2022

ADVERTISING RATES & MEDIA INFORMATION

FEATURED INSIDE

› Digital and print advertising opportunities
› Reach aerospace professionals where they work with Aerospace America, AIAA.org and Aerospace Research Central/ARC while accessing more than 34,000 AIAA members

EFFECTIVE 1 JANUARY 2022
REACH AEROSPACE DECISION MAKERS WITH AIAA’S ADVERTISING OPTIONS

The American Institute of Aeronautics and Astronautics (AIAA) is the largest and most prestigious community of aerospace professionals in the world. AIAA exists to help aerospace professionals and their organizations succeed. AIAA’s vision is to be the voice of the aerospace profession through innovation, technical excellence, and global leadership.

We understand your company or organization needs access to leaders and decision makers in the aerospace community, and AIAA offers a selection of advertising opportunities to help you reach our members and the general aerospace community. We offer various digital media advertising selections such as banners or buttons on the aiaa.org site and digital banners on the aerospaceamerica.aiaa.org site. In addition, AIAA offers print advertising in Aerospace America, which is our flagship monthly magazine. Aerospace America reaches more than 34,000 aerospace professionals and students in print and online—including every AIAA member, congressional offices on Capitol Hill, and hundreds of engineering and aerospace libraries.
AIAA TECHNOLOGY SEGMENTS BREAKDOWN

AIAA members are asked to identify primary technology areas that reflect their professional interest and work activities.

### Aerospace Sciences
- 30%
  - Aeroacoustics
  - Applied Aerodynamics
  - Astrodynamics/Orbital Mechanics
  - Astrophysics
  - Atmospheric and Space Environments
  - Atmospheric Flight Mechanics
  - Fluid Dynamics
  - Guidance, Navigation & Control
  - Aerodynamic Measurement Technology
  - Plasma Dynamics and Lasers
  - Sounding Rockets
  - Thermophysics
  - Remote Sensing & Applications
  - Thermodynamics
  - Computational Fluid Dynamics
  - Modeling & Simulation
  - Ground Testing
  - Meshing, Visualization & Computational Environments
  - General Aerospace Sciences

### Space and Missiles
- 22%
  - Life Sciences and Systems
  - Missile Systems
  - Space Operations and Support
  - Microgravity & Space Processes
  - Space Systems
  - Space Transportation
  - Space Exploration
  - Space Sciences & Astronomy
  - Space Automation & Robotics
  - Directed Energy Systems
  - Weapons System Effectiveness
  - Human Factors Engineering
  - Satellite Design, Integration & Test
  - Launch Operations
  - Laser Technology & Applications
  - Space Tethers

### Propulsion and Energy
- 15%
  - Aerospace Power Systems
  - Electric Propulsion
  - Liquid Propulsion
  - Propellants and Combustion
  - Solid Rockets
  - Terrestrial Energy Systems
  - Nuclear and Future Flight Propulsion
  - Hybrid Rockets
  - Energetic Components & Systems
  - Gas Turbine Engines
  - High Speed Air Breathing Propulsion
  - Propulsion Airframe Integration
  - Hybrid Electric Propulsion
  - General Propulsion & Energy

### Aircraft and Atmospheric Systems
- 15%
  - Air Transportation Systems
  - Transformation Flight
  - On Demand Mobility
  - Aircraft Design
  - Aircraft Noise & Emissions
  - Aircraft Operations
  - Aircraft Safety
  - Balloon Systems
  - General Aviation
  - Helicopter Design
  - Lighter-Than-Air Systems
  - V/STOL Aircraft Systems
  - Marine Systems & Technology
  - Hypersonic Systems
  - Flight Testing
  - Electronic Equipment Design
  - Ground Support Equipment
  - Aircraft Maintenance
  - Reliability
  - Test & Evaluation
  - Standards Engineering
  - Producibility & Cost Engineering
  - Production Engineering
  - Aerodynamic Decelerator Systems
  - Electric Aircraft
  - General Aircraft & Atmospheric Systems

### Systems Integration
- 15%
  - Survivability
  - Design Engineering
  - Design Technology
  - Materials
  - Structural Dynamics
  - Structures
  - Adaptive Structures
  - Radar Absorbing Materials & Structures
  - Gossamer Spacecraft
  - Non-Deterministic Approaches
  - Multidisciplinary Design Optimization
  - Advanced/Additive Manufacturing
  - Green Aerospace Engineering
  - Complex Aerospace Systems
  - General Aerospace Design & Structures

### Information Systems
- 11%
  - Aerospace Electronics
  - Cyber-Security of Aerospace Systems
  - Robotics
  - Aerospace Maintenance

### Business Management
- 6%
  - Society and Aerospace Technology Economics
  - Legal Aspects of Aeronautics & Astronautics
  - Management
  - Technical Information Services
  - Environmental Assurance/Compliance
  - Computer-Aided Enterprise Solutions
  - General Business, Management & Aerospace Outreach

### Aerospace Design & Structures
- 6%
  - Aerospace Traffic Management
  - CFD Vision 2030
  - Digital Engineering
  - Directed Energy Systems
  - Energy Optimized Aircraft
  - Green Engineering
  - Space Exploration
  - Transformational Flight
  - Unmanned Systems

### Intelligent Systems
- Information and Command & Control Systems
- Communications Systems
- Computer Systems
- Digital Avionics Systems
- Sensor Systems
- Software Systems
- Support Systems
- System Effectiveness and Safety
- Micro-Nanotechnology
- Systems Engineering
- General Information Systems

Intelligent Systems
- Information and Command & Control Systems
- Communications Systems
- Computer Systems
- Digital Avionics Systems
- Sensor Systems
- Software Systems
- Support Systems
- System Effectiveness and Safety
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Aerospace Traffic Management
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Business Management
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- Technical Information Services
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- General Business, Management & Aerospace Outreach

Information Systems
- Aerospace Electronics
- Cyber-Security of Aerospace Systems
- Robotics
- Aerospace Maintenance
Our readers are your company’s customers.

**TOTAL CIRCULATION**

34,600+
Print: 16,930* | Digital: 17,670*

**GEOGRAPHIC DISTRIBUTION**

85.5%
United States

14.5%
International
(80+ countries)

**HERE’S WHAT THEY DO:**

**JOB FUNCTION**

- 45% Engineering
- 17% Educator/Research
- 16% Management
- 22% Other Personnel

**INDUSTRY SEGMENTS**

- 37% Services (Contracting/Education)
- 25% Manufacturing
- 25% Government
- 6% Suppliers
- 7% Transport

*USPS Statement of Ownership | **Student and international members
** AIAA Membership Data, NetForum
<table>
<thead>
<tr>
<th>ISSUE</th>
<th>FEATURING*</th>
<th>INDUSTRY EVENTS CALENDAR</th>
<th>SPACE CLOSE</th>
<th>ARTWORK DUE**</th>
</tr>
</thead>
</table>
| January | - Hydrogen for aviation  
| February| - Hypersonic weapons  
          - Energy in space | | 17 January 2022 | 21 January 2022 |
| March  | - Space traffic management  
| April  | - Space debris special report  
          - Hypersonic flight | - Space Symposium, Colorado Springs, CO, 4-7 April  
          - AUVSI XPONENTIAL, Orlando, FL, 25-28 April  
          - AIAA DEFENSE Forum, Laurel, MD, 5-7 May | 16 March 2022 | 21 March 2022 |
| May    | - eVTOLS  
          - Autonomous military aircraft | - VFS Forum 78, Fort Worth, TX, 10-12 May | 14 April 2022 | 19 April 2022 |
| June   | - Transformative flight  
          - Fire fighting aircraft | - AIAA AVIATION Forum, Chicago, IL, 27 June-1 July | 16 May 2022 | 20 May 2022 |
| July/August | - Avionics  
          - Electric propulsion | - EAA AirVenture Oshkosh, WI, 25-31 July  
          - Farnborough International Airshow, 18-22 July | 20 June 2022 | 24 June 2022 |
| September | - Facilities  
          - Academic R&D | - ICAS 2022, Stockholm, Sweden, 4-9 September  
          - IAC 2022, Paris, France, 18-22 September | 19 August 2022 | 22 August 2022 |
| October | - Pilot aides  
          - Biz jet tech | - National Business Aviation Symposium, Orlando, FL, 18-22 October  
          - ASCEND 2022, Las Vegas, NV, 24-26 October | 14 September 2022 | 19 September 2022 |
| November | - Space entrepreneurs  
          - Artificial intelligence | | 13 October 2022 | 18 October 2022 |
| December | - Year-In-Review | | 10 November 2022 | 15 November 2022 |

*All content subject to change at editor’s discretion. ** If you are placing a classified ad that needs layout and design, content is due seven days in advance of the camera-ready artwork dates above.
AIAA Past Advertisers

- Auburn University
- CalPoly
- ClickBond
- dSpace
- Intelligent Light
- MIT
- NRO
- Penn State University
- Purdue University
- The Boeing Company
- USC
- Siemens PLM Software

CAREER OPPORTUNITY ADVERTISING

Aerospace America is the first choice for aerospace professionals seeking employment, and the first choice of the organizations that want to hire them.

When your organization needs to fill key professional positions with the most experienced people, you need to reach the most qualified candidates. Advertising in Aerospace America ensures that your vacancy announcements will be seen by the industry professionals most qualified to fill them. Whether it’s a university faculty position or a corporate engineering or technical position, Aerospace America produces results quickly, saving you and your staff significant time in attracting the right candidates for each position. When you next have a key position to fill, advertise it in Aerospace America.

CAREER OPPORTUNITY ADVERTISING RATES

<table>
<thead>
<tr>
<th>Includes Four-Color</th>
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<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>$4,200</td>
<td>$3,910</td>
<td>$3,810</td>
<td>$3,680</td>
</tr>
<tr>
<td>2/3 page</td>
<td>$3,165</td>
<td>$2,950</td>
<td>$2,880</td>
<td>$2,790</td>
</tr>
<tr>
<td>1/2 page</td>
<td>$2,900</td>
<td>$2,690</td>
<td>$2,625</td>
<td>$2,550</td>
</tr>
<tr>
<td>1/3 page</td>
<td>$2,240</td>
<td>$2,090</td>
<td>$2,055</td>
<td>$1,995</td>
</tr>
<tr>
<td>1/6 page</td>
<td>$1,800</td>
<td>$1,690</td>
<td>$1,660</td>
<td>$1,625</td>
</tr>
</tbody>
</table>

Word Count Recomm.

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
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</thead>
<tbody>
<tr>
<td>Full page</td>
<td>1,000 words</td>
</tr>
<tr>
<td>2/3 page</td>
<td>720 words</td>
</tr>
<tr>
<td>1/2 page</td>
<td>500 words</td>
</tr>
<tr>
<td>1/3 page</td>
<td>330 words</td>
</tr>
<tr>
<td>1/6 page</td>
<td>150 words</td>
</tr>
</tbody>
</table>
AD SPECIFICATIONS
PDF files are required. PDFx/1a preferred.

<table>
<thead>
<tr>
<th>Specification</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bleed</td>
<td>8-3/8” x 11-1/8”</td>
</tr>
<tr>
<td>Trim size</td>
<td>8-1/8” x 10-7/8”</td>
</tr>
<tr>
<td>PDF document size</td>
<td>9-1/8” x 11-7/8”</td>
</tr>
<tr>
<td>Live area</td>
<td>7” x 10”</td>
</tr>
<tr>
<td>Number of columns</td>
<td>3</td>
</tr>
<tr>
<td>Column width</td>
<td>2-1/8”</td>
</tr>
<tr>
<td>Column height</td>
<td>10”</td>
</tr>
<tr>
<td>Binding</td>
<td>Perfect bound</td>
</tr>
<tr>
<td>Process</td>
<td>Heatset web offset</td>
</tr>
</tbody>
</table>

Vital advertising matters should be kept 1/4” from trim on all sides.

SIZE DIMENSIONS

- **Full**
  - Full page: 8-1/8” x 10-7/8”

- **2/3 Vert.**
  - 2/3 Vertical: 4-1/2” x 10”
  - Only available for Career Opportunity Advertising

- **1/2 Island**
  - 1/2 Island: 4-1/2” x 7”

- **1/6 Vert.**
  - 1/6 Vertical: 2-1/8” x 4-7/8”

- **1/2 Horiz.**
  - 1/2 Horizontal: 7” x 4-7/8”

- **1/3 Vert.**
  - 1/3 Vertical: 2-1/8” x 10”

- **1/3 Square**
  - 1/3 Square: 4-1/2” x 4-7/8”

SHIPPING INFORMATION
Email all files, text, graphics, and photos to:
jcalhoun@smithbucklin.com
PUBLICATION FREQUENCY: Published 11 times a year, issued on the first of the month of the cover date of publication.

COMMUNICATION: Contracts, insertion orders, correspondence, request a quote, and special requests, should be addressed to advertising@aiaa.org. Please email artwork, proofs, and copy to Jaril Calhoun at jcalhoun@smithbucklin.com.

PUBLISHER’S COPY PROTECTIVE CLAUSE: Advertisers and advertising agencies assume sole liability for all content (including text, representations, photographs, and illustrations) of advertisement printed, and also assume responsibility for any claims arising therefrom made against the Publisher. The Publisher reserves the right to reject any advertising that does not conform to its publication standards, which are subject to change or modification at the sole discretion of the Publisher. Any advertising resembling editorial matter may be designated as advertising by the Publisher.

POSITIONING OF ADVERTISEMENTS: Advertisement placement is at the sole discretion of the Publisher except where a request for a specified preferred position is agreed to and acknowledged by the Publisher.

ADVERTISING POLICIES:
› Publisher has the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to Publisher for advertising which advertiser or its agent ordered and for which such advertising was published.
› Conditions other than rates are subject to change by Publisher without notice. As used in this section, entitled Advertising Policies, the term “Publisher” shall refer to Aerospace America Magazine and/or the American Institute of Aeronautics and Astronautics, Inc. (AIAA). The terms and conditions of this rate card supersede any terms or conditions appearing on advertiser’s orders or materials.
› Regulations concerning copy and contracts are those generally accepted throughout the industry.
› Advertisements are not accepted if they contain testimonial statements or endorsements given by a member or members of AIAA.
› No conditions other than those set forth in this rate card shall be binding on the Publisher unless specifically agreed to in writing by the Publisher.
› All orders are accepted for space subject to our credit requirements.
› Publisher retains right of final approval and acceptance of all advertising submitted, and shall not be liable for any loss resulting from rejection of such advertising.

AGENCY COMMISSION: 15% of gross billing allowed to recognized advertising agencies on display space, color and preferred position charges. Commission is not allowed on such charges as artwork, reprints, backup of inserts, classified ads under 1/6 page, production and bindery charges and special handling charges. Commission is subject to forfeiture on invoices not paid within 90 days from invoice date. All accounts not paid in full within 30 days of invoice date may incur a charge of 1.5% per month until paid in full.

DUAL LIABILITY: All advertising placed by an entity acting as the agent for another shall be regulated by the Law of Agency as defined in the Uniform Commercial Code. The entity for which any advertising is placed shall be held liable for payment in full for all advertising placed on its behalf regardless of whether such payment was remitted to the agent.

SALES CONTACTS:
Companies 1-L
Andrew Haigh
312.673.5442
ahaigh@smithbucklin.com

Companies M-Z
John Heiser
202.367.2393
jheiser@smithbucklin.com
AEROSPACE AMERICA ONLINE

Advertising on aerospaceamerica.aiaa.org provides valuable exposure to key decision makers employed throughout the aviation and aerospace industry, government agencies, and research institutes worldwide. Our readers rely on the feature stories and columns that appear in Aerospace America Online to keep them informed of the latest trends and issues directly affecting them, their colleagues, projects, and future.

› Over 16,000 users per month
› Over 18,000 pageviews per month

All prices are based on a fixed 30-day exposure on the home page. Ads are available as a banner and each ad placement is exclusive. AIAA does not guarantee number of impressions or click throughs. Availability is limited.

SPONSORED CONTENT
Please inquire about placement options, pricing, and availability.

CUSTOM ADVERTISING PACKAGE
By bundling print and/or online advertising with AIAA and Aerospace America, your company can get more for your investment! Contact advertising@aiaa.org to request a custom advertising package today.

2022 ONLINE ADVERTISING RATES

<table>
<thead>
<tr>
<th></th>
<th>30 Days Exclusive*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top Banner</td>
<td>$1,500</td>
</tr>
<tr>
<td>Anchor Banner</td>
<td>$900</td>
</tr>
<tr>
<td>Interstitial Banner</td>
<td>$4,000</td>
</tr>
</tbody>
</table>

*Call for pricing and availability for 15-day buys.

ARTWORK SPECIFICATIONS

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Maximum file size</td>
<td>50kb</td>
</tr>
<tr>
<td>File format</td>
<td>GIF or JPEG</td>
</tr>
<tr>
<td>Flash files</td>
<td>Not Accepted</td>
</tr>
</tbody>
</table>

Note: Ads are responsive on mobile devices and retain banner dimensions.

AD SIZES

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
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</thead>
<tbody>
<tr>
<td>Top or Anchor Banner</td>
<td>970 x 250 px</td>
</tr>
<tr>
<td>Interstitial Banner</td>
<td>728 x 90 px</td>
</tr>
</tbody>
</table>

Web-ready artwork for both ad sizes are required by ad closing deadline, typically 15th of month prior to run date.

SHIPPING INFORMATION

Email all files, text, graphics, and photos to: jcalhoun@smithbucklin.com

Source: Google Analytics, July 1, 2020 to June 30, 2021
AIAA.ORG
Advertising on AIAA’s website, aiaa.org, gives your company immediate and daily exposure to the decision makers in the leading agencies and companies throughout the aerospace industry.
› Over 39,000 users per month
› Over 125,000 pageviews per month

All prices are based on a fixed 30-day exposure. Ads are available either as a home page banner or subpage rectangle and advertising can be purchased as exclusive or rotating with either one or two other ads. AIAA does not guarantee number of impressions or click throughs. Availability is limited.

2022 ONLINE ADVERTISING RATES

<table>
<thead>
<tr>
<th>30 Days</th>
<th>Homepage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exclusive Banner</td>
<td>$3,500</td>
</tr>
<tr>
<td>Rotates w/ 1 other Advertiser Banner</td>
<td>$2,500</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>30 Days</th>
<th>Subpage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exclusive Rectangle (Choice of Membership, Publications, or Events &amp; Learning landing page)</td>
<td>$900</td>
</tr>
</tbody>
</table>

ARTWORK SPECIFICATIONS

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<tbody>
<tr>
<td>Maximum file size</td>
<td>50kb</td>
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<tr>
<td>File format</td>
<td>GIF or JPEG Animated GIF files accepted</td>
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<td>Not Accepted</td>
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<table>
<thead>
<tr>
<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td>Banner</td>
<td>970 x 250px</td>
</tr>
<tr>
<td>Rectangle</td>
<td>300 x 250px</td>
</tr>
</tbody>
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Source: Google Analytics, July 1, 2020 to June 30, 2021
As the world’s resource for aerospace technical information, Aerospace Research Central (ARC) will give you daily exposure to thousands of individuals in the aerospace industry.

› Over 182,000 users per month (75% are new users)
› Over 819,000 pageviews per month

All prices are based on a fixed, 30-day exposure on the home page. Ads are available either as a banner or rectangle. All ads are exclusive and will not rotate with other advertisers for the duration of the exposure. **AIAA does not guarantee number of impressions or click throughs.**

*Source: Google Analytics, July 1, 2020 to June 30, 2021*

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<table>
<thead>
<tr>
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<tbody>
<tr>
<td>Exclusive Rectangle 1 or 2</td>
<td>$3,000</td>
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</tbody>
</table>

### ARTWORK SPECIFICATIONS

<table>
<thead>
<tr>
<th>Maximum file size</th>
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<tbody>
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<td>File Format</td>
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<tr>
<td>Animated GIF files accepted</td>
<td></td>
</tr>
<tr>
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### AD SIZE

<table>
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<tr>
<th>Rectangle</th>
<th>300 x 250px</th>
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</table>

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### SHIPPING INFORMATION

Email all files, text, graphics, and photos to: 
jcalhoun@smithbucklin.com

### NEW! AIAA VIDEO LIBRARY

Advertising on AIAA’s Video Library, video.aiaa.org, gives your company valuable exposure to dedicated professionals looking to gain insight from over 3,700 curated video recordings captured during AIAA events or submitted by a network of professional contributors.

<table>
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<th>Homepage</th>
</tr>
</thead>
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<td>$3,000</td>
</tr>
<tr>
<td>Rotates w/ 1 other Advertiser Banner</td>
<td>$2,000</td>
</tr>
</tbody>
</table>
ADDITIONAL WAYS TO REACH AIAA MEMBERS

AIAA AEROSPACE PERSPECTIVES WEBINAR - $20,000
Join AIAA online to get a behind-the-scenes look on current projects that are shaping the future of aerospace. This webinar series explores significant topics across the air and space industry that provides organizations the ability to share their perspectives and advancements with AIAA members world-wide, select government and military officials, and the general public. Available to AIAA Corporate Members only.

View upcoming and archived webinars by visiting https://www.aiaa.org/events-learning/aiaa-webinars/aerospace-perspectives-series

AIAA SPONSORED WEBINAR - $12,000
Establish your organization as an industry thought-leader by sponsoring a webinar! You provide the content and subject matter experts and we’ll manage the entire process from start to finish, including marketing, hosting and moderating. There’s no better way to generate leads and grab the attention of industry professionals who need your products and services.

For more information contact: Kristin Torun, Director of Advertising Sales Bulletin Media LLC 703.483.6158 | ktorun@bulletinmedia.com

AIAA DAILY LAUNCH
AIAA’s daily news digest offers direct exposure to aerospace professionals and decision makers in the leading agencies and companies throughout the aerospace industry. One of the top AIAA member benefits, it is distributed to about 30,000 AIAA members each weekday morning.

RECRUITMENT
For more information on career center online job postings and virtual career fairs, please contact Nancy Hillard, nancyh@aiaa.org

FOR MORE INFORMATION CONTACT:
Companies 1-L
Andrew Haigh
312.673.5442
ahaigh@smithbucklin.com

Companies M-Z
John Heiser
202.367.2393
jheiser@smithbucklin.com

Learn More
Meet our Editor-in-Chief, Ben Iannotta

Ben Iannotta has more than 30 years of experience as a writer and editor in the aerospace and technology industries. He began in 1989 at The Washington Post; Space News hired him in 1993 to cover military and civil space programs. In 1996, he started working as a freelance journalist covering technology, environmental and military news. From 2008 to 2012, he was editor of the C4ISR Journal. He left to establish DeepDiveIntel.com, a technology-focused digital news service for intelligence professionals. Since 2013, Iannotta has been the Editor-in-Chief of Aerospace America and his work has been published by Aerospace America; Air and Space Smithsonian; New Scientist; Popular Mechanics; and Reuters News Service.