

Advertise in the "Peak of Flight" Newsletter

Don't miss out on this great way to boost your business into outer space!

Dear Hobby Store Advertising Director,

In your business, I'm sure that you want to get the most "bang for your buck" out of your advertising dollars. In light of that, what is the most cost effective way to reach over 22,000 rocketry hobbyists from all over the world?

Our newsletter, *Peak of Flight* (http://www.apogeerockets.com/e-zine_newsletter.asp), has a circulation of over 22,000 and growing every day. If you compare this to *Sport Rocketry* with a circulation of only 4,800, our newsletter is by far the most cost effective way to reach existing and potential customers. This is especially true when you compare price differences and the advantage of being listed in our e-newsletter – an added benefit that all our advertisers receive as explained below.

Great Low Price

The cost of advertising in *Peak of Flight* is miniscule compared to most rocketry publications. And for the time being, the ad space is \$20 per 1/8 page insertion, \$30 per 1/4 page insertion, and \$60 per 1/2 page insertion. If you've priced ads in similar full-color publications, you know that this price is extremely low; in fact, dirt cheap. This is a phenomenal rate, considering we're emailing it to over 22,000 people.

Advertising in "Peak of Flight" is like getting two ads for the price of one. We include a "clickable" link to your web site in BOTH the newsletter and an e-mail that we send out to announce our latest issue. Electronic links are traceable, showing you exactly the number of readers who respond as a result of your advertisement.

What We Need From You

The 1/8 page ad needs to be 3-1/2 inches wide by 2 inches tall. The size of the 1/4 page ad needs to be 3-1/2 inches wide, by 4 inches tall. The 1/2 page ad needs to be 7-1/4 inches wide by 4 inches tall. You'll need to do the production on your end. We prefer ads to be in vector format (Adobe Illustrator, .eps, or .svg), but we can take raster graphics, bitmap, jpg, or tiff. If you use a photo type image, please make the resolution at least 200 dpi.

Note: When we create the final pdf, we choose the lowest resolution (72 dpi) which gives us the smallest file size. This way people with dial-up connections will be able to download in a reasonable amount of time. Because of this, photos (like jpg) images will look pretty grainy and smudged. That is why we prefer vector graphics, since these look sharp and crisp on every screen and when they are printed out.

Every ad in the .pdf is click-able, which means we will link back to your website. Please provide the link you want us to use, or we'll just use your homepage url. When we send out the email letting people know there is a new issue to download, we'll also include a small text-only advertisement. Please send us the text (30 words or less) you want us to use, including the url to which you want people to be directed.

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Need Us To Design An Advertisement?

If you don't have an ad already put together, we would be happy to design one for you for a modest fee. Call for more details: 719.535.9335.

Publication Schedule:

Our goal is to try to publish a new issue every two weeks. Sometimes we get a little busy, and it is delayed a week, but we're getting better.

When you place an ad, we'll insert it into the next available issue. We like to have artwork one week ahead of time. If you have a time-critical advertisement (such as when you are running a sale or special promotion), please let us know ahead of time. We want to be as accomodating as possible so that you'll consider advertising in *Peak of Flight* for a long time to come.

How To Order:

Please send your insertion order and artwork to me at: ts.vm@apogeerockets.com I am the editor, and will answer any questions you might have about when the next issue is being sent out.

Payment:

In order to limit the amount of work for me, we require all advertisements to be paid in advance. We take checks or credit cards. If you choose credit card, we'll charge it just prior to sending out the issue to our subscribers. This works well for mulitple insertions, since you're only paying when the issue is actually sent out.

You can email, fax, or call us with your credit card information.

We really believe that advertising in the *Peak-of-Flight* newsletter will have a significant impact for your business. It has been a great success for many advertisers, like Balsa Machining Service, RocketReviews.com, Squirrel Works, and Sunward Aerospace. At our unbelievable low rates, it is the best and most cost-effective way to reach modelers.

If you have any questions, please give me a call or email me.

We would like your company to be as successful as possible!

Best Regards,

Tim Van Milligan
Apogee Components, Inc.

Phone: 719-535-9335

Email: ts.vm@apogeerockets.com

Fax: 719-534-9050

Place Your 1/4 page Here

**4" Tall X 3 1/2" Wide
For Only \$30.00!**



**Place your
1/8 page Ad Here**

**2" Tall X 3 1/2" Wide
For Only \$20.00!**



Place Your 1/2 Page Ad Here!

**4" Tall X 7 1/4" Wide
For only \$60.00!**



APOGEE
COMPONENTS

