

AD RATE GUIDE



A SEAPLANE PILOTS ASSOCIATION PUBLICATION • NO. 224 • \$3.95

WaterFlying

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Super Summer Seaplaning
Honoring Aleutian History

2020



Seaplane
Pilots
Association

Water Flying

The official magazine of the Seaplane Pilots Association

Founded in 1972, the Seaplane Pilots Association (www.seaplanes.org) is the only international advocacy organization with a singular focus on protecting and promoting water flying.

SPA produces the only full-color glossy magazine dedicated to covering seaplanes, from reports on splash-ins held around the world to experienced seaplane instructor insights on training and safety, exotic destinations accessible only by seaplanes, and pilot reports on new and used flying boats and floatplanes. *Water Flying* is an exclusive benefit to members.

A 2019 survey of Seaplane Pilots Association members found that:

- 73 percent of members own an aircraft
 - 35 percent of members own both a seaplane and a landplane
 - The most important benefits of membership are advocacy to keep waterways open, and *Water Flying* magazine
- Water Flying* is published six times a year and is distributed internationally.

Ad Dimensions and Rates

Full page, 4 color

Trim size 8" W x 10 7/8" H

Bleed size 8 1/2" W x 11 1/8" H

1X publishers net per issue

\$1,630.30

6X publishers net per issue

\$1,467.10

1/2 page, 4 color

Vertical 4 5/8" W x 7 1/4" H

Horizontal 7" W x 4 7/8" H

1X publishers net per issue

\$1,173.85

6X publishers net per issue

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1/3 page, 4 color

Vertical 2 1/4" W x 9 7/8" H

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\$775.20

1/4 page, 4 color

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1/6 page, 4 color

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1X publishers net per issue

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6X publishers net per issue

\$414.80

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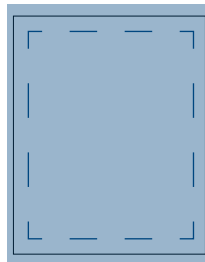
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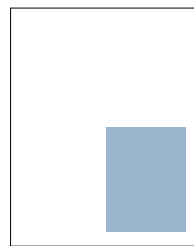
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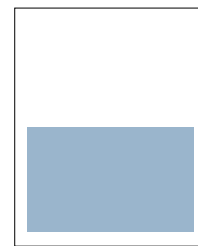
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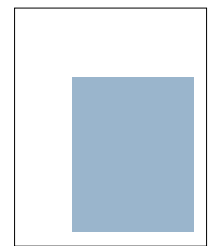
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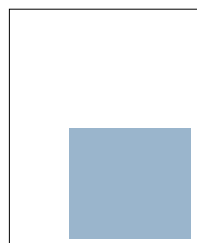
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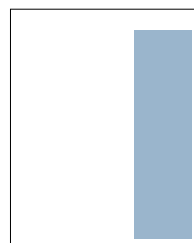
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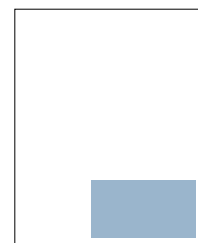
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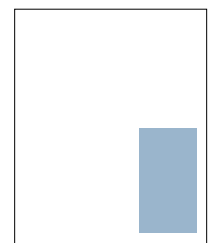
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1/3 VERT



1/6 HORIZ



1/6 VERT