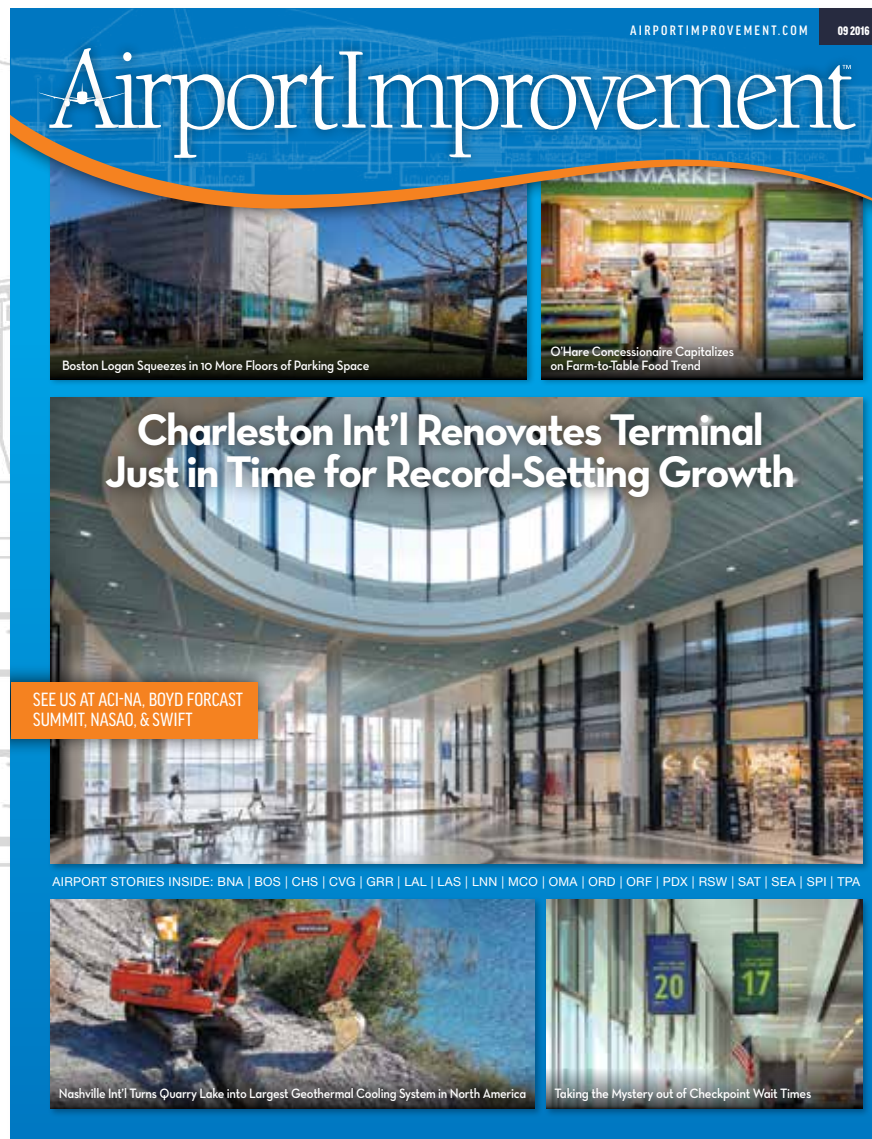


Airport Projects Profiled Here

Featuring Airports, Their Consultants & Suppliers



AirportImprovement.com

The Show & Tell of Airport Project Work

Airport consultant or suppliers, looking for airport decision-makers? You have choices



ONLY *AirportImprovement* provides:

INFORMATIVE ARTICLES. We trace the money trail of airport projects, ranging from Terminals, Security, IT Solutions, Baggage, Concessions, Runway/Ramp, Parking, Operations, and more. All stories include airports, their consultants and suppliers. Stories are written by our team of professional writers, not from marketing people selling to airports.

In the last 5 years, we've published more than twice as many feature articles than any other airport magazine!



BROAD CIRCULATION. Our distribution is tops of all airport publications; we make it easy by including all key groups and decision-makers with just one buy. No need to choose one association or the other, as we reach AA AE, ACI-NA, and ACC members. Plus, we distribute to airport consultants, FAA, TSA and key suppliers. No wasted circulation to non-airport audiences like FBOs.



ADVERTISING MADE EASY. No pressure and no haggling. Our listed price has no add-ons. We'll even develop creative campaigns that you can use elsewhere. Maybe that's why we have more consultants and supplier advertisers than anyone else!



SMART CONNECTIONS. We're connected across a myriad of touchpoints, from our in-person participation at industry events to our robust website to our social media channels. We're actively connected with people in and around our industry.



**PAUL BOWERS,
PUBLISHER**

EXPERIENCED STAFF. We know airports, and it shows: our publisher has served on the boards and committees of AA AE, ACC, and ACI-NA. Publisher and editorial director started in aviation in 1991 and launched Airport Improvement in 2008. We feature a cadre of seasoned and familiar writers in each issue. We know the players, industry trends, and how things get done.

Editorial

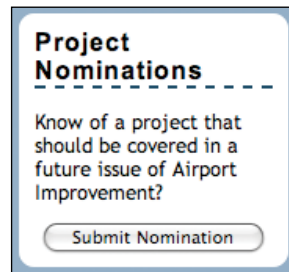
The editorial content of both the publication and website focuses exclusively on airport projects.

All significant areas of construction and renovation are covered, including:

- *Terminals*
- *Parking*
- *Cargo*
- *IT/Communications*
- *Security*
- *Concessions/Retail*
- *Runway/Ramp*
- *Hangars*
- *Passenger Transport*
- *Ground Support*
- *Fuel Storage*
- *Baggage*

Each issue features case study profiles of projects in the above categories. Profiles detail project specifics, chronicle special challenges overcome, uncover valuable lessons learned, and highlight potential applications to future projects. Articles include input and perspective from airport managers and their consultants and suppliers.

Readers and industry participants are welcome to nominate projects for consideration. The Airport Improvement Editorial Team selects the best, most innovative projects for coverage. To nominate a project, visit www.airportimprovement.com/nominations.



2017 Editorial Calendar

Issue	Bonus Distribution	Close Date
Jan/Feb	ACC/AAAE Airport Planning, Design & Const. Symposium, New Orleans, Feb. 21-23	12/9/16
March/April	Buffalo Snow Symposium, Buffalo, April 22-26, SMART Airports	2/10/17
May/June	AAAE Annual, Long Beach, May 7-10	4/14/17
July/Aug	Florida Airports Conference, Miami Beach, July 23-26, ACC Technical Workshop	6/9/17
September	ACI-NA Annual, Fort Worth, Sept. 17-20 SWIFT, Halifax, Sept. 18-22	8/4/17
October	Runway & Ramp Special Edition; IES Airfield Lighting	9/8/17
Nov/Dec	Airport Consultants Council Annual Meeting, San Diego, Nov. 6-8	10/6/17

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2017 Rates



2017 RATES

Net Full Color Rates

(all rates include eMagazine placement)

Full Page	\$4,900
2/3 Page	3,675
1/2 Page	3,000
1/3 Page	2,400
1/4 Page	1,825
1/6 Page	1,050
Special Positions	To guarantee a special position add 15% to rate.
Cover Positions	add 20% to rate.

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Run in all 7 issues and receive:

- Rate protection
- One double-up ad per year

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(furnished by advertiser)

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2 Pages (4 sides)	\$7,000
3 Pages (6 sides)	\$8,000
4 and 8 Page Inserts available	Call for rates

AD SIZES

Dimensions	Width x Height
Magazine Trim Size	8.375" x 10.875"
Full Page Bleed	8.625" x 11.125"
Full Page Live	7.375" x 9.875"
Full Page Trim	8.375" x 10.875"
2/3 Vertical	4.625" x 9.875"
1/2 Standard	4.625" x 7.188"
1/2 Horizontal	8.125" x 5.375"
1/3 Vertical	2.25" x 9.875"
1/3 Standard	4.625" x 4.625"
1/4 Standard	3.375" x 4.875"
1/6 Standard	2.375" x 4"

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Cancellations will not be accepted by the Publisher after the close date.

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30 days from the invoice date. Production charges may be billed at a rate of \$85 per hour if applicable. Interest will be charged if invoice is not paid within 30 days. The rates are only guaranteed for the frequency herein. Changes and cancellations must be made in writing. Contract frequencies not met may receive a short rate. Publisher is not responsible for either the content or the opinions expressed within paid advertisements, or for any errors they may contain. Publisher reserves the right to reject any advertisement deemed unsuitable for publication. Rates shown are net. Recognized advertising agencies must add commission to billing or bill clients directly.

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All banners should be sized at 72 dpi resolution.

We reserve the right to reject advertising based on content, user impact, distraction factors and other situations as determined by the staff.

All banners that are submitted to **AIRPORT IMPROVEMENT** via e-mail must be uncompressed (not zipped).

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Advertisers must understand that all banners, when clicked, will launch the linked site in a new browser window.

Banners must be designed so that interaction with the users only takes place if the user places the mouse within the advertisement area.

Advertisers may make banner or other creative changes or additions every two weeks, although we prefer advertisers to send us multiple banners at one time and have them scheduled any way you would like throughout your campaign.

Flash banners must be Netscape/IE 4 + compliant as well as published out as Flash version 5.00. All SWF files should include embedded clickthrough URLs.

Each animated GIF frame must display for at least 2 seconds.



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Pages viewed per visit: 35.01

(per publisher's website statistics April – September 15, 2016)

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- E-Newsletter Sponsorship
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- PowerPoint

Website company name hyperlink. Hyperlink your company name wherever it appears on www.airportimprovement.com.

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Create your own magazine. We'll partner with you.

ADVERTISING SPECIFICATIONS

We accept ads in GIF, JPEG, animated GIF and Flash (SWF) formats.

Other formats must be tested and approved on a case-by-case basis.

BANNER ADVERTISING

Ad Unit	Dimensions Pixels (W x H)	Locations	Maximum File Size	Rich Media	Monthly Rate
Leaderboard	728 x 90	ROS	30K	Yes	\$1,500. Print Advertiser \$750
Rectangular	300 x 250	ROS	30K	Yes	\$1,100. Print Advertiser \$550
Skyscraper	120 x 600	ROS	30K	Yes	\$1,100. Print Advertiser \$550

OTHER OPPORTUNITIES

Products	Size	Rate
Video Network	N/A	\$1,000 per month
E-Mail Blast	N/A	\$1,500 per e-mail
Video Streaming Ads	480 x 300 pixels	\$1,500 per month
Eyeblander Floating Ads		\$500 per month
E-Newsletter Sponsor	728 x 90 pixels	\$1,500 per issue Print Advertiser \$750
Webinar Sponsor	Exclusive	\$5,900
Surveys	N/A	\$.035 per email

AirportImprovement.com

Saskatoon Int'l Nearly Doubles Terminal Size Without Incurring Any Debt

By Christine Bradley

After nearly three years of deliberation, some compromise and \$63 million more investment at Saskatoon's John G. Diefenbacher International Airport (JGID) in April, word has it: The improvements are almost underway.

Pioneering work by the Saskatchewan airport authority now a North American first for comparable aviation projects in place across the country's Airport Services Quality Assurance Accredited Program (ASQA) is showcasing the project as a model for international.

The project expanded the footprint of JGID's terminal by 87 per cent, over 100,000 square feet of new space, including baggage claim, security screening, main floor and mezzanine. Increasing the amount of seating areas and improving overall passenger comfort was the main focus of the project, notes Lucy Sparrow, manager of Airport Development at the Saskatoon Airport Authority. Close to the runway itself, it seems to have worked.

"The passengers are thrilled, but our tenants also are very pleased with what we've done," Sparrow reports. "The operating efficiency of the airport has improved noticeably, too, and we have a much better ability to deliver an expected process for everyone."

The project design firm, Kinoshirsky Architecture, shares the airport authority's enthusiasm about results of the comprehensive expansion and renovation. "To learn a collective effort and it's nice to see recognition at a higher level of a job well done, just off the back page saying 'it' says David Kinoshirsky, principal architect at the firm.

Stephen Maybury, the authority president and chief executive officer, emphasizes the underlying motivation for the project.

"We have a vision to provide the most valuable airport experience in Canada," says Maybury. "That was the highlight for our renewal

facts & figures

- Project:** Terminal Expansion & Redevelopment
- Location:** Saskatoon International Airport, Saskatchewan S4T 6Y9
- Owner/Developer:** Saskatoon Airport Authority
- Start:** 12/10/14 up to new construction
- Completion:** 2017 - 2021
- Architectural Firm:** Kinoshirsky Architecture
- Construction Start:** April 2015
- Contractor:** Cusack Construction Management
- Structural Consultant:** HKS Architectural Group
- Mechanical Consultant:** Davis Mechanical Engineering
- Electrical Consultant:** PCL Engineering
- Est. Issues:** March 2016 - 2018
- Avg. Monthly or Peak:** Aug. 12 vehicles/hr
- Total Cost:** Estimated: \$63 million
- Total Renovation:** Estimated 150,000 sq ft
- New Peak:** 1,500 vehicles

Suppliers

- Closing Systems:** Archibuty Charles
- Window Glazing & Roofing:** TSC Industries
- Structural Steel Fabrication:** Iron Works
- Roofing Contractor:** USA Roof Guard
- Asphalt Driveways:** Dryden Inc.
- Interior Wall Coverings:** Colson Ltd. (for the mezzanine meeting space, installed by Olexco Ltd. Interior Spaces)
- Water & Acoustic Ceiling Systems:** Armstrong, installed by Aircon Systems
- Water Sealing Systems:** PCS Architectural Components
- Lighting:** LED lighting, installed by Star Systems
- Energy Services:** Parkview Energy Service Systems
- Fire Protection & Alarm System:** Fire Star Systems Inc., installed by National Systems
- Carpets:** Linc-Lux Carpet Company, installed by Ropes Interiors
- Paint:** Sherwin Williams
- Rubber Flooring:** Armstrong, installed by Ropes Interiors
- Flooring:** Systems General Supply Co. (flooring, installed by Graham Bros. Flooring)
- Wood Doors:** Architectural Door Products, installed by Graham Bros. Flooring
- Mill Work & Frames:** CP Windows, installed by PC Construction-RP
- Overhead Doors:** Robert Brock Canada, installed by Graham Bros. Flooring
- Tank Partitions:** Bands and panels, paint, installed by PC Construction-RP
- Hardware Accessories:** Bradley Bros. Hardware, PC Construction-RP
- Decorative Seating:** Aurora Public Seating, installed by Aurora Seating
- Lounge Seating:** Sunco Furniture, installed 100 chairs from Aurora
- Signage & Graphics:** Post-Top Signs etc.

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