

2026 RATE CARD

The Yellowstone International Air Show Program is a souvenir-worthy, full-color publication with a print run of 20,000 copies—delivering brand exposure to thousands of attendees.

AD SIZE	EARLY BIRD (10% DISCOUNT)*	GENERAL PRICING	SUITE SPONSORS (20% DISCOUNT)
Full Page (No bleed and bleed)	\$1,575	\$1,750	\$1,400
1/2 Page Horizontal	\$900	\$1,000	\$800
1/2 Page Vertical	\$900	\$1,000	\$800

*No Double Discounts

FULL PAGE

8" Wide x 10.5" Tall
(no bleed)
 _____ or _____
8.5" Wide x 11" Tall
(add .125" Bleed)

Keep all text within .25"
document margins
No Crop Marks

1/2 PAGE HORIZONTAL

8" Wide x 5.25" Tall
(no bleed)

Keep all text within .25"
document margins
No Crop Marks

1/2 PAGE VERTICAL

4" Wide x 10.5" Tall
(no bleed)

Keep all text within .25"
document margins
No Crop Marks

DESIGN SERVICES

- Each ad reservation comes with complimentary design by Cleverly Company. Design comes with 2 rounds of revisions only. Overages will be billed at \$170/hour.
- High resolution logo, images, and copy must be provided and emailed to yias@thecleverlycompany.com

PRINTING SPECIFICATIONS

- If supplying press-ready art, please email print-ready ad to: yias@thecleverlycompany.com
- File Formats: PDF (preferred), JPEG (must be 300 dpi or higher),
- Resolution: 300 dpi (dots per inch) using CMYK

GENERAL POLICIES

- Cancellations: No cancellations are accepted after closing date for space reservations. All cancellations must be received in writing.
- The publisher reserves the right to reject any advertisement deemed to be of questionable taste or exaggerated claims.
- Payment is due net 15 days. If late, a finance charge of 1.5% will be charged per month.
- Design services can be added for \$170/hour. Two rounds of revisions will be provided.

ADVERTISING DEADLINES

- Feb 14 SWEET DEAL**
Early bird commitment - receive 10% off.
- Mar 15 SPACE DEADLINE**
- Apr 1 AD ASSETS SUBMITTAL DEADLINE**
Assets include logo file, copy and any other required elements. Licensing for any photography or art received is the responsibility of the sponsor.
- May 15 AD DESIGN APPROVAL DEADLINE**
Ad submission deadline.
- Jun 1 DROP-DEAD DEADLINE**
Latest ad submittal date to make publication.