

PUBLISHED BI-MONTHLY!

When you advertise in *Vertiflite*, you'll forge new bonds and create connections with vital customers, clients, businesses and buyers from the global vertical flight industry. Your message will be carried in a publication that is extremely well respected and well read, in a magazine that has been serving the vertical flight community for more than 70 years, longer than any other rotary wing publication. Plus, AHS International is now offering *Vertiflite* to its prestigious audience six times a year, which will help our readers recognize your viability and standing in a very competitive arena.

AHS has over 6,500 individual members and 80 corporate members from around the world that cover the entire spectrum of the vertical flight industry. Avid *Vertiflite* readers come from the worldwide government, military, and civil sectors, including CEOs, managers, engineers, pilots, educators and students. AHS is actively involved in supporting increased rotorcraft research and public acceptance. *Vertiflite* profiles leading manufacturers, Non-Traditional Contractors and the extensive vertical flight supplier base.

A recent *Vertiflite* article prompted the president of a small company to remark that, "The AHS has been an oasis in a military-industrial complex that, as a matter of policy, favors the dominant helicopter producers. On behalf of all independent inventors who may offer innovative vertical lift configurations, thank you for providing this unique and necessary service to the engineering community and our nation."

Vertiflite magazine is the leading authority for the entire spectrum of the vertical flight arena including helicopters, the Joint Strike Fighter, powered lift, UAVs, and tilt rotor manufacturing, development and deployment. The global targeted audience of this leading full-color publication stretches far beyond its circulation of more than 6,000 to a pass-along readership of 12,000 quality vertical flight and aerospace professionals. Its international distribution list includes influential members in governments and academia, and leaders of the international vertical flight community.

Your ad will move civilian and military vertical flight professionals into action – professionals who are setting the course for programs critical for commercial operations and military deployment across the U.S. and around the world. Without your advertising presence in *Vertiflite*, key decisions could be made without consideration of your products and services. Be certain that your capabilities are included from the inception through the delivery of each critical project. Your compelling ad in *Vertiflite* will expand your market share by gaining the attention of senior vertical flight professionals interested in your products and services.



The leading forecaster of the vertical flight market, Forecast International, predicts that more than 15,900 civil rotorcraft, worth an estimated \$95 billion in constant 2015 US dollars, will be produced from 2015 through 2024. This includes 3,453 piston-powered and 12,470 turbine-powered rotorcraft. Furthermore, Forecast International's market projections are that more than 6,500 military rotorcraft will be produced in the 10-year period from 2015 through 2024, worth more than \$145 billion.

Combined military and civil rotorcraft production is projected at nearly 24,000 rotorcraft worth \$247 billion over the next decade. *Vertiflite* can help you maximize your business in this competitive global marketplace!

Editorial Calendar

Every issue includes an insightful Commentary by AHS Executive Director Mike Hirschberg, the latest industry briefs, a profile on a distinctive vertical flight leader, in-depth stories on advances in vertical flight technology by our award-winning Senior Editor, Frank Colucci, spotlights on leading and innovative companies, and a review of AHS member activities.

The January/February issue focuses on Aircraft Design, and will feature stories on all four technology demonstration efforts under the Army-lead Joint Multi-Role (JMR) program. Technology Transfer, vibration systems, and emerging technologies being studied under the National Rotorcraft Technical Center (NRTC) will also be described.

This issue will have bonus distribution at the AHS Technical Meeting on Aeromechanics Design for Vertical Lift at Fisherman's Wharf, San Francisco, California on January 20-22, 2016; as well as at the AHS Development, Affordability and Qualification of Complex Systems Specialists' Meeting in Huntsville, Alabama on February 9-10, 2016.

Material Close Date: December 1, 2015.

The March/April Forum issue features an in-depth look at Degraded Visual Environments, including obstacle detection advances, offshore oil advances, and EMS safety enhancements. Also included will be the annual comprehensive review of U.S. military programs, and a look at AgustaWestland's Vergiate manufacturing plant. This is the pre-Forum issue and it offers an excellent opportunity for exhibitors to build booth traffic for this pivotal event in the vertical flight business development calendar.

This issue will have bonus distribution at HELI-EXPO on March 1-3, 2016 in Louisville, Kentucky and the Army Aviation Association of America (Quad A) Mission Solutions Summit, April 28-30, 2016 in Atlanta, Georgia.

Material Close Date: January 28, 2016.

The May/June issue of *Vertiflite* will offer insights into the Future Civil Market. The issue will include our highly

anticipated Annual Rotorcraft Forecast of the next ten years, 2016-2025, a look at Turkish military helicopter developments, and the history of Airbus Helicopters Canada. This issue will also be distributed at the 72nd AHS Annual Forum and Technology Display, May 17-19, 2016 in West Palm Beach, Florida.

Material Close Date: March 25, 2016.

The theme for the July/August *Vertiflite* issue will be Networked Operations, such as airborne law enforcement technology developments, datalink and flight following, and advances in antenna integration. Contributing Editor Frank Colucci will also report on the major developments from the 72nd Annual AHS International Forum and Technology Display.

Material Close Date: June 6, 2016.

The September/October issue will focus on Unmanned Operations, including an update on sense and avoid technologies, and the payoffs of optionally manned aircraft, and a history of Bell Helicopter Textron Canada Story, in honor of its 30th anniversary. This issue will have bonus distribution at the European Rotorcraft Forum (ERF), September 5-8, 2016 in Lille, France; and the International Powered Lift Conference (IPLC) in Hartford, Connecticut on September 27-29.

Material Close Date: July 29, 2016.

The November/December issue will highlight Manufacturing. Key stories will include Sikorsky's S-92/S-76 manufacturing in Coatesville, Pennsylvania as well as AgustaWestland's nearby plant that will begin producing the AW609 civil tiltrotor. In addition, our annual Corporate Member Directory will provide a close look at all of AHS International's 75+ corporate members, including a current description of their activities and points of contact within these companies dedicated to the advancement of vertical flight technology.

This issue will also be distributed at the AHS Helicopter Military Operations Technology (HELMOT) Meeting in Williamsburg, Virginia on October 27-29, 2016 and the joint Rotorcraft Virtual Engineering Conference held November 8-9 at the University of Liverpool in Liverpool, UK.

Material Close Date: September 27, 2016.

AHS *Vertiflite* Staff

Mike Hirschberg, Executive Director and Publisher of *Vertiflite*

Frank Colucci, Senior Editor, **Ian Frain**, **Robert Moorman** and **Doug Nelms**, Contributing Editors

David M. Renzi, Director of Advertising

Kay Yosua Brackins, Deputy Executive Director and *Vertiflite* Graphic Design

Jessica Starr, Assistant Editor, editor@vtol.org

A recent *Vertiflite* article prompted the president of a small company to remark that, "The AHS has been an oasis in a military-industrial complex that, as a matter of policy, favors the dominant helicopter producers. On behalf of all independent inventors who may offer innovative vertical lift configurations, thank you for providing this unique and necessary service to the engineering community and our nation."

AHS 2016 Advertising Rates

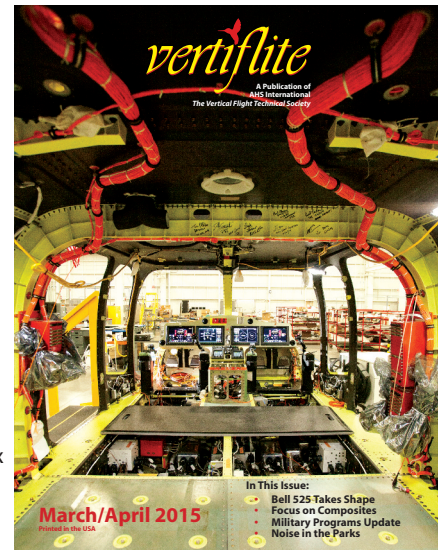
Vertiflite Magazine

(Published Six Times a Year)

Ad Size	1X 4-Color		6X 4-Color	
	Member	Non-Member	Member	Non-Member
Two-page spread	\$ 4,760	\$ 6,025	\$ 3,810	\$ 5,625
Full-page	\$ 3,540	\$ 4,325	\$ 2,710	\$ 3,925
2/3 page	\$ 2,790	\$ 3,625	\$ 2,035	\$ 3,250
1/2 page	\$ 2,475	\$ 3,035	\$ 1,750	\$ 2,675
1/4 page	\$ 1,815	\$ 1,825	\$ 1,155	\$ 1,425
Cover 2	\$ 4,070	\$ 4,975	\$ 3,190	\$ 4,575
Cover 3	\$ 3,820	\$ 4,675	\$ 2,965	\$ 4,300
Cover 4	\$ 4,420	\$ 5,410	\$ 3,500	\$ 5,025

No additional charge for bleeds. **All fees are in USD.**

Receive a free banner ad on the AHS Online Membership Directory web page when you purchase six equal size *Vertiflite* ads. As a bonus, your banner ad will also be displayed on the FORUM 72 registration web page. Banner ads will appear in a random rotation with other participating advertisers. See the mechanical specifications table for banner ad technical requirements.



FORUM 72 Final Program

Ad Size	Member	Non-Member
Two-page spread	\$ 4,200	\$ 4,300
Full-page	\$ 3,025	\$ 3,125
Cover 2	\$ 3,200	\$ 3,300
Cover 3	\$ 3,100	\$ 3,200
Cover 4	\$ 3,400	\$ 3,500

No additional charge for bleeds. **All fees are in USD.**

FORUM 72 Proceedings (CD-ROM)

Ad Size	Member	Non-Member
Back Cover (CD-ROM)	\$ 5,000 USD	\$ 6,000 USD

No additional charge for bleeds.
CD-Rom ad accepted in four-color only

AHS Web Site Advertising

AHS Online Membership Directory/FORUM 72 Web Site Banner Ad

When you advertise on the AHS Online Membership Directory, you gain year-round advertising exposure to a virtual "Who's Who" in the international vertical lift community. Widely accessed by thousands of AHS members this service enables our members to quickly and simply find out contact information about the leading vertical flight technologists in the world. In addition, this cutting edge service allows members to search by a plethora of fields: last name, first name, company, city, state, country, AHS membership type and by AHS Chapter. It is password protected and only available to Society members – the leaders in the worldwide vertical flight community.

Purchase six equal size advertisements in *Vertiflite* Magazine and receive an AHS web site banner for free!

As an added bonus, your banner ad will also appear on the FORUM 72 online registration page. Ensure that your company will be seen by top defense and industry officials when registering for FORUM 72 or viewing the Membership Directory. Banner ads will appear in a random rotation with other participating advertisers. No additional charge for banner ad creation. See the mechanical specifications table for banner ad technical requirements. All banner ads will offer hyperlinks direct to your web site.

Sample Banner Ad



**EXPERIENCE THE LATEST IN ROTORCRAFT AND
VERTICAL LIFT TECHNOLOGY**

Join AHS today! www.vtol.org

AHS Banner Advertisement

\$1,000 USD (If Purchased Separately)

Mechanical Specifications

Advertising materials must be provided in a high-resolution CMYK PDF digital format (300 dpi minimum). High-resolution PDF files should be created from professional design software applications such as QuarkXPress, Illustrator, FreeHand, Photoshop or InDesign. Publisher will not accept native application files from these software programs. Do not make PDF's from Microsoft applications such as MS Publisher, Word, Excel, PowerPoint, or from CorelDraw. **Please imbed all fonts in the PDF.**

File Prep

- Set up document to final ad size (same width and depth) as listed in ad size table. Bleed should be 1/8" on all sides. Live area should be inset 3/8" from trim size.
- Full-page ads should be set up as full bleeds.
- Do not compress linked graphics when preparing final PDF
- All files must be converted to CMYK – not RGB. Two-color ads must be CMYK.
- All photos/art must be at a minimum 300 dpi resolution at the size you want to print.

Printing specifications for *Vertiflite*: web; paper stock: 80lb. gloss; binding: saddle stitch.

Printing specifications for the **FORUM 72** Final Program: printing; offset; paper stock: offset 60 lb. gloss; binding: saddle stitch.

2016 Advertising Deadlines and Publication Dates

Vertiflite Magazine, 2016 Online Membership Directory, FORUM 72 Final Program and FORUM 72 Proceedings CD-ROM.

Issue	Space Reservation Date	Materials Close	Mail/Distribution
Vertiflite Magazine			
Jan./Feb.	Nov. 20, 2015	Dec. 1, 2015	Dec. 29, 2015
March/April	Jan. 21	Jan. 28	Feb. 25
May/June	March 18	March 25	April 22
July/Aug.	May 30	June 6	June 27
Sept./Oct.	July 22	July 29	Aug. 26
Nov./Dec.	Sept. 20	Sept. 27	Oct. 25
FORUM 72 Final Program			
	March 14, 2016	April 11, 2016	May 17, 2016
FORUM 72 Proceedings CD Back Cover			
	March 4, 2016	March 13, 2016	May 17, 2016

Mailing Information

Send insertion orders or production materials to:

Vertiflite Advertising

AHS International – *The Vertical Flight Technical Society*

2701 Prosperity Ave., Suite 210, Fairfax, VA 22031 USA

Telephone: +1-703-684-6777 • Toll Free: +1-855-AHS-INTL

Website: www.vtol.org

Email final ad to: AHSAds@vtol.org

Vertiflite Magazine

	Width	Depth
Publication Bleed Size	8.4"	10.9"
Publication Trim Size	8.375"	10.875"
Two-page spread	16.75"	10.875"
Full-page	8.375"	10.875"
2/3 page	5.375"	10.875"
1/2 page	8.375"	5.25"
1/4 page	3.25"	4.50"

NOTE: Live copy should fall within a 1/2 inch of trim size border, not the bleed border. Add .125" for bleed.

FORUM 72 Final Program

	Width	Depth
Publication Trim Size	8.50"	11"
Two-Page Spread (Full bleed)	17"	11"
Full-Page (Full Bleed)	8.50"	11"
Live Image Area	7.75"	10.25"

No additional charge for bleeds. Add .125" for bleed.

FORUM 72 Proceedings CD

	Width	Depth
Trim Size	5 1/2"	5 1/2"

Extend materials exactly 1/8" outside the image area for bleeds. No additional charge for bleeds

AHS Web Site Advertising

AHS Online Membership Directory/Forum 72 Registration Web Site Banner Ad

Banner Dimensions	Width	Depth
	465 pixels	50 pixels