

# 2019

*industry  
engagement  
opportunities*



# Why advertise with AUVSI?

Our audience helps make up the multi-billion dollar unmanned systems and robotics industry. Industry professionals rely on the information and insights gleaned from AUVSI to make them stronger and more profitable.

If you are looking to launch a new product, generate brand awareness, provide industry-thought leadership or simply want to network with those who are shaping the future of the unmanned systems industry, then advertising with AUVSI is a must.

Through customized and integrated marketing opportunities, AUVSI provides the resources you need to build relationships with those who are innovating and evolving the unmanned systems and robotics industry. Over the years, we have successfully built personal relationships with many of the most influential decision makers in the space and we can help you get your products and services seen by the right people, at the right time.

## **AUVSI members receive exclusive rates!**

Only AUVSI members have the best access to the world's largest unmanned systems community. From exclusive networking events to exciting business development opportunities, our members know the unmanned systems industry. Join AUVSI today and take advantage of preferred pricing and exclusive access to:

- Vital industry data and information you won't find any place else
- Networking opportunities with key decision-makers
- Discounts on AUVSI events
- Advocacy efforts to break down and prevent regulatory barriers

If you're not an AUVSI member, you are encouraged to become one today. Not only will your membership help you save money, but more importantly, it will open doors and give you the opportunity to build profitable relationships for years to come.



Visit [auvsi.org/why-join-auvsi](https://auvsi.org/why-join-auvsi) to learn more about the benefits of an AUVSI membership, or **contact Wes Morrison** at **+1 571.255.7763** or by email at [wmorrison@auvsi.org](mailto:wmorrison@auvsi.org).

# Unmanned Systems magazine

AUVSI's Unmanned Systems magazine features thought-provoking and insightful articles that focus on technology, adoption, trends, best practices, research and policy for all aspects of the unmanned systems and robotics industry. The magazine highlights global developments and unveils new technologies in air, ground, maritime, robotics and space systems.



The magazine has an active, involved, professional group of readers in the unmanned systems industry. Reaching nearly 18,000 readers in both print and digital formats, Unmanned Systems magazine is the place to advertise if you want to reach key decision-makers in unmanned systems and robotics.

## Purchasing Role:

- 91% of readers take action
- 72% of readers have visited an advertiser's website

Our readers are involved in advising, recommending, specifying or approving the purchase of products, equipment or services. **77% of respondents reported having purchasing influence in one or more of these categories:**



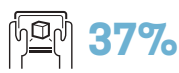
53%

UNMANNED SYSTEMS - AIR



44%

CONFERENCE/ EXPO/TRADE SHOW ATTENDANCE



37%

EDUCATION/ TRAINING



33%

SOFTWARE



30%

VISION AND COMPONENTS



25%

INSURANCE



19%

UNMANNED SYSTEMS - GROUND



12%

UNMANNED SYSTEMS - MARITIME



2%

OTHER

**QUICK TIP:** Place an ad in Unmanned Systems magazine and you'll gain additional digital exposure with your logo on the Unmanned Systems magazine page at [auvsi.org](http://auvsi.org).

# 2019 Editorial Calendar

## Issues

Issue	Theme	Ad Close/Art Due
January / February	Environmental Protection <i>Bonus Distribution: World of Concrete (58,000+ Attendees)</i>	12/3/18
March / April	Simulations, Virtual Reality and Augmented Reality <i>Bonus Distribution: A3 AUTOMATE (20,000+ Attendees)</i>	2/4/19
Special Report	Blockchain and Its Impact on Unmanned Systems <i>Bonus Distribution: AUVSI XPONENTIAL 2019 (8,500+ Attendees)</i>	3/3/19
May	The Economic Benefits of Unmanned Systems <i>Bonus Distribution: AUVSI XPONENTIAL 2019 (8,500+ Attendees)</i>	3/17/19
June	Autonomous Vehicles <i>Bonus Distribution: Automated Vehicles Symposium 2019 (1,800+ Attendees)</i>	5/5/19
July / August	Unmanned Systems for Defense <i>Bonus Distribution: Unmanned Systems—Defense. Protection. Security (1,000+ Attendees)</i>	6/3/19
September	Regulatory Update <i>Bonus Distribution: ASIS GSX 2019 (22,000+ Attendees)</i>	7/29/19
October	Technology Under the Sea	8/26/19
November / December	Agriculture <i>Bonus Distribution: Farm Bureau Annual Convention &amp; IDEAg Trade Show (6,000+ Attendees)</i>	10/1/19

For a complete list of all Bonus Distribution, visit [auvsi.org/magazines-library](http://auvsi.org/magazines-library).

## Rates & Specs

Placement	Specs* (W x H)	1x	3x	6x	8x
Cover 2 (Inside Front)	7.625" x 10.625"	\$5,500	\$5,050	\$4,600	\$4,375
Cover 3 (Inside Back)	7.625" x 10.625"	\$5,500	\$5,050	\$4,600	\$4,375
Cover 4 (Outside Back)	7.625" x 10.625"	\$6,500	\$6,050	\$5,600	\$5,375
Opposite Cover 2	7.625" x 10.625"	\$5,500	\$5,050	\$4,600	\$4,375
Opposite TOC	7.625" x 10.625"	\$5,000	\$4,550	\$4,100	\$3,875
Spread	15.25" x 10.625"	\$9,000	\$8,750	\$8,350	\$8,000
Full Page	7.625" x 10.625"	\$4,500	\$4,050	\$3,600	\$3,375
1/2 Page Horizontal	6.75" x 4.5"	\$2,500	\$2,250	\$2,000	\$1,875
1/2 Page Island	4.45" x 6.5"	\$2,500	\$2,250	\$2,000	\$1,875
1/3 Page Horizontal	6.75" x 3.15"	\$2,200	\$1,980	\$1,760	\$1,650
"New Edition" Email Ad**	650 x 110px	\$2,500			

\*Add .125" on all sides for bleed

\*\*Must be an advertiser in specified issue

**ARTWORK AND PRINTING STANDARDS:** All ads are printed using 4-color (CMYK) process. An electronic, high-resolution, print-ready (CMYK) PDF format is preferred for providing artwork. Other options for electronic file submission are (Mac or PC): InDesign, Illustrator or Photoshop. When providing any of these formats (except flattened Photoshop EPS or TIF files) all fonts and images used must be provided and a hard copy or low-resolution PDF of the most current version of the ad must be included. Trim size is 7.625" x 10.625" (or 193.6mm x 269mm). All full-page ads should be set up to run with a bleed and have .125" (or 4mm) extension on each of the four sides (top, bottom, left and right) for bleeds. There is no additional charge for full-page bleeds. Logos should be provided in 4-color eps AND jpeg/png format.

# High-Impact Opportunities!

Stand out in Unmanned Systems magazine with custom content or enhanced advertisement options.



## Post-it Note

- 1-color: 3" x 3", yellow or white stock
- 2-color: 3" x 3", yellow or white stock
- 4-color: 3" x 3", yellow or white stock

## Belly Band\*

Spread

## Rates

- \$2,500
- \$2,700
- \$3,500

\$6,000

## One page flyer w/ polybag\*

7.625" x 10.625" portrait, 7PT return card matte, 4/4

## Rates

\$6,000

## Postcard Blow-in

4" x 6", 7PT return card matte, printing 4/4

\$2,500

5" x 7", 7PT return card matte, printing 4/4

\$2,700

\*Limited to one (1) polybag OR one (1) belly band per month.

Contact Wes Morrison for more information | +1 571.255.7763 | [wmorrison@auvsi.org](mailto:wmorrison@auvsi.org)

# Targeted Direct Mail and Email Lists

New customers are essential to growing your company and getting your message into the right hands of the unmanned systems and robotics businesses you want to target. Our marketing partner, Worldata, has developed a world-class database to help you:



- **Reach the perfect audience**

Choose from buying audiences in air, ground and maritime and segment by geographic information to target the right audience for your marketing, sales, and research efforts for your B2B campaign.

- **Save time and resources**

Work with the Worldata specialist to quickly build the list that is right for you.

- **Get a better return on your investment**

This database is the most comprehensive resource available to target the unmanned systems and robotics industry and will prove to be an extremely effective marketing tool for your marketing campaigns.

## ***How the Data is Compiled and Verified***

The data is gathered from a multitude of directory and event-driven sources, including new business filings, press releases, corporate websites, annual reports, and thousands of other directories and events. The data is regularly reviewed for accuracy to ensure you get the best value from your marketing dollar.

Start finding new customers with a targeted, accurate, multi-channel data list. Contact Stacy Wishner at [swishner@corpwd.com](mailto:swishner@corpwd.com) for more details.

# AUVSI.org

AUVSI.org is the leading online resource for the unmanned systems industry 24/7/365. Spotlight your brand where the unmanned community comes every day to find the latest industry news, updates on pressing legislative issues, access to their member portal and important information about AUVSI's signature events, including XPONENTIAL, Automated Vehicles Symposium (AVS) and Unmanned Systems—Defense. Protection. Security (USDPS).



**26,000**  
Average page views per month

**31,000**  
Sessions per month

**62%**  
Traffic from new visitors

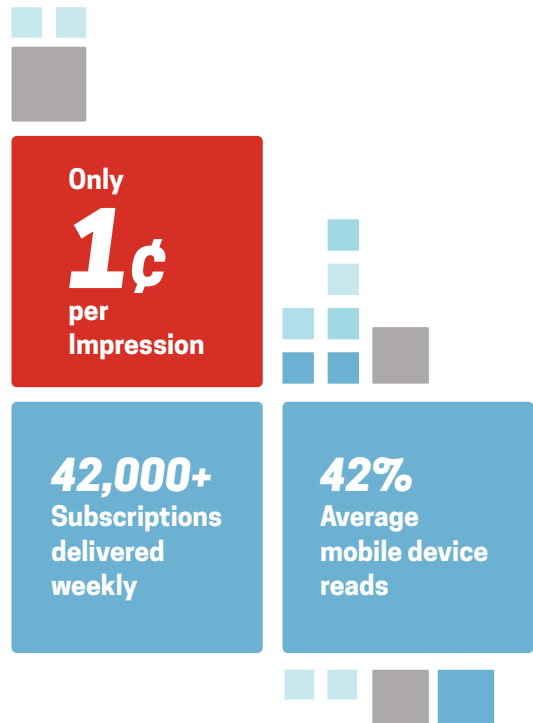
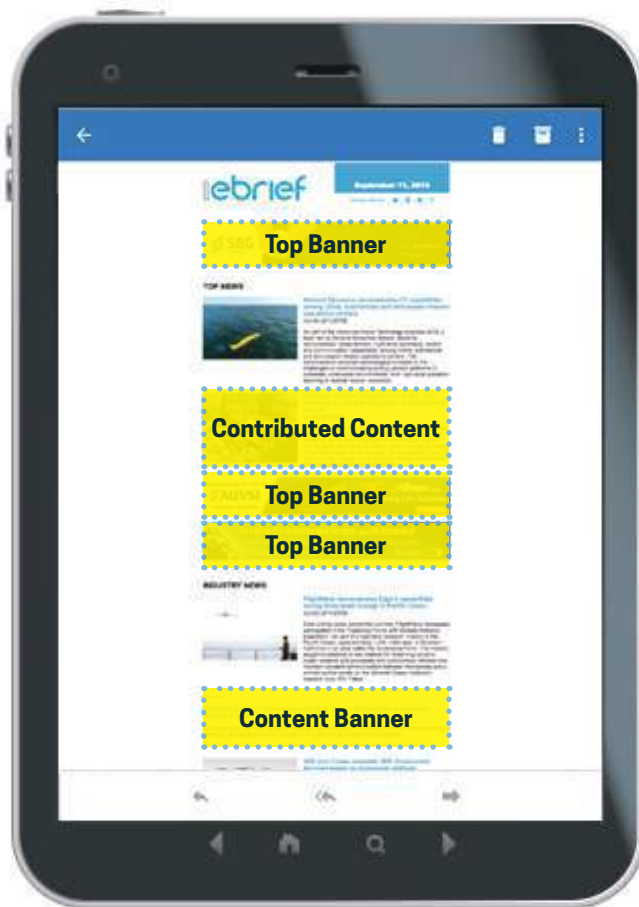
**32%**  
International traffic



Placement	Specs (W x H)	1 month	6 months	12 months
Homepage Rectangle	1920 x 237px	\$1,650	\$1,500	\$1,350
Homepage Square	460 x 468px	\$1,500	\$1,350	\$1,200
Interior Rectangle	728 x 90px	<b>FREE - Included with Homepage Rectangle or Square</b>		

# AUVSI's Weekly eBrief

Make regular contact with more than 42,000+ stakeholders in the unmanned systems industry by investing in exclusive ad opportunities in the weekly eBrief. eBrief provides industry thought leaders with timely and relevant industry news and legislative topics vital to the health of the industry.



Placement (Ad Size - W x H)	Per Month*	Frequency	Discount
Top Banner (650 x 110px)	\$2,500	4-6 months	5%
Content Banner (650 x 110px) (Limited Availability)	\$1,700	7-9 months	10%
Contributed Content	\$3,000	10-12 months	15%

\*Each month includes a minimum of four placements

Contact Wes Morrison for more information | +1 571.255.7763 | [wmorrison@auvsi.org](mailto:wmorrison@auvsi.org)



# AUVSI Webinar Series

AUVSI webinars target all levels of professionals working in the unmanned systems and robotics space. By sponsoring an AUVSI webinar, your company becomes associated with education, training and guidance on emerging issues, and demonstrates your alignment with the interests of the unmanned systems community.



Each year, hundreds of unmanned systems industry professionals take advantage of these webinars. Don't miss this opportunity to have your brand noticed by key buyers. AUVSI Webinars are available for real-time viewing or on-demand after the live presentation is over which means viewers will potentially be seeing our brand all year long. Sponsor a webinar that most aligns with your company's products and services.

## **AUVSI Member Sponsorship\***

Non-Exclusive | \$2,500

Exclusive | \$3,500

## **AUVSI Non-Member Sponsorship**

Non-Exclusive | \$3,000

Exclusive | \$4,000

## **Custom Webinar**

\$5,000 – Contact Wes Morrison for more details on AUVSI's custom webinar program

*\*Organizational members only*

## **Sponsorship Includes:**

- A complete list of all webinar registrants
- Sponsored webinar will be free for all attendees (compliments of the sponsor)
- A sponsor announcement at the beginning and end of each segment
- A company contact slide at the end of the webinar
- Logo Recognition:
  - On the main Webinars webpage on AUVSI's website next to sponsored webinar
  - Next to the webinar session description on AUVSI's website
  - Dedicated email promoting the webinar prior to the webinar going out
  - 672 W x 110 H pixel advertisement complete with 600 character description (sent to 42,000+ prospective attendees)

Contact Wes Morrison for more information | +1 571.255.7763 | [wmorrison@auvsi.org](mailto:wmorrison@auvsi.org)

# 2019 Webinar Series

Date	Webinar Topic	Who Attends
January	Unmanned for Good: Protecting Our Environment with Unmanned Systems	<ul style="list-style-type: none"> <li>▪ Environmentalists</li> <li>▪ First responders</li> <li>▪ UGV and UAS operators</li> </ul>
February	Truck Platooning: First Steps Towards Automated Vehicle Implementation	<ul style="list-style-type: none"> <li>▪ Automotive stakeholders</li> <li>▪ Automated vehicle manufacturers</li> <li>▪ Traditional trucking stakeholders</li> <li>▪ Individuals interested in the development and proliferation of automated vehicles</li> </ul>
March	Launching Your Startup: Moving from Seed to Series A	<ul style="list-style-type: none"> <li>▪ Aspiring entrepreneurs</li> <li>▪ Venture capitalists, accelerators, incubators, and investors</li> <li>▪ Startups</li> </ul>
April	Success in the Unmanned Economy: Use Cases and Advice from the Field	<ul style="list-style-type: none"> <li>▪ Unmanned system industry stakeholders</li> <li>▪ Individuals interested in integrating unmanned systems into existing business structures</li> <li>▪ Futurists</li> <li>▪ Market analysts</li> </ul>
May	Blockchain Technology and Unmanned Systems	<ul style="list-style-type: none"> <li>▪ Unmanned system industry stakeholders</li> <li>▪ Data solutions providers</li> <li>▪ Individuals interested in the application of blockchain technology</li> </ul>
June	Unmanned Urban Mobility	<ul style="list-style-type: none"> <li>▪ Automotive stakeholders</li> <li>▪ Automated vehicle manufacturers</li> <li>▪ Urban planners</li> <li>▪ Individuals interested in the development and proliferation of automated vehicles</li> </ul>
June	Unmanned Systems—Defense, Protection, Security, and the Road Forward	<ul style="list-style-type: none"> <li>▪ Department of Defense personnel</li> <li>▪ Defense contractors</li> <li>▪ Unmanned system stakeholders</li> </ul>
July	Unmanned Systems Defense: Bridging the Gap Between Government and Industry	<ul style="list-style-type: none"> <li>▪ Department of Defense personnel</li> <li>▪ Defense contractors</li> <li>▪ Businesses with an interest in defense contracting</li> <li>▪ Unmanned system stakeholders</li> </ul>
August	Flying Like A Pro: Knowing the Law and Maintaining Safe Practices	<ul style="list-style-type: none"> <li>▪ Commercial drone operators</li> <li>▪ Drone manufacturers</li> <li>▪ Investors in unmanned technology</li> </ul>
September	Simulation and Testing: Realistic Uses for AR and VR	<ul style="list-style-type: none"> <li>▪ Education and training experts</li> <li>▪ Unmanned system stakeholders</li> <li>▪ Individuals interested in the commercial application of AR and VR</li> </ul>
October	The Burgeoning of the Unmanned Maritime Industry and Its Economic Impact	<ul style="list-style-type: none"> <li>▪ Unmanned maritime system experts</li> <li>▪ Individuals interested in the transformative potential of unmanned maritime systems</li> </ul>
November	Unmanned Systems on the Farm: Assessing the Impact of Unmanned Systems in Agriculture	<ul style="list-style-type: none"> <li>▪ Agriculturists and farmers</li> <li>▪ Drone manufacturers</li> <li>▪ Commercial drone operators</li> <li>▪ Individuals interested in integrating unmanned systems into existing business structures</li> </ul>
December	Seeing 2020: Forecasts for the Unmanned Industry	<ul style="list-style-type: none"> <li>▪ Venture capitalists and investors</li> <li>▪ Market analysts and industry watchers</li> <li>▪ Individuals interested in the unmanned systems industry</li> </ul>

# AUVSI Events

AUVSI hosts premier events throughout the year, which provide multiple opportunities to exhibit, advertise and sponsor to reach our targeted audience of engaged unmanned systems and robotics industry leaders and decision-makers.

AUVSI events are an additional way to reach the unmanned systems and robotics community. Our events bring together leaders and innovators shaping the industry while allowing you the opportunity to network and capitalize on growth opportunities. Event opportunities include:



The FAA and AUVSI have partnered to host the FAA UAS Symposium, providing stakeholders an opportunity to talk with a cross-section of government and industry representatives about regulations, research, and other initiatives to integrate UAS into the National Airspace System.



As the largest unmanned systems and robotics event in the world, AUVSI XPONENTIAL is YOUR best opportunity to influence buyers, build your brand, expand your network and/or launch new technologies to both existing and new customers alike.



No other event provides you access to both academia and industry in one combined event where the focus is on learning while building your brand or showcasing your technology.



The most comprehensive defense-focused event in the unmanned systems industry concentrated on the needs of the entire federal government.



AUVSI Hill Day brings together industry leaders from across the nation to educate lawmakers about how policies are directly impacting businesses and how our industry is creating more jobs.

# Bundle and Save!

AUVSI has developed engagement opportunities that will help you effectively communicate with the unmanned systems industry all year long. Whether you are looking to launch new products, provide new information that will position your company as a thought leader, want to reach a specific demographic or simply need to build a network, AUVSI has a strategy for you.

Crossing print, digital and live events, AUVSI sponsorship and advertising opportunities expand your reach in multiple platforms ranging from a broad to targeted audience. A custom advertising or sponsorship package provides you with a cost-effective way to achieve your goals. Your business strategist will work to understand your goal and design a custom strategy specifically for you and your needs.

## See how AUVSI can help you:



### Branding/ Product Launch

With an all-encompassing reach into the unmanned systems and robotics industry, AUVSI provides several powerful opportunities to announce your new product and grab the attention of key decision makers you simply won't find any place else.



### Thought Leadership

Position your company as a relevant thought-leader in the ever-changing, rapidly advancing unmanned systems and robotics industry by participating as a speaker at an AUVSI event or contributing content to Unmanned Systems magazine. AUVSI provides several opportunities—regardless of the domain, industry or technology—to position yourself as an industry resource, expert and thought leader.



### Target Demographics

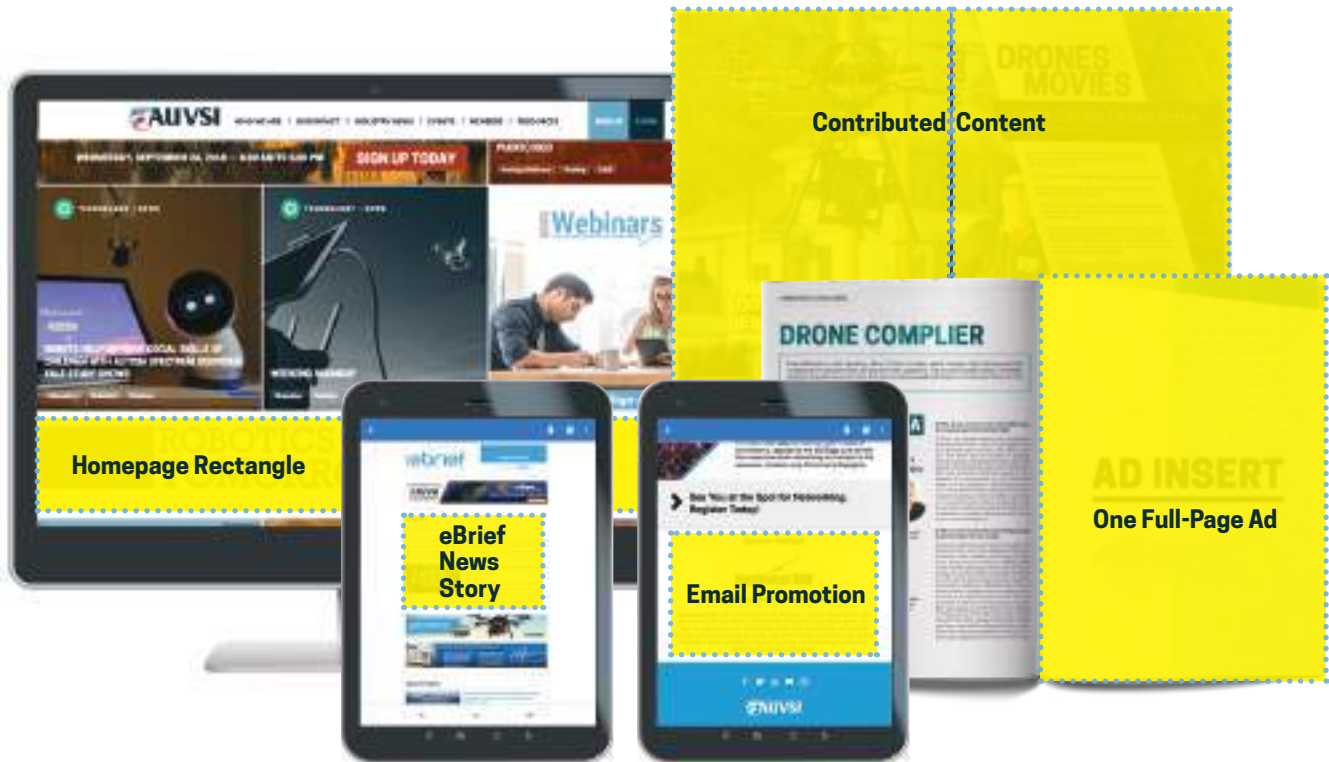
AUVSI membership is a massive congregation of unmanned systems professionals from across all domains and more than 20+ markets. We've created a variety of experiences and opportunities to target specific demographics to achieve the ROI you seek.



### Networking

As THE leading association for all things unmanned, AUVSI offers the most relevant networking events. Attendees and exhibitors converge at AUVSI events to establish key relationships with decision makers to drive sales, partnerships and connections. Get involved with our networking events and watch your sales skyrocket and universe expand.

# Premium Package



## Thought-Leadership Opportunity

Position your company as a thought-leader in the unmanned systems industry. Provide contributed content to AUVSI's Unmanned Systems magazine. Our readers rely on our publications to find new products, understand best practices and learn from the latest industry trends. Now it's easier than ever for you to showcase your expertise about the industry. **What does your sponsorship include?**

- 500-word article written by industry writers in collaboration with you
- Acknowledgement throughout the article
- PDF of published article for your digital distribution
- Full page, 4-color ad
- 100 copies of the issue containing your article
- An email announcement promoting the availability of that month's magazine with a special link to your article
- An eBrief article during the month of publication, summarizing the print article and linked to online article
- An ad on [auvsi.org](http://auvsi.org) promoting the article and have it linked to the online article



# 2019 ADVERTISING CONTRACT

## ADVERTISER INFORMATION

Company \_\_\_\_\_

First Name \_\_\_\_\_ Last Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_

Zip/Postal Code \_\_\_\_\_ Country \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

I am an AUVSI organizational member. Level: \_\_\_\_\_

## AGENCY INFORMATION (IF APPLICABLE)

Agency \_\_\_\_\_

First Name \_\_\_\_\_ Last Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_

Zip/Postal Code \_\_\_\_\_ Country \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

## AUVSI.ORG

RATES & SPECS	Size (W x H)	1x	6x	12x
Homepage Rectangle*	1920 x 237px	\$1,650 <input type="checkbox"/>	\$1,500 <input type="checkbox"/>	\$1,350 <input type="checkbox"/>
Homepage Square*	460 x 468px	\$1,500 <input type="checkbox"/>	\$1,350 <input type="checkbox"/>	\$1,200 <input type="checkbox"/>

\*Banners are rotating

- January  February  March  
 April  May  June  July  
 August  September  October  
 November  December

Total Due: \$ \_\_\_\_\_

## UNMANNED SYSTEMS MAGAZINE

RATES & SPECS	Size** (W x H)	1x	3x	6x	8x
Cover 2 (Inside Front)	7.625" x 10.625"	\$5,500 <input type="checkbox"/>	\$5,050 <input type="checkbox"/>	\$4,600 <input type="checkbox"/>	\$4,375 <input type="checkbox"/>
Cover 3 (Inside Back)	7.625" x 10.625"	\$5,500 <input type="checkbox"/>	\$5,050 <input type="checkbox"/>	\$4,600 <input type="checkbox"/>	\$4,375 <input type="checkbox"/>
Cover 4 (Outside Back)	7.625" x 10.625"	\$6,500 <input type="checkbox"/>	\$6,050 <input type="checkbox"/>	\$5,600 <input type="checkbox"/>	\$5,375 <input type="checkbox"/>
Opposite Cover 2	7.625" x 10.625"	\$5,500 <input type="checkbox"/>	\$5,050 <input type="checkbox"/>	\$4,600 <input type="checkbox"/>	\$4,375 <input type="checkbox"/>
Opposite TOC	7.625" x 10.625"	\$5,000 <input type="checkbox"/>	\$4,550 <input type="checkbox"/>	\$4,100 <input type="checkbox"/>	\$3,875 <input type="checkbox"/>
Spread	15.25" x 10.625"	\$9,000 <input type="checkbox"/>	\$8,750 <input type="checkbox"/>	\$8,350 <input type="checkbox"/>	\$8,000 <input type="checkbox"/>
Full Page	7.625" x 10.625"	\$4,500 <input type="checkbox"/>	\$4,050 <input type="checkbox"/>	\$3,600 <input type="checkbox"/>	\$3,375 <input type="checkbox"/>
1/2 Page Horizontal	6.75" x 4.5"	\$2,500 <input type="checkbox"/>	\$2,250 <input type="checkbox"/>	\$2,000 <input type="checkbox"/>	\$1,875 <input type="checkbox"/>
1/2 Page Island	4.45" x 6.5"	\$2,500 <input type="checkbox"/>	\$2,250 <input type="checkbox"/>	\$2,000 <input type="checkbox"/>	\$1,875 <input type="checkbox"/>
1/3 Page Horizontal	6.75" x 3.15"	\$2,200 <input type="checkbox"/>	\$1,980 <input type="checkbox"/>	\$1,760 <input type="checkbox"/>	\$1,650 <input type="checkbox"/>
"New Edition" Email***	650 x 110px	\$2,500 <input type="checkbox"/>			

- Jan-Feb  
 Mar-Apr  
 May  
 June  
 July-Aug  
 Sept  
 Oct  
 Nov-Dec

Total Due: \$ \_\_\_\_\_

\*\* Add .125" on all sides for bleed

\*\*\* Must be an advertiser in specified issue

# AUVSI eBRIEF

ADVERTISEMENT PAGE SIZE	Size (W x H)	MONTHLY AD
Top Banner	650 x 110px	\$2,500 <input type="checkbox"/>
Content Banner	650 x 110px	\$1,700 <input type="checkbox"/>
Advertorial	N/A	\$3,000 <input type="checkbox"/>
<b>Frequency Discount:</b>		
<input type="checkbox"/> 4-6x months = 5%	<input type="checkbox"/> 7-9x months = 10%	<input type="checkbox"/> 10-12x months = 15%

- January  February  March  April  May  June  July  
 August  September  October  November  December

Total Due: \$ \_\_\_\_\_

# WEBINARS

	AUVSI MEMBER*	NON-MEMBER
Exclusive	\$3,500 <input type="checkbox"/>	\$4,000 <input type="checkbox"/>
Non-Exclusive	\$2,500 <input type="checkbox"/>	\$3,000 <input type="checkbox"/>
Custom	\$5,000 <input type="checkbox"/>	

\*Organizational members only

Total Due: \$ \_\_\_\_\_

Subject, topic, and speaker pending approval from AUVSI. To create a custom webinar, please contact your account manager.

## ARTWORK/PRINTING STANDARDS

All ads are printed using 4-color (CMYK) process. An electronic, high-resolution, print-ready (CMYK) PDF format is preferred for providing artwork. Other options for electronic file submission are (Mac or PC): InDesign, Illustrator or Photoshop. When providing any of these formats (except flattened Photoshop, EPS or TIF files) all fonts and images used must be provided and a hard copy or low-resolution PDF of the most current version of the ad must be included. All fullpage ads should be set up to run with a bleed and have .125" extension on each of the four sides (top, bottom, left and right) for bleeds. There is no additional charge for full-page bleeds. Only electronic files under 5 MB will be accepted via email at advertising@auvsi.org. Files larger than 5 MB are to be uploaded to our FTP site: [auvsi.formstack.com/forms/auvsi\\_ftp](http://auvsi.formstack.com/forms/auvsi_ftp)

## CONTRACT TERMS AND CONDITIONS

- All advertising reservations and materials must be received on or before the published deadline. AUVSI is not responsible for ensuring that artwork replacements submitted after the published deadlines are printed. The advertiser is responsible for ensuring that materials are submitted in final, legal, and acceptable formats and sizes. AUVSI will make every effort to honor ad swaps but cannot guarantee such requests. Late advertisements may be accepted at the discretion of AUVSI. Advertising rates, terms and conditions set forth in this rate card shall govern all transactions and supersede any other information published in previous rate cards, directories, media guides or rate and data services.
- AUVSI reserves the right to refuse any advertisement at any time. Any advertising copy that might be mistaken as an article, editorial, commentary or other non-advertising material must be clearly marked "advertisement." Publisher reserves the right to add the word "advertisement" to or reject advertising that simulates editorial. Advertisements should not contain nudity or sexual innuendo.
- AUVSI is not responsible for misspellings or other errors in advertisements. AUVSI will not add text or booth information to artwork. Proofs are not provided. In the event of an error in the printing of a display advertisement, the publisher will rerun the correct version of the same ad material in the next available issue published. Publisher's liability for any error will not exceed the cost of the advertisement's space. AUVSI is not liable for delays in delivery and/or non-delivery in the event of an act of God, action by any governmental or quasi-governmental agency, fire, flood, insurrection, riot, explosion, embargo, legal or illegal strikes, labor or material shortage, transportation interruption of any kind, work slowdown, or any circumstances beyond the control of the publisher affecting production or delivery in any manner.
- Conversion, film, drawings or photographs will be made upon order and charged at prevailing rates. Cost of necessary repairs to material received in either worn or damaged condition is to be paid by advertisers. These charges are noncommissionable.
- Payment must be received (not postmarked) within 30 days of invoice date. AUVSI provides a 15% discount on advertising in the magazine, eBrief, [auvsi.org](http://auvsi.org) to recognized agencies, provided payment is received (not postmarked) within 30 days of invoice date. Any invoice not paid within 30 days of invoice will be subject to interest and penalty charges. Companies with a balance more than 90 days old forfeit all future advertising until all invoices are paid. Neither the advertiser nor its agency may cancel advertising after the issue closing date. When change of copy is not received by closing date, copy furnished or run in previous issue will be printed. Publisher reserves the right to hold the advertising agency and the advertiser jointly and severally liable for payments due the publisher. In the event that an advertiser has paid the agency, the advertiser is fully responsible for paying all invoices due the publisher.
- Cancellations must be in writing and will be subject to 50 percent penalty of the advertising cost if the cancellation occurs after the space closing deadline. Frequency discounts are available and are based on the number of insertions run within a 12-month period from the date of first insertion. Any advertiser who does not fulfill a contract will be subject to short rates. Ad contracts may be canceled provided notice is given before the closing date. Credits and rebates may be earned by increasing frequency during a contract. Orders subject to rate change upon 90 days' notice from publisher.
- Unless specifically paid for as such, AUVSI will make every attempt to honor placement requests but cannot guarantee such requests.
- Special promotional or one-time corporate member discounts cannot be combined with any other agency or promotional discounts. In all such cases, the higher discount will be accepted and applied.

**OVERALL TOTAL DUE:** \$ \_\_\_\_\_

AUVSI will provide an invoice for payment. I have read and understand the terms and conditions (above). By signing this contract, I consent that I am an authorized signatory for my company.

Signature \_\_\_\_\_ Date \_\_\_\_\_

Printed Name \_\_\_\_\_

## FOR QUESTIONS:

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