2025 Media Guide and Rate Card

ATCA
shaping aviation's future

ATCA journal
www.atca.org
Issue 2, 2024

Nicholas E. Calio
Glen A. Gilbert Memorial Award Recipient

Plus
- 2024 ATCA Tech Paper Winner: An AI/ML Tooling Strategy to Enable Data-Driven Aviation Safety Analysis
- From Flow Control to Air Traffic Flow Management: Part 2

ATCA bulletin
Issue No. 5, 2024
www.atca.org

NAVIGATING THE SKIES
The Aerial Surveying Industry's Quest for Airspace Recognition

- UAM Autonomous Safe Separation: Part Two – A Solution
- Real-Time Flight Safety Intelligence with Advanced Trajectory Predictions Empowering Decisions for Air Traffic Controllers and Pilots
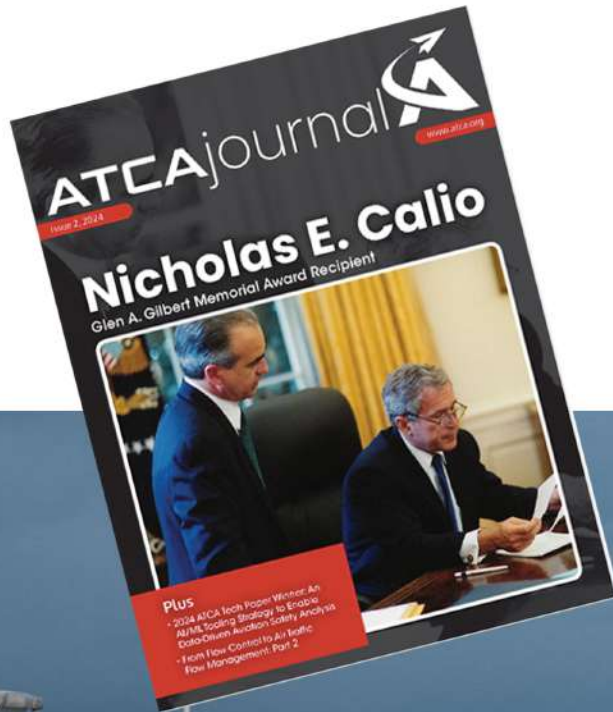
The Association

From its founding in 1956, ATCA has been at the forefront of developing innovative solutions for global air traffic management. ATCA supports ongoing efforts to enhance the safety, efficiency, and capacity of air traffic management.

ATCA also fosters Industry partnerships with FAA, NASA, DOD, other government organizations, and ANSPs to safely provide and integrate technologies and services for global airspace integration.

In addition, ATCA provides forums for thought leadership, exhibition of technologies, and collaboration. We advocate for operational advancements with adequate funding levels.

ATCA is a non-profit, non-goverenmental professional organization. Membership is open to all who share a common interest in promoting and encouraging the advancement of aviation and air traffic control.

ATCA shaping aviation's future

Circulation & Distribution

The *ATCA Journal* is a twice yearly print magazine devoted to developments in air traffic control. Recognized around the world as the oldest, regularly published magazine of air traffic control, The *ATCA Journal* targets professionals in air traffic control and other aviation disiplines.

Controlled Circulation: 3,000
Total Market Reach: 15,000

The *ATCA Bulletin* is ATCA's bimonthly e-newsletter. It provides information on association news, activities, and important developments in the air traffic control industry.

Delivered to 3,000+ ATCA members, and available online via the ATCA website

Advertising Rates

ATCAJournal

	NON-MEMBERS		MEMBERS	
	1x	2x	1x	2x
DPS	$5,500	$4,950	$4,675	$4,972
1/2 DPS	$3,370	$2,864	$3,000	$2,500
Full Page	$3,000	$2,700	$2,550	$2,295
2/3 Page	$2,300	$2,070	$1,955	$1,759
1/2 Page	$2,000	$1,800	$1,700	$1,530
1/3 Page	$1,400	$1,260	$1,190	$1,071
1/4 Page	$1,100	$ 990	$ 935	$ 841

	NON-MEMBERS		MEMBERS	
Premium	1x	2x	1x	2x
Cover 2, 3	$3,500	$3,150	$2,975	$2,677
4th Cover	$4,000	$3,600	$3,400	$3,060
Center Spread (DPS)	$6,500	$5,850	$5,525	$4,972

ATCAbulletin

ATCA Bulletin Rates – Digital Publication

	NON-MEMBERS	MEMBERS
Full Page	$ 925	$ 780
1/2 Page	$ 750	$ 630
1/4 Page	$ 500	$ 425

Specialty Print Products:
Cover Gatefolds Inserts & Outserts Please inquire for availability & rates

Pricing is in Net US Dollars.
Ad bills subject to additional charges - please inquire.
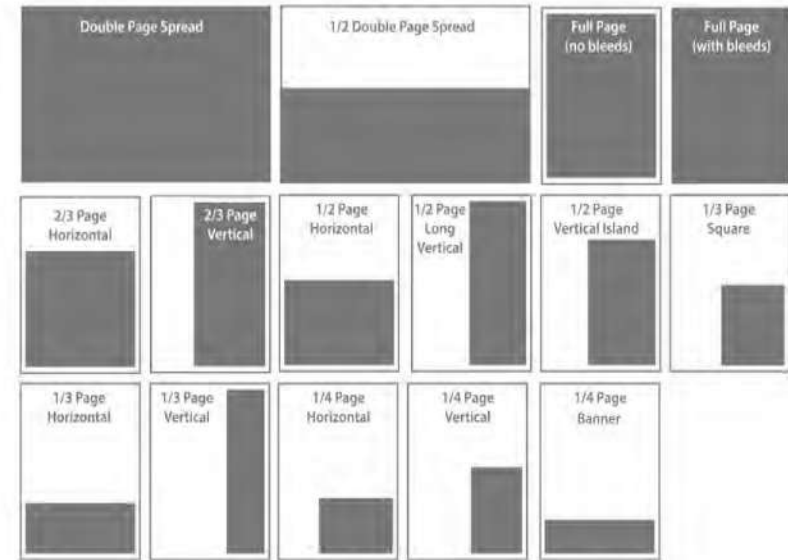
2025 Deadline and Distribution Dates

ATCAJournal

Issue	Reservation Deadline	Distributed
Summer	April 4th	April 29th
Fall	September 5th	September 29th

ATCAbulletin

Issue	Reservation Deadline
No. 1	January 31st
No. 2	March 7th
No. 3	May 2nd
No. 4	July 4th
No. 5	September 26th
No. 6	November 7th

ATCAJournal

Space	Bleed	Non-Bleed	Trim	Live
DPS	17" x 11.125"	-	16.75" x 10.875"	16.25" x 10.375"
1/2 DPS	17" x 5.525"	-	16.75" x 5.4"	16.25" x 4.9"
Full Page/Cover	8.625" x 11.125"	7.125" x 9.875"	8.375" x 10.875"	7.875" x 10.375"
2/3 Vertical	-	4.75" x 9.875"	-	-
2/3 Horizontal	-	7.125" x 6.5"	-	-
1/2 Vertical	-	3.5" x 9.875"	-	-
1/2 Horizontal	-	7.125" x 4.75"	-	-
1/3 Vertical	-	2.25" x 9.875"	-	-
1/3 Horizontal	-	7.125" x 3.125"	-	-
1/3 Square	-	4.75" x 4.75"	-	-
1/4 Vertical	-	3.5" x 4.75"	-	-
1/4 Horizontal	-	4.75" x 3.5"	-	-
1/4 Banner	-	7.125" x 2.25"	-	-

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Space	Dimensions
Full Page/Cover	8.375" x 10.875"
1/2 Vertical	3.5" x 9.875"
1/2 Horizontal	7.125" x 4.75"
1/4 Vertical	3.5" x 4.75"
1/4 Horizontal	4.75" x 3.5"

All Requests & Inquiries:

Mat Garretson
ATCA Editor in Chief, Publications
mat.garretson@atca.org

Printing

› Offset
› Publication trim size: 8.375" x 10.75"

Safety

› All live matter must be 0.25" from trim on all sides.

› Gutter Safety: 0.1875" on all sides (total 0.375").

› Note: Perfect alignment of type or design across the gutter of two facing pages cannot be guaranteed.

Preferred Format

› High-resolution, press-optimized PDF (all fonts and graphics embedded)

Other Acceptable Formats

› Collected Mac InDesign files
  • All fonts must be collected and included
  • High-resolution 300 dpi images at 100% size 300 dpi, CMYK or grayscale raster images in TIFF or Photoshop EPS file format
› Vector EPS file format (all fonts converted to paths/outlines)
› Illustrator file formats (all fonts converted to paths/outlines)