

**General Advertising Rates (per Insertion)**

**Corporate Advertising Rate**

Kiona Publishing's rate structure acknowledges contract frequency earned through our other consumer-distributed magazines. This provides our advertisers the potential for additional savings due to ad frequency. Please contact our sales representative for complete details.

**4-Color**

Full Page	8 1/4 x 10 7/8	\$1,085
2/3 Page Vert.	4 3/4 x 9 5/8	\$825
1/2 Page Horiz.	7 1/4 x 4 3/4	\$650
1/2 Page Vert.	4 3/4 x 6 3/8	\$650
1/3 Page Horiz.	7 1/4 x 3 1/8	\$470
1/3 Page Vert.	2 1/4 x 9 3/8	\$470
1/3 Page Sq.	4 3/4 x 4 3/4	\$470
1/4 Page Horiz.	7 1/4 x 2 1/4	\$380
1/4 Page Vert.	2 1/4 x 6 3/8	\$380
1/4 Page Sq.	4 3/4 x 3 1/8	\$380
1/6 Page Horiz.	4 3/4 x 2 1/4	\$270
1/6 Page Vert.	2 1/4 x 4 11/16	\$270
1/12 Page Sq.	2 1/4 x 2 1/4	\$140

**Black & White**

Full Page	8 1/4 x 10 7/8	\$740
2/3 Page Vert.	4 3/4 x 9 5/8	\$555
1/2 Page Horiz.	7 1/4 x 4 3/4	\$445
1/2 Page Vert.	4 3/4 x 6 3/8	\$445
1/3 Page Horiz.	7 1/4 x 3 1/8	\$315
1/3 Page Vert.	2 1/4 x 9 3/8	\$315
1/3 Page Sq.	4 3/4 x 4 3/4	\$315
1/4 Page Horiz.	7 1/4 x 2 1/4	\$260
1/4 Page Vert.	2 1/4 x 6 3/8	\$260
1/4 Page Sq.	4 3/4 x 3 1/8	\$260
1/6 Page Horiz.	4 3/4 x 2 1/4	\$185
1/6 Page Vert.	2 1/4 x 4 11/16	\$185
1/12 Page Sq.	2 1/4 x 2 1/4	\$95

**Bleed**

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

**2-Color**

Full Page	8 1/4 x 10 7/8	\$860
2/3 Page Vert.	4 3/4 x 9 5/8	\$655
1/2 Page Horiz.	7 1/4 x 4 3/4	\$515
1/2 Page Vert.	4 3/4 x 6 3/8	\$515
1/3 Page Horiz.	7 1/4 x 3 1/8	\$370
1/3 Page Vert.	2 1/4 x 9 3/8	\$370
1/3 Page Sq.	4 3/4 x 4 3/4	\$370
1/4 Page Horiz.	7 1/4 x 2 1/4	\$305
1/4 Page Vert.	2 1/4 x 6 3/8	\$305
1/4 Page Sq.	4 3/4 x 3 1/8	\$305
1/6 Page Horiz.	4 3/4 x 2 1/4	\$215
1/6 Page Vert.	2 1/4 x 4 11/16	\$215
1/12 Page Vert.	2 1/4 x 2 1/4	\$110

**Special Positions**

Inside Front Facing	8 1/4 x 10 7/8	\$1,190
Inside Back Facing	8 1/4 x 10 7/8	\$1,190
Inside Back	8 1/4 x 10 7/8	\$1,255
Inside Front	8 1/4 x 10 7/8	\$1,255
Back Cover	8 1/4 x 10 7/8	\$1,600
Double Truck	16 1/2 x 10 7/8	\$2,400
Center Spread	16 1/2 x 10 7/8	\$2,975

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

**General Rate Policy**

All ad rates are based on the total number of insertions during a contract year. Six or twelve 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.

**Additional Requirements**

Kiona Publishing, Inc. 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.

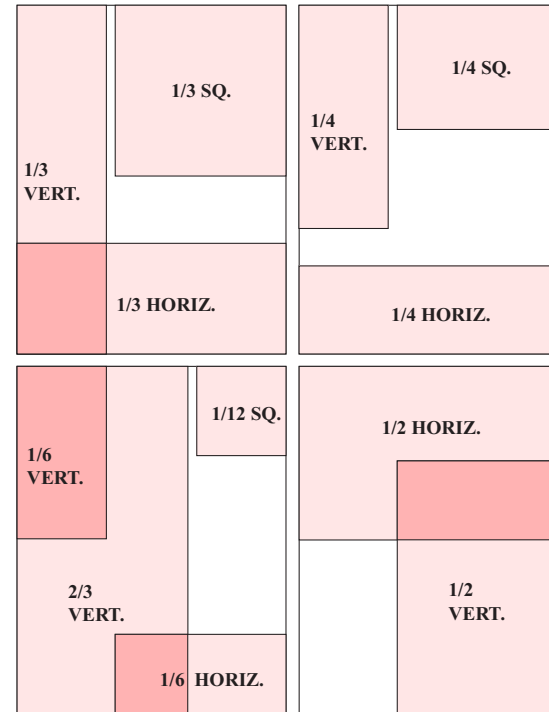
\*Hold live matter 5/16 inch from the trim. Kiona Publishing, Inc. shall not be subject to any liability whatsoever for bleed ads that extend past these margins.

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

**Binding**

Our magazines are saddle stitch bound.

**AD SIZES**



**Kiona Publishing, Inc.'s** print titles, *Quiet Flyer* and *3-D Flyer*, are the world's leading niche magazines for electric and aerobatic enthusiasts, respectively. Our readership continues to grow among enthusiasts who want the most from the magazines they read. Ad dollars invested in **Kiona Publishing** titles are targeted at consumers with purchasing power. Other magazines don't offer this distinct marketing advantage. Please compare our rates to see why advertising in our magazines makes good business sense for your company!



**Rate Card #11**  
Effective January 1, 2006



**Kiona Publishing**

P.O. Box 4250  
West Richland, WA 99353

(866) 627-0456

(509) 628-0831

Fax: (509) 628-3760

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

## Kiona Publishing, Inc.

Kiona Publishing, Inc. publishes special interest magazines for model aviation enthusiasts. Our titles include two print magazines, *Quiet Flyer* and *3-D Flyer*, and one online magazine, *R/C Cyber Flyer*. *Quiet Flyer* is published for remote-control (R/C) electric-powered airplane and sailplane enthusiasts. *3-D Flyer* is published specifically to meet the needs of aerobatic and 3-D pilots. *R/C Cyber Flyer* is published for all R/C aviation enthusiasts. These unique titles offer feature articles, reviews, event reports, how-to articles, press releases, columns, plans, photo spreads, and much, much more—and most of their content is written by noted experts.

Readers of our titles are modelers who are extremely involved in R/C 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 bases for our two print magazines, *Quiet Flyer* and *3-D Flyer*; continue to grow. Both of these titles are distributed through Kalmbach, RCS Publisher Service, Anderson News, Master Media, Comag, Media Solutions, and Kable. These longstanding agreements guarantee *Quiet Flyer* and *3-D Flyer* excellent distribution and sales. The combined distribution of *Quiet Flyer* and *3-D Flyer* currently totals approximately 45,000 magazines (25,000 for *Quiet Flyer* and 19,000 for *3-D Flyer*). *R/C Cyber Flyer* is our forum area and it continues to grow in popularity and use.

Let Kiona Publishing help you and your business prosper. *Quiet Flyer*, *3-D Flyer*, and *R/C Cyber Flyer* are fast-growing model aviation titles that offer real value to the ad buyer. Our readers are your consumers!

Thank you for your interest in advertising in Kiona Publishing's magazines. If you need more information or have any questions, please contact me.

Wil Byers  
Advertising Sales  
ads@kionapublishing.com

## 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 separations to be provided to the advertiser by the publisher. Contract ads will be repeated as run in the previous issue, unless new material is received by material due date.

### 3-D Flyer magazine

Issue	Ad Reservation Cut Off Date	Advertisers' Artwork Due
Sept/Oct	07/17/06	07/21/06
Nov/Dec	09/11/06	09/15/06
Jan/Feb	11/13/06	11/17/06
Mar/April	01/08/07	01/12/07
May/June	03/12/07	03/16/07
July/Aug	05/07/07	05/11/07
Sept/Oct	07/16/07	07/20/07

### Quiet Flyer magazine

Issue	Ad Reservation Cut Off Date	Advertisers' Artwork Due
Sept	07/17/06	07/21/06
Oct	08/14/06	08/18/06
Nov	09/11/06	09/15/06
Dec	10/16/06	10/20/06
Jan	11/13/06	11/17/06
Feb	12/11/06	12/15/06
Mar	01/08/07	01/12/07
Apr	02/12/07	02/16/07
May	03/12/07	03/16/07

**Payment in advance on display ads earns a 3% cash discount. Multiple page placements earns a 3% discount. Entering into a one-year contract earns a 5% discount.** (Note that this discount structure can earn the buyer a total discount of 10.62% if all of the discounts are applied!)

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, and Discover cards.

## Digital Ad Submission

Please provide all ad materials electronically via either e-mail or disk. The ad must be accompanied with a hardcopy printout as well. Acceptable programs, file formats, and font information should be obtained from Kiona's advertising department or at [www.kionapublishing.com](http://www.kionapublishing.com) before the ad is submitted. We recommend a 300 dpi resolution for graphics as well as 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 should supply a 4/C digital proof; otherwise, Kiona Publishing, Inc. cannot be held responsible for color problems that could occur during output or printing. Ads must be prepared using CMYK colors. Pantone and RGB colors submitted within an ad will be converted to the closest CMYK separations.

Production Charges: The costs of ad production will be billed to advertisers. 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.

## **Ad Submission**

**Mail:** P.O. Box 4250 • West Richland, WA 99353

**E-mail:** [ads@kionapublishing.com](mailto:ads@kionapublishing.com)

## Subscription Prices

*Quiet Flyer* — \$31.95 per year (12 issues)

*3-D Flyer* — \$19.95 per year (6 issues)

## Personnel

Advertising Sales Manager

Wil Byers,  
[wilbyers@kionapublishing.com](mailto:wilbyers@kionapublishing.com)

Marketing Manager

Wil Byers,  
[wilbyers@kionapublishing.com](mailto:wilbyers@kionapublishing.com)

Credit Department Representative

Thomi Ditch,  
[bookkeeper@kionapublishing.com](mailto:bookkeeper@kionapublishing.com)

Editor

Wil Byers,  
[wilbyers@quietflyer.com](mailto:wilbyers@quietflyer.com) or  
[wilbyers@3-Dflyer.com](mailto:wilbyers@3-Dflyer.com)

## 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 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 slow down, 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 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. believe that our 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 is appreciated.