



# Pilots & Planes

**General Advertising Rates starting Jan. 01, 2012**  
**AOPA Pilots & Planes 2012 – The Netherlands - Belgium**  
*Frequency: 10x a year*

<b>Prices</b>		<i>BTW/VAT excluded:</i>			
		1 x adv.	3 x adv.	5 x adv.	10 x adv.
1/1 page	fc or b&w	€775,--	€750,--	€705,--	€675,--
1/2 page	fc or b&w	€455,--	€415,--	€395,--	€380,--
1/3 page	fc or b&w	€405,--	€385,--	€365,--	€355,--
1/4 page	fc or b&w	€285,--	€255,--	€230,--	€210,--
	enclosures:	on request			
	extra costs:	coverpages II en III 10%, IV 15%			

<b>Issue</b>		<i>Advertising Deadline</i>		<i>Publication Date</i>	
February	AOPA 1	Monday	16 / 01	Wednesday	01 / 02
March	AOPA 2	Monday	13 / 02	Thursday	01 / 03
April	AOPA 3	Monday	12 / 03	Monday	02 / 04
May	AOPA 4	Monday	09 / 04	Tuesday	01 / 05
June	AOPA 5	Monday	14 / 05	Friday	01 / 06
July/Aug	AOPA 6	Monday	11 / 06	Monday	02 / 07
September	AOPA 7	Monday	13 / 08	Saturday	01 / 09
October	AOPA 8	Monday	10 / 09	Monday	01 / 10
November	AOPA 9	Monday	15 / 10	Thursday	01 / 11
Dec/Jan	AOPA 10	Monday	12 / 11	Saturday	01 / 12

<b>Format</b>				
<i>Page area</i>	<i>Type area</i>	<i>1/2 page</i>	<i>1/3 page</i>	<i>1/4 page</i>
b x h (mm)	b x h (mm)	landscape	landscape	
240 x 340	220 x 320	220 x 155	220 x 100	
300 dpi:	jpg, tif, eps, psd.	portrait	portrait	portrait
Bleeding:	minimal 3 mm.	105 x 320	70 x 320	105 x 155

**Information and reservation:**

	Tel. 0031-	Fax 0031-	Email
Goof Bakker	(0)30-2368981	(0)30-2334944	ads@pilotsandplanes.nl
Ron ter Hoeven	(0)317-313849	(0)848-319925	ads@pilotsandplanes.nl

**Delivery:**

Browser:	http://serverpp.nl:8080	login: pilots	pw: planes
FTP:	serverpp.nl	login: pilots	pw: planes
No access?	instead of "serverpp.nl"	use "serverron.nl"	
On CD:	Pilots & Planes, Kerkstraat 25	3581 RA	Utrecht
By email:	redactie@pilotsandplanes.nl		

**Payments:**

We send our invoice to you as a printable document by email.  
 and you are invited to pay using our AOPA Pilots & Planes verified PayPal account.  
 Of course we also have IBAN and BIC (SWIFT) numbers of our bank account.