

# Membership Directory & Buyers' Guide

A Publication of the Florida Airports Council



## WHO WE ARE

The Florida Airports Council represents **publicly owned and operated airports, airport professionals, experts in the field and aviation trades** that support the airport/aviation industry in Florida. We are **the largest airport-specific organization in Florida** and are recognized by aviation experts as **one of the most effective airport organizations in the nation.**

## WHY FAC?

- Members spend **more than \$10 billion** on products and services annually and are responsible for **99%** of all airport spending in Florida.
- More than **8.5%** of Florida's Gross State Product results from businesses dependent on aviation.
- FAC members include **6 of the top 10** general aviation airports for total operations in the nation.
- Members represent **90%** of publicly owned airports in Florida.

## ABOUT THE PUBLICATIONS



The FAC **Membership Directory & Buyers' Guide** is the official publication of the Florida Airports Council.

The annual directory is a vital resource of contact information for our members, including a who's who guide to suppliers of products and services to our members. When our readers are ready to contract services and products for their programs and facilities, **make sure they think of you first.**

## PUBLISHER

Innovative Publishing, a national publisher of association and corporate magazines for more than 25 years, is the official publisher of the *Membership Directory & Buyers' Guide*.



[www.innovativepublishing.com](http://www.innovativepublishing.com)

## PLEASE CONTACT

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888.780.2241 FAX  
[advertise@innovativepublishing.com](mailto:advertise@innovativepublishing.com)

## EDITORIAL CALENDAR

Ad Sales Close / Artwork Due	Delivered to Members
10/26/21	January 2022

## NET ADVERTISING RATES FOR MEMBERS\*

Size	Color	Black & White
Premium Position**	\$3,000	N/A
Double Page Spread	\$3,690	N/A
Tab	\$2,780	N/A
Full Page	\$2,540	\$1,620
1/2 Page	\$1,930	\$990
1/3 Page	\$1,690	\$760
1/4 Page	\$1,480	\$570
1/8 Page	\$1,310	\$370
Upgraded Listing	\$200	N/A
Classified	\$500	N/A
Digital Media		
Standard View Skyscraper	\$700	N/A
Standard View Landing Page	\$600	N/A
Horizontal Margin Ad	\$620	N/A

\*Non-member advertising fee: 20%

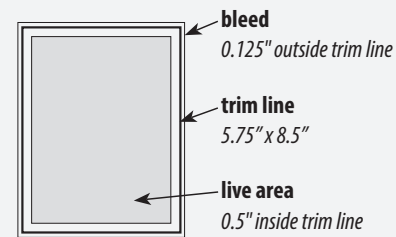
\*\*Premium Positions include: inside front cover, inside back cover and page 3. Guaranteed positions are at the Premium Position rate.

All rates are for full-color advertisements.

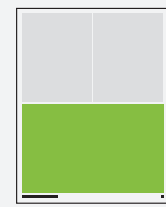
## SPECIFICATIONS

Page Size	5.75" x 8.5" (trim)
Back Cover	5.75" x 8.5"
Double-Page Spread	11.5" x 8.5"
Tab	5.75" x 8.5"
Full Page	5.75" x 8.5"
1/2 Page Horizontal	4.75" x 3.625"
1/3 Page Horizontal	4.75" x 2.33"
1/4 Page Block	2.375" x 3.625"
1/8 Page Block	2.375" x 1.75"
Upgraded Listing	See Page 4
Classified	See Page 4
Digital Media	
Standard View Skyscraper	160p x 600p
Standard View Landing Page	603p x 783p
Horizontal Margin Ad	728p x 90p

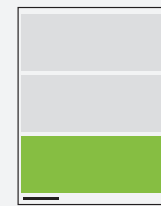
\*Full-page ads are intended to bleed off the page; please include an additional 0.125" of bleed area on each edge. Please keep all important art and copy inset at least 0.5" from the page edge.



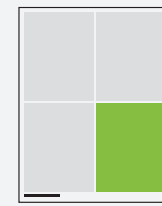
Full Page (bleed)



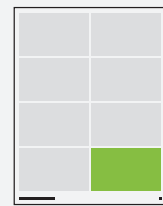
1/2 Horizontal



1/3 Block



1/4 Block



1/8 Block

## DIGITAL FILE REQUIREMENTS

- All artwork should be submitted as an Adobe InDesign, Illustrator, Photoshop or PDF file.
- Please embed or include all fonts and graphics.
- Graphics should visually appear high-resolution and have a minimum 300 DPI (dots per inch).  
*NOTE: We cannot increase the quality of the image if the original is blurry, grainy or too small — graphics pulled from websites are generally too small to use.*
- All colors should be created as CMYK process colors.
- If you're ready to send us your ad, you can email it to us at [graphics@innovativepublishing.com](mailto:graphics@innovativepublishing.com). Please upload files over 5 MB to our secure site.

## DESIGN SERVICES

Our graphic designers can help you design your ad! Simply provide our team with all of the content for your ad, and we will design it for you. **All artwork creation or changes require a \$75 surcharge.**

## PAYMENT TERMS

- Make checks payable to Innovative Publishing
- American Express, MasterCard or Visa accepted



Readers can access content using their desktop, tablet or mobile device

## LANDING PAGE:

**Available positions:** 1

**Rate:** \$600

**Specifications:** RGB color space, 603 pixels x 783 pixels for magazine

## E-SKYSRAPER:

**Available positions:** 2

**Rate:** \$700

**Specifications:** Vertical orientation, RGB color space, 160 pixels x 600 pixels

## HORIZONTAL MARGIN AD:

**Available positions:** 1

**Rate:** \$620

**Specifications:** Horizontal orientation, RGB color space, 728 pixels x 90 pixels

## UPGRADED LISTINGS AND CLASSIFIEDS



### UPGRADED LISTING:

**Rate:** \$200

**Specifications:** Includes a color logo

Make sure your company stands out against the competition — upgrade your company's membership listing by adding a color logo.

*Directory membership listing data provided by Florida Airports Council. FAC members only.*



#### Pensacola International Airport

Member Since: 1975

Owned By: City of Pensacola

Phone: (850) 436-5000

Fax: (850) 436-5006

www.flypensacola.com

Mailing Address: 2430 Airport Boulevard, Suite 225  
Pensacola, FL 32504

Identifier: PNS

Airport Director: Dan Flynn

Phone: (850) 436-5000

dflynn@cityofpensacola.com

Deputy Airport Director: Matt Coughlin

Phone: (850) 436-5000

mcoughlin@cityofpensacola.com

Assistant Airport Director for Operations:

Byron Burkhardt

Phone: (850) 436-5000

bburkhardt@cityofpensacola.com

Assistant Airport Director for Finance: Andrea Kvech

Phone: (850) 436-5000

akvech@cityofpensacola.com

Air Service Development: Rhonda Deaton

Phone: (850) 436-5000

rdeaton@cityofpensacola.com

Marketing: Vacant

Phone: (850) 436-5000



#### EG Solutions Inc.

Member Since: 2013

Kelly Rubino, P.E.

Vice President

9015 Town Center Parkway, Suite 106

Lakewood Ranch, FL 34202

Phone: (941) 567-1622

Fax: (941) 567-1652

krubino@eg-solutionsinc.com

eg-solutionsinc.com

### CLASSIFIED:

**Rate:** \$500

**Specifications:** Includes a color logo, contact information and 75-word description

Provide FAC members with a detailed description of your products or services, encouraging them to choose your company with confidence.

#### AIRPORT CONSULTANTS



#### EG Solutions Inc

9015 Town Center Parkway, Suite 106

Lakewood Ranch, FL 34202

Ph: (941) 914-4392

Fax: (941) 567-1652

Email: krubino@eg-solutionsinc.com

Web: www.eg-solutionsinc.com

*EG Solutions Inc. (EGS) is a consulting firm specializing in water resources and environmental permitting, program management, design, grant administration, and construction related services. Senior level management has over 100 years of consulting and management experience throughout the eastern and southern part of the United States.*