

## ACI, Setting the Standards

ACI is committed to building upon and expanding the former success of the Air Freight Directory by providing information, service and value to readers around the world.



### Ad Specifications

**Submit ad in press-ready pdf format**  
(All other standard formats are also acceptable)

#### Specifications for Bleed:

Allow for 1/2" bleed  
Keep text and illustrations at least 3/4" from trim edges

Materials due four weeks prior to issue date

**ACI has a team of designers standing by to assist you**

**ALL Advertisers will now be listed in  
our New Searchable Online Classi-  
fieds on the ACI Website**

## The ACI Advantage

### Air Freight Directory

Originally printed in 1941 for use by the Airlines, the Air Freight Directory is an indispensable tool for Air Freight, Air Cargo and Freight Forwarders alike.

**Circulation:** 3700+ paid subscribers in North America. The ACI Directory is the standard in the freight forwarding industry and is utilized daily by forwarders across the US and Canada.

**Targeted Market** - 88% of subscribers are freight forwarders and air freight agents, the remainder are airlines and truckers.

#### Audience

Logistics leaders rely on the ACI Air Freight Directory to make smarter decisions in their businesses, investments and freight routing. Our industry audience of leaders, senior executives and managers has substantial decision-making authority. ACI provides the advantage they need to keep moving in the right direction.

The ACI Air Freight Directory offers advertisers a place to reach the desired audience - and your future best customers.

### ACI Website

Visit the newly designed website

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

2,100+ paid website subscribers

Over 240,000 hits per month

**ACI's newly designed website contains the new AutoRouter Advanced Routing tool plus search all data in the Air Freight Directory in electronic format**

## Please Contact

[sales@aircargocommunities.com](mailto:sales@aircargocommunities.com)

Direct: 650-952-9050

Fax: 650-952-9051



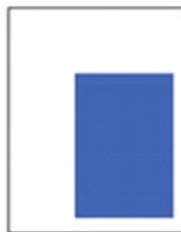
**Full Bleed**  
Width 8 1/2" x  
Depth: 11 1/8"



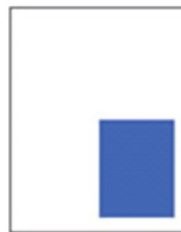
**Full**  
Width 7" x  
Depth: 9 5/8"



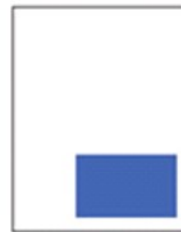
**1/2 Horizontal**  
Width 7" x  
Depth: 4 7/8"



**Half Vertical**  
Width 4 1/2" x  
Depth: 7 1/4"



**1/4 Vertical**  
Width 3 3/8" x  
Depth: 4 7/8"



**1/4 Horizontal**  
Width 4 1/2" x  
Depth: 3 3/8"



**Tab Full Bleed**  
Width 8 1/2" x  
Depth: 11 1/8"

### ACI's New Tab Insert Ads

**Stand out with a  
tab insertion:**

**Front and Back:**

\$3,000 for one time,  
\$2,750 for four times

**One Side:** \$1,600 for  
one time, \$1,500 for four  
times

### Website Banner Ad Dimensions



**skyscraper rotat-  
ing banner 120 w  
x 600 h pixels**



**top rotating banner 456 w x 60 h pixels**



**square rotating banner  
180 w x 140 h pixels**

Printed Directory Color Ads	1x	4x
<b>Two-Page Spread</b>	2,300	1,800
<b>Full Page</b>	1,250	975
<b>1/2 Page</b>	750	650
<b>1/4 Page</b>	575	475
<b>Classified</b>	350	300
<b>Premium Position</b>		
<b>Inside Front Cover</b>	2,500	1,950
<b>Inside Back Cover</b>	2,150	1,850
<b>Back Cover</b>	2,750	2,500
<b>1 sided Tab Insert</b>	1,600	1,500
<b>2 sided Tab Insert</b>	3,000	2,750
<b>Website Banners Annual</b>		
<b>Top Rotating</b>	1,800	
<b>Skyscraper Rotating</b>	1,600	
<b>Square Rotating</b>	1,400	

### Please Contact

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Toll Free (USA): 866-952-9050

Fax: 650-952-9051

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