



2025 MEDIA KIT

MEMBERSHIP DIRECTORY & BUYERS' GUIDE

A Publication of the Florida Airports Council



WHO ARE WE?

The Florida Airports Council represents **publicly owned and operated airports, airport professionals, experts in the field and aviation trades that support the airport/aviation industry in Florida.** We are the largest airport-specific organization in Florida and are recognized by aviation experts as one of the most effective airport organizations in the nation. The **Membership Directory & Buyers' Guide** is a vital resource for our members, including a who's who guide to suppliers of products and services for our members. When our readers are ready to buy or recommend products and services, make sure they think of you first.

[CLICK HERE TO VIEW THE DIGITAL MAGAZINE](#)

WHY FAC?

- ➔ Members spend more than **\$10 billion** on products and services annually and are responsible for **99% of all airport spending in Florida.**
- ➔ More than **8.5% of Florida's Gross State Product** results from **businesses dependent on aviation.**
- ➔ FAC Members include **6 of the top 10 general aviation airports** for total operations in the nation.
- ➔ Members represent **90% of publicly owned airports** in Florida.

MEMBER NET ADVERTISING RATES

Print Edition Advertising	Color	Black & White
Premium Positions**	\$3,215	N/A
Double Page Spread	\$3,955	N/A
Tab***	\$2,980	N/A
Full Page	\$2,720	\$1,740
1/2 Page	\$2,070	\$1,060
1/3 Page	\$1,810	\$815
1/4 Page	\$1,585	\$605
1/8 Page	\$1,405	\$400
Upgraded Member Listing (Add your logo)	\$230	N/A
Classified	\$535	N/A
Digital Edition Advertising	1x	
Interstitial Ad	\$875	
Landing Page	\$875	

[CLICK HERE FOR AD EXAMPLES](#)

Nonmember advertising fee: 20%

*** Premium Positions include: inside front cover, inside back cover and page 3. Guaranteed positions are at the Premium Position rate.*

**** Tab positions are full-page ad size. 14 tab positions are available. Tabs include General Info, Constitution & Bylaws, Airport Members, Corporate Members, Other Members, Indexes, and Buyers' Guide.*

Interested in an outsert? Contact your Innovative rep to discuss options!



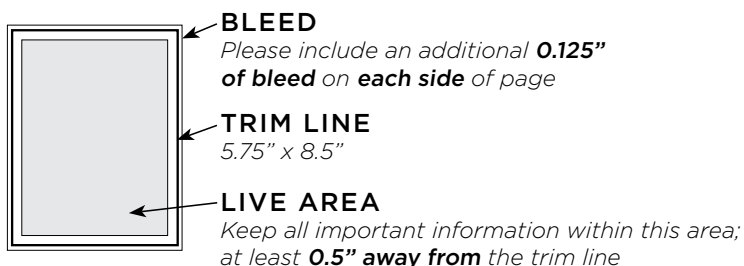
EDITORIAL CALENDAR

Issue Number	Artwork Due	Drops in Mail
Directory 2025	10/25/24	February 2025

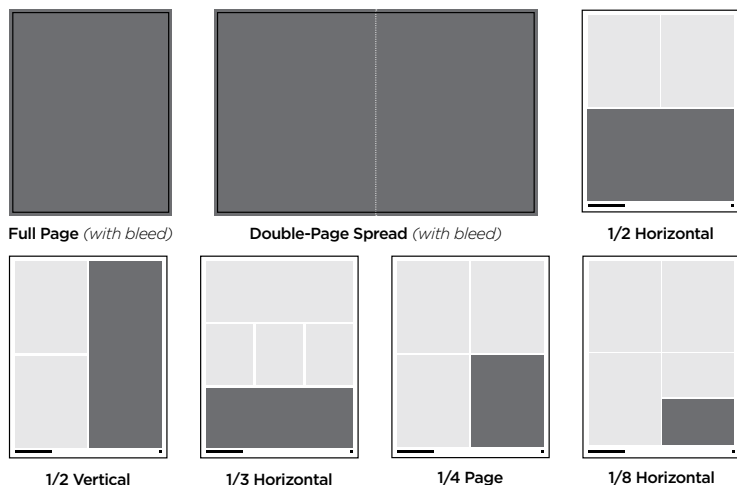
SPECIFICATIONS [CLICK HERE FOR AD EXAMPLES](#)

Print Ad Size	Dimensions
Back Cover	5.75" x 8.5" + 0.125" bleeds
Double-Page Spread	11.5" x 8.5" + 0.125" bleeds
Tab	5.75" x 8.5" + 0.125" bleeds
Full Page	5.75" x 8.5" + 0.125" bleeds
1/2 Horizontal	4.75" x 3.625"
1/2 Vertical	2.375" x 7.5"
1/3 Horizontal	4.75" x 2.33"
1/4 Page	2.375" x 3.625"
1/8 Horizontal	2.375" x 1.75"
Upgraded Listing	See Page 3
Classified	See Page 3
Digital Ad Size	Dimensions
Interstitial Ad SEE EXAMPLE	432 x 630 pixels
Landing Page SEE EXAMPLE	432 x 630 pixels

*Full-page ads are intended to bleed off the page. [SEE DEMO](#)



[SEE DEMO](#)



ARTWORK FILE SUBMISSION

File Types: Adobe InDesign, Illustrator, Photoshop or PDF. Please embed or include all fonts and graphics.

Send to: graphics@innovativepublishing.com or [CLICK HERE](#) for files larger than 5 MB.

PRINT AD FILE REQUIREMENTS

Minimum Resolution: 300 DPI (dots per inch)

Color: CMYK process

Bleeds: 0.125 inch on full-page and tab ads [SEE DEMO](#)

Margin: 0.5 inch on full-page and tab ads [SEE DEMO](#)

NOTE: We cannot improve the quality of an image. Graphics pulled from websites are generally too small to print.

DIGITAL AD FILE REQUIREMENTS

Minimum Resolution: 72 DPI (dots per inch)

Color: RGB

Video: MP4, F4V or FLV video format, 300 kb/s - 700 kb/s bitrate, 100 MB maximum file size, duration of 1 second or more.

[CLICK HERE](#) to see an example of an interstitial ad with Video.

AD DESIGN SERVICES

Our graphic designers can help you design your ad! Simply provide our team with all ad content, and we will design it for you. **All artwork creation or changes require a \$75 surcharge.**

PAYMENT TERMS

- Make checks payable to Innovative Publishing.
- American Express, Mastercard or Visa accepted.
- Contact your sales rep to pay your invoice online.



To advertise, please contact your sales representative or:
844.423.7272 | advertise@innovativepublishing.com
www.innovativepublishing.com



UPGRADED LISTINGS AND CLASSIFIEDS

UPGRADED FAC MEMBER LISTING:

Rate: \$225

Specifications: Includes a color logo. Submit your company's logo in EPS/TIF/JPG/PNG format (only one logo per listing).

Make sure your company stands out against the competition – upgrade your company's membership listing by adding a color logo.

Directory membership listing data provided by Florida Airports Council. FAC members only.

CLASSIFIED:

Rate: \$525

Specifications: Includes a color logo, contact information and 75-word description. Submit your company's logo in EPS/TIF/JPG/PNG format (only one logo per listing).

Provide FAC members with a detailed description of your products or services, encouraging them to choose your company with confidence.



Northwest Florida Beaches International Airport

Member Since: 1971
Owned By: Panama City-Bay County Airport & Industrial District
Phone: (850) 636-8950
Fax: (850) 785-5674
www.iflybeaches.com
Mailing Address: 6300 West Bay Parkway, Box A
Panama City, FL 32409
Identifier: ECP

Executive Director: Parker W. McClellan, Jr., A.A.E.
Phone: (850) 636-8950
pmcclellan@pcairport.com
Deputy Airport Director: Richard McConnell, A.A.E.
Phone: (850) 636-8950
rmcconnell@pcairport.com
Police/Security: John Van Etten
Phone: (850) 769-6033
jvanetten@pcairport.com
ARFF: Jerry Swearington
Phone: (850) 769-6033
jswearington@pcairport.com
Finance/Administration: Darlene Gordon
Phone: (850) 636-8950
dgordon@pcairport.com
Maintenance: Larry Hightower
Phone: (850) 636-8950
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AIRPORT CONSULTANTS



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EG Solutions Inc. (EGS) is a consulting firm specializing in water resources and environmental permitting, program management, design, grant administration and construction-related services. Senior level management has more than 100 years of consulting and management experience throughout the eastern and southern parts of the United States.