

Plane Talk Magazine



Advertising Rates



Advertise in Plane Talk - Increase Your Reach To Industry Leaders

Advertising in Plane Talk offers a unique opportunity to showcase your brand directly to key decision-makers within the aerospace and advanced manufacturing sectors. As an NWAA publication, our magazine reaches an engaged audience of industry leaders, innovators, and professionals who are actively seeking the latest developments, products, and services. With our interactive digital format, your advertisement will gain enhanced visibility through embedded links and multimedia options, driving direct engagement with your business.

#5 Reasons To Advertise

- **#1:** Targeted Industry Reach Connect directly with key decision-makers in the aerospace and advanced manufacturing sectors.
- **#2:** Engaging Digital Format Benefit from interactive features like hyperlinks and embedded videos to enhance visibility.
- **#3:** High-Quality Audience Your ad reaches NWAA members, including industry leaders, innovators, and professionals.
- #4: Cost-Effective & Sustainable A digital platform that maximizes exposure while reducing environmental impact.
- #5 Boost Brand Awareness Position your business at the forefront of the aerospace community and drive engagement.

Current Advertising Rates:

Back Cover £1500 plus VAT

Full Page £1200 plus VAT

Half Page £550 plus VAT

Quarter Page £350 plus VAT



The following are guidelines to help you submit your content in the most relevant formats in the interests of production quality.

- Please supply all articles in word format.
- FREE member articles should be no longer than 500 words.
- Please include relevant images and logos in the following formats:
 - Images high-res JPGs
 - Logos EPS, PDF, or high-res JPG / PNGs
- Please include image captions.
- Please include links to relevant web page.
- Please include website link for your company logo.
- Where a proof visual is requested, please allow time for final review.

Half Page Ad Examples:



Full Page Ad Example:



HALF PAGE 170mm x 122.5mm

QUARTER PAGE 82.5mm x 122.5mm Please supply your artwork as 300dpi as a 'Press Quality PDF file' with 3mm bleed and finishing marks included.

All colour information must be CMYK values. HEX or RGB colours are not print ready values.

NEED HELP DESIGNING?

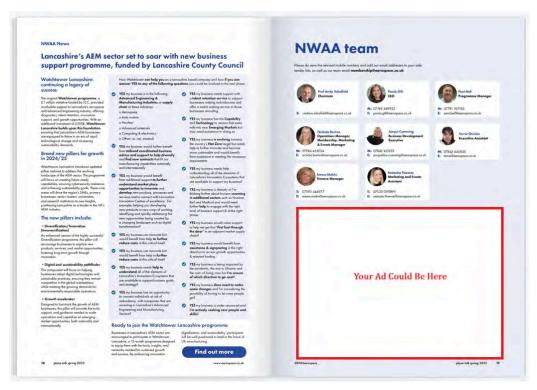
If you need assitance and you have do not have access to a creative team we are here to help. We can design the advert for you. Please email direct E: nwaa@freshfields.co.uk. Below pricing is based on all copy, images, logos and preferred fonts and colours and all supplied in your ad.

- Full Page Design Price = £320 plus VAT
- Half Page Design Price = £160
- Quarter Page Design Price = £80



Plane Talk - Guidelines for Text

The pages in Plane Talk are divided into 3 columns and 3 rows. Each article can span 1, 2 or 3 columns. Articles included are generally between 50 and 250 words, excluding headlines and image titles/text.



Large articles of 250 words or more are generally spread over 2 pages and include a background image to break up the amount of text and give a less cluttered look.





Guidelines for the amount of words per section are shown below:





Guidelines for Photos

In order for images to be printed clearly, all photos should be supplied at a resolution of at least 300dpi. Anything below this may result in blurry or pixelated print.

Please note that images from the web are 72dpi and may look fine on screen, but they are not suitable for full colour printing.







Low Res

Images supplied in RGB will be converted to CMYK format prior to print – which may result in slight colour differences.



Plane Talk Advertising Form

FULL COMPANY NAME:		 	
MAIN COMPANY CONTACT:	1		
Main Company Contact: Full Name			
Main Company Contact: Full Job Title			
Main Company Contact: Mobile Tel			
Main Company Contact: Email			
FULL COMPANY DETAILS:	I		
Address Line 1			
Address Line 2			
Town			
County			
Post Code			
Country			
Main Company Telephone			
Company Website			
			
Company Registration Number:		VAT Number:	
FINANCE/ACCOUNTS FULL CONTAC	T DETAILS:		
Finance/Accounts: Full lab Title			
Finance/Accounts: Full Job Title			
Finance/Accounts: Mobile Tel Finance/Accounts: Direct Tel			
Finance/Accounts: Email			
Accounts Address Line 1 Accounts Address Line 2			
Accounts Address Line 2 Accounts Address Town			
Accounts Address County Accounts Address Post Code			_
Accounts Address Country			
PO Number If applicable:			_
TO Number if applicable.			
Advertisement (Please Select V) *Pr	ices Exc. VAT		
Back Cover	£1,500.00		
Full Page	£1,200.00	-	
Half Page	£550.000		
Quarter Page	£350.000		
Prices Exc. VAT			
Your Full Name			
Your Signature			
			

Please Note: If you have a purchase ordering system your application will not be accepted if the purchase order is not sent with the application form. All invoices have 30 day payment terms from date of issue. **Please email Your completed Form to: E** <u>natasha.thomas@aerospace.co.uk</u>

OFFICE USE ONLY: (Please √)	
All Data Checked & Confirmed NT	



