

Advertise in ROTOR Daily[®]

HAI'S E-NEWSLETTER FOR THE INTERNATIONAL HELICOPTER INDUSTRY



PUBLICATION CALENDAR

ROTOR Daily is delivered to nearly 26,000 subscribers Monday through Friday (but is not published on holidays).

Reserve Space: Available on a first-come, first-served basis. Advertising in ROTOR Daily is sold on a monthly basis.

Materials Due: The 15th of the month prior to publication.

AD SIZES AND RATES

Rates effective for 2017 issues.

HAI members receive discounted advertising rates. To learn how you can save, visit rotor.org/join.

Horizontal Banner 1

530 pixels W × 120 pixels H

\$2,185 member

\$2,295 nonmember

Horizontal Banner 2

530 pixels W × 120 pixels H

\$1,995 member

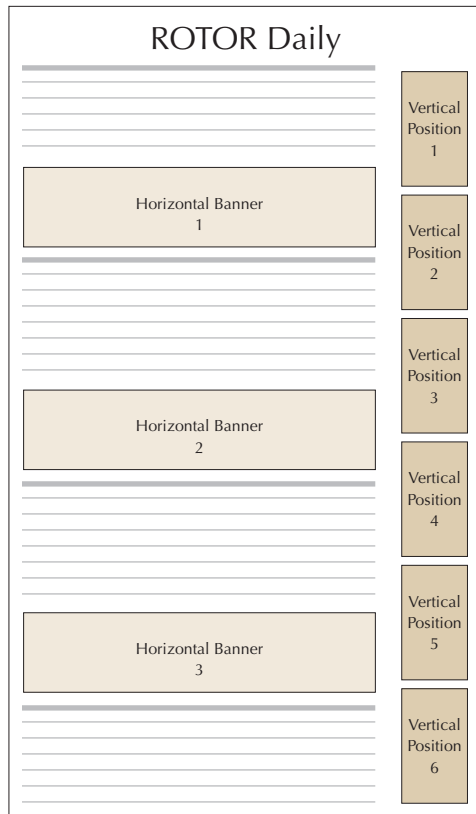
\$2,200 nonmember

Horizontal Banner 3

530 pixels W × 120 pixels H

\$1,910 member

\$2,105 nonmember



Vertical Position 1

125 pixels W × 225 pixels H

\$1,735 member

\$1,820 nonmember

Vertical Position 2

125 pixels W × 225 pixels H

\$1,560 member

\$1,635 nonmember

Vertical Position 3

125 pixels W × 225 pixels H

\$1,210 member

\$1,270 nonmember

Vertical Position 4

125 pixels W × 225 pixels H

\$1,040 member

\$1,090 nonmember

Vertical Position 5

125 pixels W × 225 pixels H

\$870 member

\$915 nonmember

Vertical Position 6

125 pixels W × 225 pixels H

\$700 member

\$735 nonmember

FREQUENCY DISCOUNT

SAVE!
REACH MORE BUYERS
FOR LESS!

- Advertise for 3 months and save 10% per ad.
- Advertise for 6 months and save 15% per ad.
- Advertise for 12 months and save 20% per ad.

AD SPECIFICATIONS

- Submit ads in PNG, JPEG, or GIF (animated and static GIFs accepted).
- File size must be no larger than 50 kb.

Note: Advertisers submitting artwork requiring modifications to meet the above ad specifications will be charged an additional cost of \$75 per hour. Because of technical considerations, HAI cannot make any additional alterations to advertising materials.

To Place Your Ad, Contact the HAI Advertising and HAI HELI-EXPO Sales Team

HAI Sales
703-683-4646
sales@rotor.org

You can find an insertion order form in your HAI Media Kit or at rotor.org/insertion. Please see the reverse for the general terms and conditions for advertising.