



AIR CARGO NEWSTM

DIGITAL

FlyingTypersTM

EZINE

All Virtual For The New World

Who we are

Air Cargo News FlyingTypers is the world's first virtual air cargo publication.

As a small, family owned business we watched market trends and successfully revamped a monthly print publication into a thrice-weekly virtual newsletter with news features delivered instantly to your email.

We removed the wait, the expense of print on the environment and on your pockets, and the snail mail delivery system that in 2010 turns news into dead history.

Although we circulate our thrice-weekly newsletter 140 times a year via the Internet, ACN FlyingTypers is not a website.

ACN FlyingTypers is a virtual newspaper: a complete edition that arrives at the reader's computer with the total package of editorial, graphics, advertising etc.

Who you are

We began nearly a decade ago with a mailing list of just 98 names.

Today ACN FlyingTypers delivers to a total of 34,000 readers each issue, readers who sell, route and otherwise deal with air cargo, sea cargo, trucking, freight forwarding, customs, and government.

There are others that claim to do what ACN FlyingTypers does, but no other virtual publication has the readership, the reliability, the delivery, the experience or the trust that FlyingTypers has worked for and earned from the global transportation community.

What it costs

Air Cargo News FlyingTypers makes it possible to achieve incredible coverage for costs well below market price.

We have unlocked the possibility for an advertiser to be front and center with an advertising message to the world air cargo community every day we publish, at a cost of six to eight annual ads in a print publication.

And since our format is virtual, not only is the news and your message delivered in a flash worldwide, but your advertising forever "lives" in format in the saved emails – that means advertising in perpetuity for a one-time cost.

We've been in the business for over three decades, and we know how to deliver the news. In this difficult economic time, everyone in this business needs to come together in support of one another; otherwise, none of us will survive.

You make us a better business, and we will continue to work hard to do the same for you.

FlyingTypers Rates & Dimensions

Dimensions		Rates	
Unit	Size	# of Issues	Per Issue
Dominator	700x120 pixels	1-25*	\$1200.00
Banner	468x60 pixels	26-70	\$ 820.00
Earpiece	210x130 pixels	71-110	\$ 590.00
Sidebar	225x320 pixels	111-144	\$ 490.00

Dominator position at 30% surcharge. Top Banner, Earpiece and Top Sidebar position at 25% surcharge.

*Base order for FlyingTypers is 4 insertions within a 30-day period. All costs are net costs.

Production materials: Banner ads can be accepted in GIF or JPEG format, under 12K in size, with a maximum animation limit of 3 loops. Please provide hyper-linking URL with your insertion order.

Payment & Cancellation terms: Payment in full for the contract period must be prepaid. No cancellations are accepted during the contract period.

-Advertiser indemnifies the publisher from any and all liability for content of advertisement and company website. The publisher reserves the right to reject or discontinue any web advertising or any part thereof.

Take Off With



In 2008 Air Cargo News was the first air cargo publication ever to go completely virtual. Air Cargo News Digital is totally interactive and user-friendly, with online page-turning capabilities, a search feature and zoom-in options. It is presented in eye-pleasing, traditional magazine format that allows the reader to replicate the trade magazine experience from the comfort of their own computer.

This content-intensive paper is downloadable and printable and can be forwarded to friends and colleagues.

In Air Cargo News Digital we cover the news behind the news with in-depth stories, interviews and studies on the state of the industry and the hot button issues

We give the reader what they want, when they want it and how they want it.

Responsible for saving the Marine Air Terminal, LaGuardia Airport and Building One, Newark International Airport, historic first-generation aviation buildings.

Only publication ever to be honored by the U.S. Department of Transportation for outstanding contribution to transportation and aviation.

DISPLAY ADVERTISING RATES

Number of units within calendar year from date of first insertion in contract period determines frequency rate. 1/8 Page is minimum rate holder.

Black/White	1X	4X
1 Page	\$4050.00	\$3625.00
Junior Page	\$3250.00	\$2825.00
1/3 Page	\$2470.00	\$2225.00
1/4 Page	\$1670.00	\$1250.00
Color:	No Charge	

SHORT RATES: Short rate will apply if, within a calendar year from date of first insertion, the amount of space upon which billing is based, is not honored. Rate-negotiated contract cancellation penalty assessed at 40%.

RATE PROTECTION: All noncancellable contracts will be rate protected. All other contracts will be reassessed after a 90 day period.

DISPLAY AD SIZES

Unit	Size
Full Page	9 1/4" x 12 1/4"
Jr. Page	7" x 9"
1/3 Page	4 1/2" x 6 1/4"
1/4 Page	4 1/2" x 4 1/2"
Trim Size	10 1/2" x 13"
Centerspread	21" x 13"
Jr. Page Spread	14 1/2" x 7"

Page is 4 columns.

REPRODUCTION MATERIALS: Digital files are electronically produced within a Macintosh DTP environment Please provide a high resolution pdf file.

ISSUE AND CLOSING DATES—Published 12x a year, Space closing is 15th of the preceding month and material closing is the 25th of the preceding month.

AD LINKAGE: Please provide hyper-linking url with your order.

CELEBRATING 35 YEARS

We are the original Air Cargo News founded 35 years ago in 1975 in New York City, USA.

EDITORIAL INTEGRITY

Leading Edge, straight from the shoulder, objective reporting of the news. Every Issue has an editorial on a topic of current concern to the industry; our unique look at the news behind the news; a shipper story; an airport story; a legal issues column; and an airline/forwarder/courier/express feature.

Experience, proven industry specialist, offering editorial you can't get anywhere else. Interviews with executives from every function and aspect of the air cargo business.

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JFK Is 60 And Looks It	Page 5
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ACN DIGITAL & FLYINGTYPERS DEMOGRAPHICS

BUSINESS/OCCUPATIONAL BREAKDOWN OF QUALIFIED CIRCULATION	
Business And Industry	Total Qualified
Freight Forwarders & Agents	15,312
Carriers	6,073
Customs Brokers	908
Integrators/Air Couriers	2,349
General Sales Agents	5,387
Manufacturers/Shippers	2,290
Government (including airports).....	1,541
Related Industries	190
TOTAL	34,050

GEOGRAPHICAL BREAKDOWN OF QUALIFIED CIRCULATION

COUNTRIES	TOTAL QUALIFIED	COUNTRIES	TOTAL QUALIFIED
Austria.....	279	Qatar.....	136
Belgium.....	151	Saudi Arabia.....	159
Cyprus	35	Syria.....	13
Czechoslovakia.....	89	Turkey.....	221
Denmark	60	United Arab Emirates.....	1016
Estonia.....	55	Yemen.....	16
Finland.....	90	MIDDLE EAST	2302
France.....	1007	Bangladesh.....	503
Germany.....	1438	India.....	1764
Greece.....	71	Nepal.....	106
Hungary.....	54	Pakistan.....	988
Iceland.....	40	Sri Lanka.....	202
Ireland.....	370	INDIAN SUBCONTINENT	3563
Italy.....	806	Algeria.....	21
Luxembourg.....	144	Ethiopia.....	25
Netherlands.....	765	Ghana.....	13
Norway.....	33	Kenya.....	27
Poland.....	268	Mauritius.....	18
Portugal.....	43	Morocco.....	164
Romania.....	32	Namibia.....	4
The Russian Federation & CIS.....	1225	Nigeria.....	48
Spain.....	253	Republic of South Africa.....	349
Sweden.....	89	Sudan.....	14
Switzerland.....	166	Tanzania.....	9
Ukraine.....	136	Tunisia.....	7
United Kingdom.....	3347	Uganda.....	22
Yugoslavia.....	8	Zambia.....	13
EUROPE & UK	11054	AFRICA	734
Australia.....	723	Canada.....	1239
China.....	1643	United States Of America.....	5231
Hong Kong.....	1121	Mexico.....	198
Indonesia.....	147	Jamaica.....	47
Japan.....	474	Virgin Islands.....	8
Korea.....	389	Virgin Islands UK.....	6
Macau.....	23	NORTH AMERICA, CARIBBEAN, MEXICO	6729
Malaysia.....	640	Argentina.....	151
New Zealand.....	322	Bolivia.....	27
Philippines.....	256	Brazil.....	721
Singapore.....	892	Chile.....	553
Taiwan.....	411	Colombia.....	139
Thailand.....	302	Costa Rica.....	77
Vietnam.....	77	Dominican Republic.....	21
ASIA & ASIA PACIFIC	7420	Ecuador.....	51
Bahrain.....	96	El Salvador.....	46
Egypt.....	246	Guatemala.....	37
Iran.....	34	Honduras.....	13
Iraq.....	14	Panama.....	127
Israel.....	113	Peru.....	111
Jordan.....	148	Venezuela.....	174
Kuwait.....	62	SOUTH AMERICA	2248
Lebanon.....	21	TOTAL	34,050
Oman.....	7		