

RC ^{SPORT} Flyer

THE RC AIRCRAFT PILOTS' AND BUILDERS' MAGAZINE

VALUE PRICED 2017 RATES



RC Sport Flyer is a world leading—and in-depth—magazine for glow-, gas-, and electric-powered aerobatic, helicopter, and sailplane model aviation enthusiasts. RC Sport Flyer's readership continues to grow among enthusiasts who want the most from their model aviation magazines. RC Sport Flyer targets your consumers to give your company real return on your advertising investment. Please compare our low ad rates to see why advertising in RC Sport Flyer makes good business sense for your company in 2016 and beyond!

HARD COPY AD SIZES



GENERAL ADVERTISING RATES

Kiona Publishing's rate structure acknowledges contract frequency earned through our consumer—and digitally—distributed magazines. This provides RC Sport Flyer's advertisers the potential for additional savings due to ad frequency. Please contact our sales representative for complete details at ads@rc-sf.com or (509) 947-0675.

4-COLOR

Full Page	8.500 x 11.125	\$940
Full Page w/o Bleed	8.000 x 10.625	\$940
1/2 Page Horizontal	8.500 x 5.500	\$690
1/2 Page Horiz. w/o Bleed	7.250 x 4.875	\$690
1/2 Page Vertical	3.562 x 9.875	\$690
1/3 Page Vertical	2.333 x 9.875	\$510
1/3 Page Square	4.791 x 4.875	\$510
1/4 Page Horizontal	7.250 x 2.375	\$370
1/4 Page Vertical	3.562 x 4.875	\$370
1/6 Page Horizontal	4.787 x 2.375	\$250
1/6 Page Vertical	2.333 x 4.875	\$250
1/12 Page Square	2.333 x 2.375	\$170
Inside Front (C2)	8.500 x 11.125	\$1,320
Front Facing C2	8.500 x 11.125	\$1,320
Inside Back (C3)	8.500 x 11.125	\$1,320
Back Facing C3	8.500 x 11.125	\$1,320
Back Cover (C4)	8.500 x 11.125	\$1,720
Double Truck	16.750 x 11.125	\$1840
Four-Page Spread	16.750 x 11.125	\$3,980

BLACK & WHITE

Full Page	8.500 x 11.125	\$690
Full Page w/o Bleed	8.000 x 10.625	\$690
1/2 Page Horizontal	8.500 x 5.500	\$510
1/2 Page Horiz. w/o Bleed	7.250 x 4.875	\$510
1/2 Page Vertical	3.562 x 9.875	\$510
1/3 Page Vertical	2.333 x 9.875	\$370
1/3 Page Square	4.791 x 4.875	\$370
1/4 Page Horizontal	7.250 x 2.375	\$250
1/4 Page Vertical	3.562 x 4.875	\$250
1/6 Page Horizontal	4.787 x 2.375	\$170
1/6 Page Vertical	2.333 x 4.875	\$170
1/12 Page Square	2.333 x 2.375	\$110

*Special placements are subject to availability, are available on a first-come, first-serve basis. Pony spreads and gatefolds are also available.

BLEED

There is no additional charge for bleed on full-page and spread ads. Add 10% for two-thirds, one-half, or one-third page vertical ads with bleed. Bleed is not available on fractional-page ads smaller than one-third of a page.

GENERAL RATE POLICY

All ad rates are based on the total number of insertions during a contract year. Six or 12 insertions of the same or varied sizes earn frequency discounts. For example, three full-page ads and three half-page ads earn the six-time rate for both sizes of space.

SUBSCRIPTION PRICE

RC Sport Flyer—\$34.95 per year (6 hardcopy and 12 digital issues).

BINDING

RC Sport Flyer magazine is a perfect-bound publication on high quality paper. It is typically ranges from 84 to 132 pages, plus digital supplement pages.

ADDITIONAL REQUIREMENTS

Kiona Publishing reserves the right to reduce the size of any advertising material that exceeds the specified ad size, and to charge for the additional work required.

*Hold live matter 5/16 inch from the trim. Kiona Publishing, Inc. shall not be subject to any liability whatsoever for bleed ads that extend past the specified margins.

**Keep live material 1/4 inch on either side of the gutter for two-page spread ads supplied.

AD SUBMISSION

Mail: 1754 Sagewood St
Richland, WA 99352
E-mail: ads@rc-sf.com

CONTACT

Marketing/Advertising
Wil Byers: 509-947-0640
wil@rc-sf.com



Kiona Publishing, Inc. is pleased to announce the continuation of *RC Sport Flyer* (RC-SF) magazine. If your company is searching for return on investment for your ad dollars, Kiona's *RC-SF* is an excellent choice.

Kiona Publishing's history shows that readers choose *RC-SF* because it offers honest, detailed reviews. Our columnists are some of the most knowledgeable and experienced modelers in the industry, often leading the industry with innovation and invention. Our feature articles provide insights into all facets of model aviation that hobbyists want and need.

Through the pages of *RC-SF*, our staff and writers continue to inform our readers about the RC aviation marketplace and happenings, including those for glow, gas, electric, glider, and drone aircraft. Simply, *RC-SF* is the magazine that educates its readership, which means they will be buying your products!

GENERAL CONDITIONS

- Submission of any advertisement, insertion order, advertisement space reservation, or position commitment shall constitute acceptance of the following General Conditions.
 - As used in this section, titled "General Conditions," the term "publisher" will refer to Kiona Publishing, Inc.
 - All insertion orders are accepted subject to the provisions of our current rate card. Rates are subject to change upon written notice from the publisher. Should a change in rates be made, space reserved may be cancelled by the advertiser at the time the change becomes effective without incurring short-rate charges, provided the advertisements published to the date of cancellation are consistent with the appropriate frequency rate or volume rate. Cancellation of space reservations for any other reason, in whole or part, by the advertiser will result in an adjustment of the rate (short-rate) based on past and subsequent insertions to reflect actual space used at the earned frequency rate or volume rate.
 - Advertisements are accepted upon the representation that the advertiser and its agency have the right to publish the contents thereof. In consideration of such publication, advertiser and its agency agree to indemnify and hold the publisher harmless against any expense or loss by reason of any claims arising out of publication.
 - All contents of advertisements are subject to the publisher's approval. The publisher reserves the right to reject or cancel any advertising copy, which at its discretion is deemed objectionable, misleading, not in the best interests of the reader, or contrary to Federal and State regulations, whether or not the ad had previously been accepted and/or published. The publisher further reserves the right to reject or cancel any advertisement, insertion order, space reservation, or position commitment at any time without giving cause. The publisher reserves the right to insert the word "advertisement" above or below any copy.
 - Advertising space reservations are accepted in good faith by verbal or written notification. The absence of written notification following a verbal space reservation does not invalidate that space commitment.
 - Positioning of advertisements is at the discretion of the publisher, except where a request for a specific preferred position is acknowledged by the publisher in writing.
 - The publisher 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 entity, fire, flood, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slowdown, data interruption, or any condition beyond the control of the publisher affecting production or delivery in any manner.
 - The publisher shall have the right to hold the advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher for advertising which advertiser or its agency ordered and which advertising was published. The advertiser will be sent to collections if monies are not received by the third month after the ad published date.
 - The publisher shall not be liable for any costs or damages if for any reason it fails to publish an advertisement. The publisher's liability for any error will not exceed the cost of the ad space occupied by the error.
 - The publisher is not responsible for mistakes in production of ad copy not submitted in writing.
 - The publisher shall have no liability for errors in key numbers or the advertiser's index.
 - Conditions, other than rates, are subject to change by the publisher without notice.
 - No conditions other than those set forth in this rate card shall be binding on the publisher unless specifically agreed to in writing by the publisher. The publisher will not be bound by conditions printed or appearing on insertion orders or copy instructions that conflict with provisions of this rate card.
 - Cancellations must be received by the reservation closing date or the advertiser will be held responsible for payment of the space reserved.
- Kiona Publishing, Inc. believes that its readers are as important as you, our advertisers. Consequently, we attempt to address all readers' complaints about advertising promptly and carefully. Your help in expediting this process, if a situation occurs, will be greatly appreciated.

SUBMISSION OF ADVERTISING MATERIAL

The complete material for ads that were reserved by the closing date must be received no later than the ad material due date. Please allow additional time for special preparation requirements, such as photography or ad designs by Kiona Publishing. Contract advertisements will be repeated as run in the previous issue, unless new material is received by material due date.

AD DEADLINES

Issue: Digital (D) & Hardcopy (H)	Reservation Cutoff Date	Advertising Artwork Due
Jan 17 - D&H	11/09/16	11/14/16
Feb 17 - D	12/07/16	12/12/16
Mar 17 - D&H	01/04/17	01/09/17
Apr 17 - D	02/01/17	02/06/17
May 17 - D&H	03/01/17	03/06/17
Jun 17 - D	03/29/17	04/03/17
Jul 17 - D&H	04/26/17	05/01/17
Aug 17 - D	05/24/17	05/29/17
Sept 17 - D&H	06/21/17	06/26/17
Oct 17 - D	7/19/17	7/24/17
Nov 17 - D&H	8/23/17	8/28/17
Dec 17 - D	9/20/17	9/25/17

Advance payment at rcsportflyer.com on display ads earns a 3% cash discount. Entering into a one-year contract earns a 5% discount. (Note this discount structure can earn the buyer a total discount of eight percent.)

It is understood that all orders accepted for space are subject to our credit requirements. Prepayment is required with an order/contract from new advertisers. We accept money orders; checks drawn on U.S. banks in U.S. funds; and Visa, MasterCard, American Express, Discover and PayPal.

DIGITAL AD SUBMISSION

Please provide all ad materials electronically via e-mail, FTP or disk. Acceptable programs, file formats, and font information should be obtained from Kiona's advertising department or ads@rc-sf.com before the ad is submitted.

We recommend PDF format at 300 dpi resolution for graphics and images.

B/W and 2-color specifications: A standard two-color ad consists of black and one of the following colors: magenta, cyan, or yellow. Other colors may be available upon request.

4/C process specifications: Advertisers must provide ads that are prepared using CMYK colors. Pantone and RGB colors submitted within an ad will be converted to the closest CMYK separations.

Production charges: Any costs associated with ad production will be billed to advertisers at the rate of \$65 per hour. These charges include ad design, alterations, excessive revisions, photo placement, late corrections/additions and other work, as necessary. Ads supplied electronically may be subject to pre-press charges if publisher services are needed to correct files to ready them for computer-to-plate printing as per the press standards.

Kiona Publishing, Inc. produces in-depth, detailed magazines for model aviation enthusiasts. Our title, *RC Sport Flyer* (RC-SF), is a monthly publication. *RC-SF* is dedicated to the needs and wants of RC airplane, helicopter, glider/sailplane, and drone enthusiasts. This in-depth RC magazine provides feature articles, reviews, event reports, how-to articles, press releases, columns, plans, photo spreads, and much, much more—with most of its content written by noted experts in the industry.

Readers of our title are modelers who are extremely involved in RC aviation. They study trends in the industry and seek to keep informed about new products coming to market. Characteristically, their incomes are above average. Importantly, most of them read our magazines from cover to cover, including the advertisements!

The distribution and subscription base for *RC Sport Flyer* grows steadily. *RC-SF* is distributed by Kalmbach, Curtis Circulation Company, LLC, Master Media, Media Solutions, and Worldwide. These longstanding agreements guarantee *RC Sport Flyer* excellent distribution as well as newsstand sales. The distribution of *RC Sport Flyer* is approximately 18,000 hardcopy magazines, plus 6,000 digital copies and growing.

Let *RC Sport Flyer* help your business prosper.

RC Sport Flyer is a fast-growing model aviation title that delivers real value to the ad buyer. Our readers are your consumers! They have exceptional buying power. They buy products that are advertised in the pages of *RC-SF*, which means excellent return on investment for your company when you advertise in *RC-SF*. Discover why *RC Sport Flyer* is "The RC Aircraft Pilots' and Builders' Magazine."

Don't wait! Increase your profit margins today by advertising in *RC Sport Flyer* magazine—the choice among readers for RC information. We're anxious to have the opportunity to display your next advertisement in the pages of *RC Sport Flyer* magazine.

If you need more information or have any questions, please contact me.

Wil Byers
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