



2017 WINGS OF GOLD ADVERTISING INFORMATION

Voice of Aviation – Today and Tomorrow

STATEMENT OF PURPOSE

Wings of Gold is published quarterly by the Association of Naval Aviation. Dedicated to the support of U.S. Naval Aviation, ANA is an influential force shaping the future of our nation's maritime aviation posture. The Association does no lobbying, nevertheless, it has played decisive roles in affecting congressional legislation on behalf of Naval Aviation. As ANA's official Voice **Wings of Gold** covers defense issues of vital importance to Navy, Marine Corps and Coast Guard aviation. Focus is on the development and deployment of aircraft carriers, sea, land and carrier based aircraft, anti-submarine, electronic, surface and air-to-air warfare, and manpower issues.

Content includes superb aviation photography, contemporary and historical articles about maritime aviation, contributions from fleet units, reports from regional chapters of the Association, opinion and letters pages and book reviews.

Wings of Gold is a prestigious publication with an excellent reputation in the aviation field.

Wings of Gold is mailed to the 5,000+ members of the ANA and subscribers. Additional copies are distributed to members of Congress and to key offices in the DoD – SECNAV, Air Warfare (N-88), USMC Headquarters, Naval Air Systems Command – and corporate sponsors. Distribution includes Navy air wings, air stations, wardrooms, squadrons, all air-capable ships, and cognizant staffs through the Naval Aviation establishment.

Readership is approximately 20,000. Number of copies printed: 8,800.

ISSUE	SPACE	MECHANICALS	PUBLICATION
Spring	March 4	March 18	April
Summer	June 3	June 17	July
Fall	Sept 2	Sept 16	Oct
Winter	Dec 2	Dec 16	Dec

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PRICING (Per Ad):

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	B/W	4/CLR	B/W	4/CLR	B/W	4/CLR
FULL PAGE	\$1,780.00	\$2,000.00	\$1,700.00	\$1,940.00	\$1,550.00	\$1,800.00
½ Page	\$1,000.00	\$1,350.00	\$970.00	\$1,300.00	\$875.00	\$1,225.00
¼ Page	\$500.00		\$500.00		\$500.00	

Additional Cost for Cover Placement

Cover II	\$300.00	\$300.00	\$300.00
Cover III	\$200.00	\$200.00	\$200.00
Cover IV	\$500.00	\$500.00	\$500.00

IMPORTANT INFORMATION:

All covers must be 4 color and cannot be cancelled

MECHANICAL REQUIREMENTS (All measurements in inches):

Bleed Size: 8.5 x 11.25 Publication Trim Size: 8.375 x 11

Ad	Orientation	Width	Depth
Full Page		7.3125	9.6875
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1/2 Page	Island	4.8125	7.3125
1/4 Page	Vertical	2.3125	7.1875
1/4 Page	Horizontal	4.8125	3.4375

Material Accepted

CDs, JPEGs, TIFF and PDF files electronically

Halftones – 133 lines
Screen preferred 150 lines

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