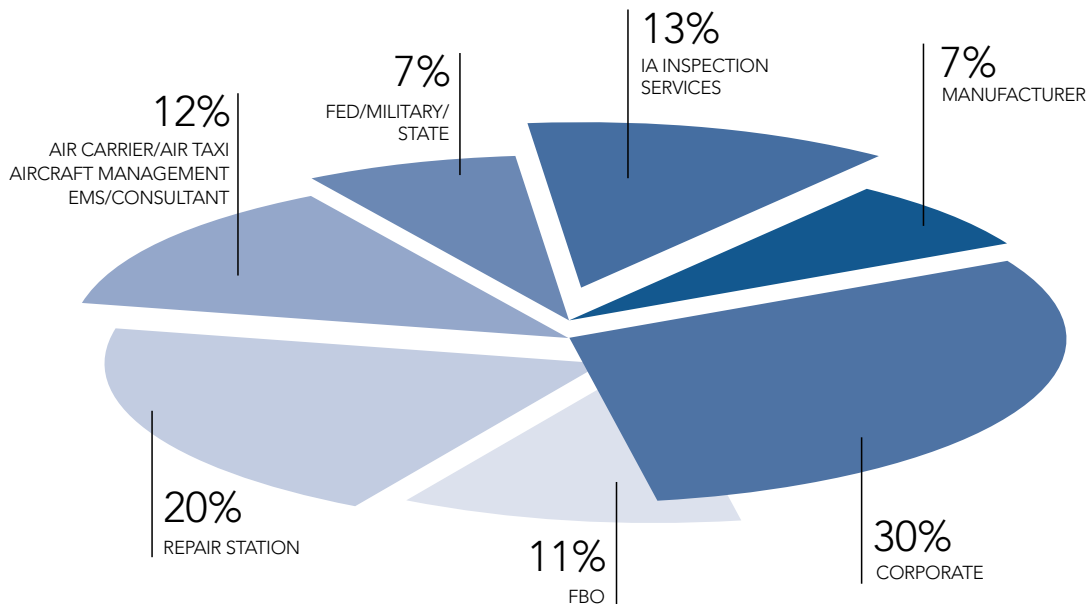
*Editorial Focus:* Training. This special issue of *D.O.M.* will focus on various topics of training pertinent to aviation maintenance managers such as Safety Management Systems, Lockout/Tagout, Repair Station Training Manual, EPA/OSHA Regulations, Painting and Parts Distribution.



## WHO READS D.O.M.?

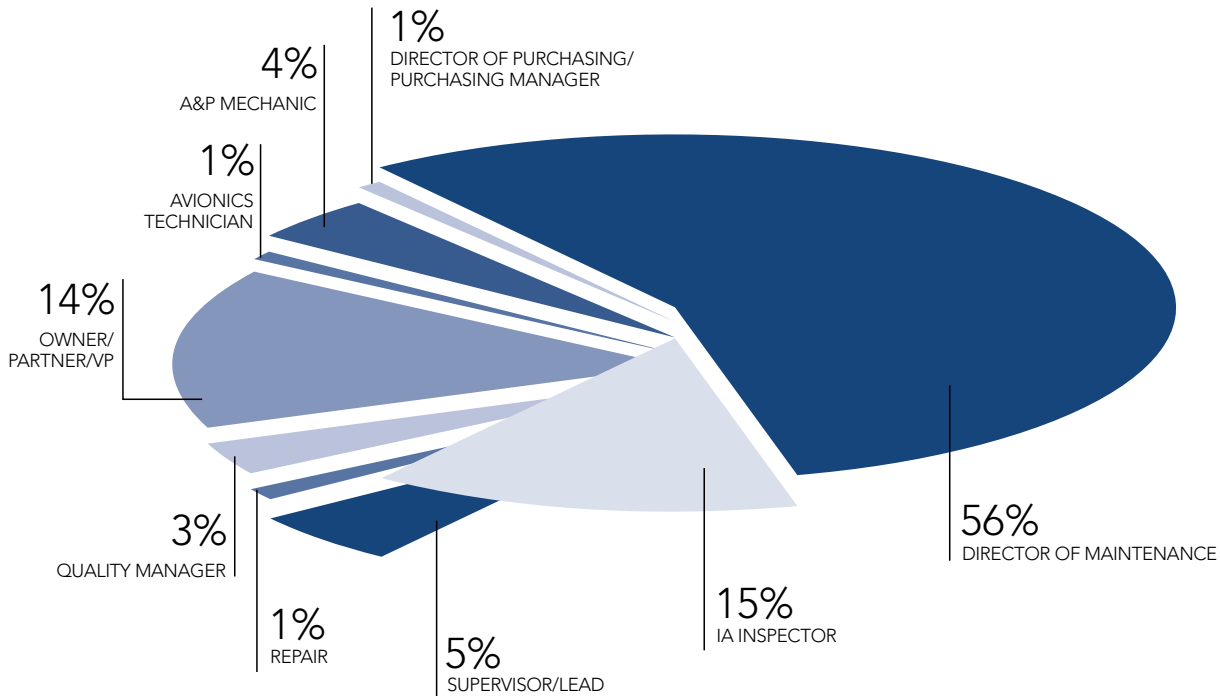
### 20,000 Aircraft Maintenance Managers

*D.O.M.*'s mission is to keep it simple and target decision makers in aircraft maintenance facilities — directors of maintenance, authorized inspectors, VPs of maintenance, purchasing department heads and lead maintenance personnel. *D.O.M.* gives this group of readers the content they need: information about scheduling, supervision, budgeting, leadership, inventory, purchasing, reporting, compliance, record keeping and more.





## READERSHIP BY JOB TITLE



**Our readers work** on the following kinds of aircraft and engines.

BUSINESS JET	22%
PISTON	25%
LIGHT TURBOPROP	17%
HEAVY TURBOPROP	9%
HELICOPTER	14%
COMMERCIAL	10%
OTHER	4%

Please note that our readers may work on more than one category, so the totals equal more than 100%.\*

\*These numbers are based on a readership study conducted by the staff of D.O.M.

# D.O.M. HOLDS RATES FOR 2011!

## D.O.M. RATES

Frequency is the key to a successful advertising campaign

### DISPLAY ADVERTISING

SIZE	1X	3X	6X	8X
<b>FULL PAGE</b>	\$5,845	\$5,554	\$4,998	\$4,498
<b>TWO THIRDS PAGE</b>	\$4,385	\$4,165	\$3,748	\$3,374
<b>ONE HALF PAGE</b>	\$3,375	\$3,206	\$2,887	\$2,598
<b>ONE THIRD PAGE</b>	\$2,296	\$2,180	\$1,963	\$1,767
<b>ONE QUARTER PAGE</b>	\$1,813	\$1,723	\$1,551	\$1,395
<b>ONE SIXTH PAGE</b>	\$957	\$893	\$861	\$775

### CLASSIFIED

SIZE	1X	3X	6X	8X
<b>ONE COLUMN INCH</b>	\$195	\$185	\$167	\$150
<b>TWO COLUMN INCHES</b>	\$371	\$352	\$317	\$285
<b>THREE COLUMN INCHES</b>	\$556	\$527	\$476	\$428
<b>FOUR COLUMN INCHES</b>	\$741	\$703	\$635	\$570
<b>FIVE COLUMN INCHES</b>	\$926	\$879	\$793	\$713

### WEB (DOMMAGAZINE.COM)

AD SIZE	1X	6X	12X
<b>LEADER BOARD</b> (TOP OF HOME PAGE, 728 X 90 PIXELS)	\$500	\$400	\$300
<b>BANNER RUN OF SITE (468 X 60 PIXELS)</b>	\$250	\$200	\$150
<b>BUTTON (120 X 120 PIXELS)</b>	\$100	\$75	\$50

All above rates are net. Rates include four color. Design services are available at a modest fee. RATE CARD #4, 2011

## AD GUIDELINES

### CLIENT GUIDELINES FOR PREPARING ELECTRONIC AD MATERIALS FOR PRODUCTION

#### 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 QuarkX-Press 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 4-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

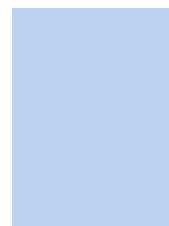
Use Postscript Type 1 fonts and include both the appropriate screen & printer fonts that are used in the page file. Avoid using TrueType fonts. Do not apply style attributes to fonts from within page layout application. LaserWriter “City” fonts (i.e. NewYork, Geneva, Chicago, etc.) cannot be used in 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

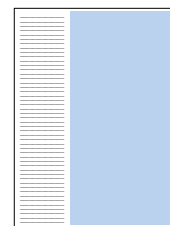
Supply final color or B&W laser printouts at actual size (100 percent) with no corrections noted. If the image area in the page file exceeds the size of a laser, the customer should maintain 100 percent output. Tiled proofs can be submitted. If a reduced-size laser is provided, it should be clearly noted.

If possible, its 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.

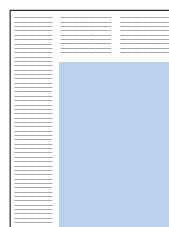
## AD SIZES



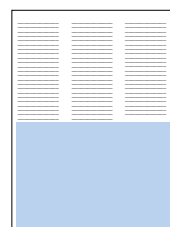
**Full Page**  
Live: 7 3/8" x 9 7/8"  
Trim: 8 3/8" x 10 7/8"  
Bleed: 8 3/8" x 11 1/8"



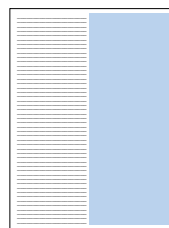
**Two-thirds Page Standard**  
4 9/16" x 10"



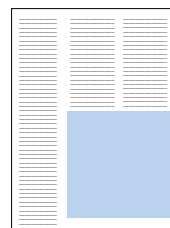
**One-half Page Standard**  
4 9/16" x 7 3/8"



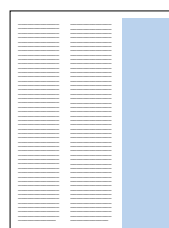
**One-half Page Horizontal**  
7" x 4 7/8"



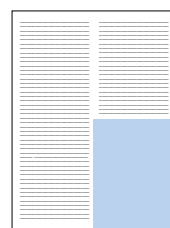
**One-half Page Vertical**  
3 3/8" x 10"



**One-third Page Standard**  
4 3/16" x 4 7/8"



**One-third Page Vertical**  
2 3/16" x 10"



**One-quarter Page**  
3 3/8" x 4 7/8"



**One-sixth Page**



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