

## Executive Travel SkyGuide Rates 2010

SkyGuide is the most efficient and effective way to reach frequent-traveling executives. Referenced often for trip planning and on-the-road schedule changes, advertisements in SkyGuide receive repeat exposure. SkyGuide delivers first-class customers through multiple platforms—in print, online and downloadable to PDA's. Make your destination Executive Travel SkyGuide. Reserve your placement today!

## Flight Directory Rates 2010

Covers	1x	3x	6x	9x	12x
Front Cover	\$74,400	\$69,100	\$63,800	\$58,500	\$53,100
Inside FC	\$19,600	\$17,600	\$15,900	\$14,600	\$13,000
Inside BC	\$21,000	\$18,900	\$18,100	\$17,400	\$16,800
Inside BC Gate	\$30,100	\$29,000	\$27,700	\$26,600	\$25,200
Back Cover	\$42,100	\$37,500	\$35,000	\$32,600	\$30,100

Pages	1x	3x	6x	9x	12x
1pg 2/c	\$12,000	\$11,600	\$10,800	\$10,300	\$9,600
1pg b/w	\$9,600	\$9,000	\$8,400	\$7,900	\$7,100
1/2 pg 2/c	\$6,900	\$6,900	\$6,900	\$6,900	\$6,900
1/2 pg b/w	\$5,900	\$5,900	\$5,900	\$5,900	\$5,900

Inserts	1x	3x	6x	9x	12x
2 panel w/flags*	\$74,400	\$69,100	\$63,800	\$58,500	\$53,200
2 panel	\$24,500	\$22,100	\$20,700	\$19,500	\$18,400

Print Banner	1x	3x	6x	9x	12x
3.5"x1" 2/c	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500
3.5"x1" b/w	\$2,200	\$2,200	\$2,200	\$2,200	\$2,200

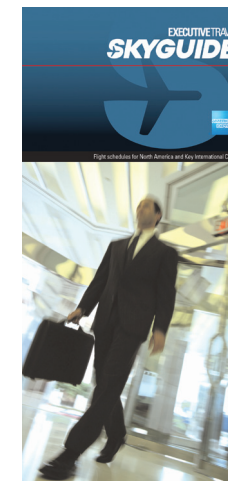
  

Spine	1x	3x	6x	9x	12x
4/c	\$7,100	\$7,100	\$7,100	\$7,100	\$7,100
Cover Starburst	\$5,700	\$5,700	\$5,700	\$5,700	\$5,700

Column	1x	3x	6x	9x	12x
1/2 (4") 2/c	\$5,900	\$5,900	\$5,900	\$5,900	\$5,900
1/2 (4") b/w	\$4,700	\$4,700	\$4,700	\$4,700	\$4,700
2" 2/c	\$4,700	\$4,700	\$4,700	\$4,700	\$4,700
2" b/w	\$3,600	\$3,600	\$3,600	\$3,600	\$3,600
1" 2/c	\$3,600	\$3,600	\$3,600	\$3,600	\$3,600
1" b/w	\$2,300	\$2,300	\$2,300	\$2,300	\$2,300
1/2" 2/c	\$2,300	\$2,300	\$2,300	\$2,300	\$2,300
1/2" b/w	\$1,300	\$1,300	\$1,300	\$1,300	\$1,300

\*Production included. Please contact SkyGuide for earlier material deadline.



## Materials Deadlines

Issue Date	Space Closing	Materials Date
Jan. 2010	Nov. 10, 2009	Nov. 24, 2009
Feb. 2010	Dec. 15, 2009	Dec. 29, 2009
Mar. 2010	Jan. 12, 2010	Jan. 26, 2010
Apr. 2010	Feb. 9, 2010	Feb. 23, 2010
May 2010	Mar. 16, 2010	Mar. 30, 2010
June 2010	Apr. 13, 2010	Apr. 27, 2010
July 2010	May 11, 2010	May 25, 2010
Aug. 2010	June 15, 2010	June 29, 2010
Sept. 2010	July 13, 2010	July 27, 2010
Oct. 2010	Aug. 17, 2010	Aug. 31, 2010
Nov. 2010	Sept. 14, 2010	Sept. 28, 2010
Dec. 2010	Oct. 12, 2010	Oct. 26, 2010

## Production Inquiries to:

**Scott Mann**

Advertising Production Manager SkyGuide

Phone: 773-405-0048

Email: [scott@mmdesignco.com](mailto:scott@mmdesignco.com)

## Insertion Orders to:

**Mary Anne Scaglione**

American Express Publishing  
1120 Avenue of the Americas  
New York, NY 10036

Phone: 212-536-2025 Fax: 212-536-2020

Email: [mary.a.scaglione@aexp.com](mailto:mary.a.scaglione@aexp.com)