



2024 AEA ADVERTISING INFORMATION

- AVIONICS NEWS
- AEA PILOT'S GUIDE
 - AEA.NET
 - AEA WIRED
- AEA AMPLIFIED
- AEA SHOW GUIDE



AVIONICS NEWS



▪ AVIONICS NEWS MAGAZINE, A MONTHLY PUBLICATION OF THE AEA, IS:

- The voice of the general aviation electronics industry.
- The largest, single representation of approved maintenance organizations in the world.
- Read by industry decision-makers, including the owners, managers and technicians of government-certified repair stations who sell, service and install avionics, as well as maintenance facilities and fixed-base operations. They are in the position to recommend products to the end-users – their customers.
- Read by thousands of aircraft owners and pilots.

Frequency: Monthly **Binding:** Perfect Bound **Trim Size:** 8.5" x 11"

▪ READERS/CIRCULATION

AEA members regard *Avionics News* as their No. 1 association benefit. More than 10,000 printed copies (representing 30,000+ readers) of *Avionics News* are received monthly by subscribers. *Avionics News* annually receives more than 600,000 page views in its web-based digital edition, from:

- Avionics Facilities
(Owners, Managers, Technicians, Mechanics)
- End-Users/Pilots (Corporate, Private)
- Avionics Manufacturers
- Maintenance Facilities/FBOs
- Instrument Shops
- Government Agencies
(FAA, NTSB, DOT, TCCA, EASA, CASA, ANAC)
- Airframe Manufacturers
- Technical Schools
- Miscellaneous
(Ad Agencies, Avionics Students, Flight Schools)
- Aviation Consultants

▪ EDITORIAL CONTENT

Reference the digital archives for examples of the varied topics covered in the pages of *Avionics News*.

aea.net/avionicsnews/anarchive.asp

▪ POSITIONS/COPY/CANCELLATIONS

Positioning of advertising is at the sole discretion of the editor. Preferred positions may be available – inquire for availability and pricing. Cancellations or changes of orders are not accepted after the closing date.

Advertiser and advertising agency assume liability for all content, including text, representation and illustrations of advertisements printed, and also assume responsibility for any claims arising therefrom made against the publisher. The publisher reserves the right to reject any advertising contract or insertion.

▪ COMMISSIONS & PAYMENT TERMS

TERMS: Net 30

Only recognized agencies receive a 15% discount if the invoice is paid within the 30-day term and billing is handled exclusively through the agency.

Space on contract is to be used within a 12-month period. Three-time, six-time and 12-time rates are based on the number of issues used during a 12-month period.

▪ ADVERTISING CONTACT

Rachel Hill 816-366-5109 • rachelh@aea.net

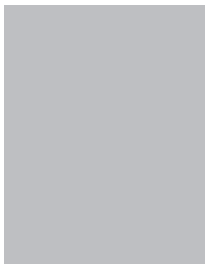


■ FULL-COLOR PRINT ADVERTISING RATES

Advertisers receive three platforms for the price of one: in print, online and mobile app.

	1 TIME	3 TIMES	6 TIMES	12 TIMES
FULL PAGE	\$5,125	\$4,610	\$4,225	\$3,195 BEST VALUE!
2/3 Page	\$4,000	\$3,760	\$3,425	\$2,950
1/2 Page	\$3,525	\$3,275	\$3,100	\$2,635
1/3 Page	\$2,860	\$2,750	\$2,625	\$2,295
1/6 Page	\$2,325	\$2,220	\$2,055	\$1,875

- Rates are per month
- Inquire about premium location availability and pricing.
- Inquire about non AEA-member ad rates.



FULL-BLEED PAGE

Bleed: 8.75 in. x 11.25 in.
Trimmed to: 8.5 in. x 11 in.



2/3 PAGE

4.5 in. x 10 in.



1/2 PAGE VERTICAL

4.5 in. x 7.5 in.



1/2 PAGE HORIZONTAL

7 in. x 5 in.



1/3 PAGE SQUARE

4.5 in. x 5 in.



1/3 PAGE VERTICAL

2.25 in. x 10 in.

- Please submit full-page ads at 8.75 in. x 11.25 in. This allows for .125 in. bleed on all sides. Final ads will be trimmed to 8.5 x 11 in.
- Keep all live area at least .25 in. away from trim lines on full-page ads.

■ ADVERTISING CONTACT

Rachel Hill 816-366-5109 • rachelh@aea.net

■ MARKETPLACE CLASSIFIED

Find out who's hiring, what's for sale and what new services are available throughout the industry.

MARKETPLACE RATES

2.25 in. wide x 2 in. tall **\$325**
2.25 in. wide x 3 in. tall **\$375**

* Rates are per month

* Inquire about ads larger than 3 inches tall and non AEA-member ad rates.

Actual size of a 1 column x 2-inch tall Marketplace ad in Avionics News



January

Rotorcraft Issue

This issue features technical topics, products and companies that serve the rotorcraft market. For companies serving this segment of the industry or planning to exhibit at HAI HELI-EXPO, this is the perfect opportunity to advertise your products and services and invite attendees to your booth at the world's largest helicopter exposition and trade show.

- Ad Sales Deadline: Nov. 10, 2023
- Materials Deadline: Nov. 17, 2023

February

AEA Convention Preview

This issue offers a preview of highlighted regulatory and technical training sessions available at next month's AEA Convention. AEA Trade Show exhibitors are encouraged to include their booth number in their advertising materials. Invite convention attendees to learn more about your products and services by visiting your booth in the exhibit hall.

- Ad Sales Deadline: Dec. 8, 2023
- Materials Deadline: Dec. 15, 2023

BONUS
DISTRIBUTION

HAI HELI-EXPO

March

AEA Convention Issue

This issue will have bonus distribution to nearly 2,000 aircraft electronics professionals in attendance at the 67th annual AEA International Convention & Trade Show in Dallas. This is the ideal opportunity for advertisers to invite convention attendees to personally meet your staff in the AEA Trade Show's exhibit hall. Include your booth number in your advertisement.

- Ad Sales Deadline: Jan. 10, 2024
- Materials Deadline: Jan. 17, 2024

BONUS
DISTRIBUTION

• AEA CONVENTION
• WOMEN IN AVIATION CONFERENCE

April

Connectivity Issue

With improved connectivity services available to most everyone touching the ground, those who fly expect the same comforts. This issue examines the current state of affairs for aircraft connectivity and how these safety-enhancing technologies are improving the overall flying experience for general aviation consumers.

- Ad Sales Deadline: Feb 9, 2024
- Materials Deadline: Feb. 16, 2024

May

International Issue

The AEA is truly an international organization with member companies in more than 40 countries. This issue illustrates the avionics industry's powerful reach across borders and the AEA businesses that make it possible.

- Ad Sales Deadline: March 11, 2024
- Materials Deadline: March 18, 2024

June

New Products Issue

This issue will spotlight all the new avionics products and services introduced at the AEA Convention. The New Product Introductions session is one of the most popular events every year and has evolved into a must-see showcase for AEA members and the media. Aircraft electronics manufacturers know the key to a successful product launch means bringing their products to the AEA Convention.

- Ad Sales Deadline: April 10, 2024
- Materials Deadline: April 17, 2024

July

AirVenture Oshkosh Issue

A strong market exists for approved maintenance organizations when it comes to servicing experimental, light-sport and ultralight aircraft, along with warbirds, vintage and homebuilt aircraft. This month's issue is one of the most widely distributed each year, as thousands of pilots and aircraft owners flock to the AEA's AirVenture booth in Oshkosh, Wisconsin, to pick up this month's edition.

- Ad Sales Deadline: May 10, 2024
- Materials Deadline: May 17, 2024

BONUS
DISTRIBUTION

EAA AIRVENTURE

August

Workforce Development

This issue features training and education tools available to develop the next generation of high-tech professionals. It also spotlights those who were awarded academic scholarships by the AEA Educational Foundation. Each year, more than 20 scholarships are awarded to students pursuing a career in avionics or aircraft maintenance, as well as students from AEA member companies.

- Ad Sales Deadline: June 10, 2024
- Materials Deadline: June 17, 2024

September

Military/Commercial Space Issue

This issue explores new business opportunities for the industry and highlights what's happening in the military and commercial space markets. Learn the latest on what forward-thinking companies are doing to expand their business into these markets.

- Ad Sales Deadline: July 11, 2024
- Materials Deadline: July 18, 2024

BONUS
DISTRIBUTION

AEA REGIONALS

October

Business Aviation Issue

This month's edition places the business aviation segment of the industry in the spotlight. It also will reach hundreds of business aviation professionals in attendance at the NBAA Business Aviation Convention & Exhibition, the world's largest business aviation event.

- Ad Sales Deadline: Aug. 9, 2024
- Materials Deadline: Aug. 16, 2024

BONUS
DISTRIBUTION

• AEA REGIONALS
• NBAA CONVENTION

November

Emerging Technologies Issue

From unmanned aircraft systems and electric propulsion to urban air mobility, emerging technologies are in the spotlight. This issue will examine how these innovative technologies will impact the general aviation industry and explore the opportunities to grow business for maintenance organizations and manufacturers alike.

- Ad Sales Deadline: Sept. 9, 2024
- Materials Deadline: Sept. 16, 2024

BONUS
DISTRIBUTION

AEA REGIONALS

December

Business Operations Issue

This issue covers the important information that avionics repair station owners and managers need to know to run their business, from the latest trends in management to the resources and services available to help your business grow and succeed. This issue also provides the results from the annual AEA Rate and Labor Survey, which includes employee benefit/compensation package information and a business outlook perspective.

- Ad Sales Deadline: Oct. 10, 2024
- Materials Deadline: Oct. 17, 2024

A consumer's guide of avionics and services, including a global directory of certified avionics/instrument facilities, manufacturers and distributors.

**ONE LOW PRICE • ONE FULL YEAR
THOUSANDS OF POTENTIAL CUSTOMERS**

▪ FULL-COLOR PRINT ADVERTISING RATES

Advertisers receive three platforms for the price of one: in print, online and mobile app.

The 2024-25 AEA Pilot's Guide is the pilot's single source for avionics buying decisions. If your customers are pilots or owners of general aviation, business aviation or sport aviation aircraft, the AEA Pilot's Guide is your can't-miss advertising opportunity.

Distribution of the 2024-25 edition of the AEA Pilot's Guide will begin in July 2024, at EAA AirVenture in Oshkosh, Wisconsin.

Other points of distribution include:

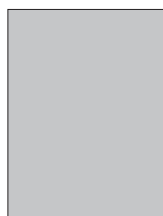
- HAI Heli-Expo
- AEA Convention
- AEA Regionals
- AOPA Fly-Ins
- NBAA BACE
- All AEA members
- Thousands of online requests

One Price for Year-Round Advertising and Exposure

Back Cover.....	\$ 6,700
Inside Front Cover, Inside Back Cover, Page 1.....	\$ 5,500
Full page 4-color, preferred spot.....	\$ 2,775
Full page 4-color.....	\$ 2,595
1/2 page 4-color.....	\$ 1,500
1/6 page 4-color.....	\$ 975

Black & White Logo placement next to company member listing (AEA Members Only).....\$ 250

Any AEA member that places an ad of any size will receive a logo placement next to its company member listing at a discounted rate.....\$ 125



FULL-BLEED PAGE

Bleed: 7.75 in. x 10.25 in.
Trimmed to: 7.5 in. x 10 in.



1/2 PAGE

6.25 in. x 4.25 in.



1/6 PAGE

2 in. x 4.25 in.

- Please submit full-page ads at 7.75 in. x 10.25 in. This allows for .125 in. bleed on all sides. Final ads will be trimmed to 7.5 x 10 in.
- Keep all live area at least .25 in. away from trim lines.

▪ ADVERTISING CONTACT

Rachel Hill 816-366-5109 • rachelh@aea.net





AEA.net

WEBSITE ADVERTISING

The AEA's high-traffic, mobile-friendly website

You now have the opportunity to expand your reach and extend your brand message to the AEA website, which is one of the most utilized resources the AEA provides to its nearly 1,300 member companies. Membership is comprised of repair station owners/managers/technicians, instrument shops, avionics manufacturers and distributors, pilots, technical schools, consultants, government agencies and others.

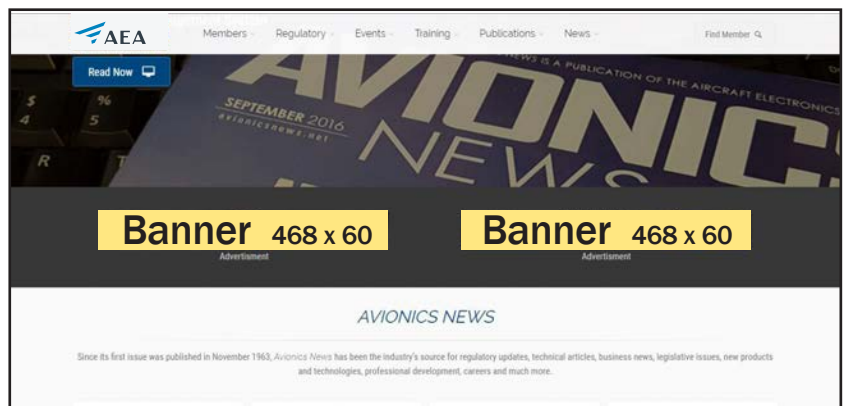
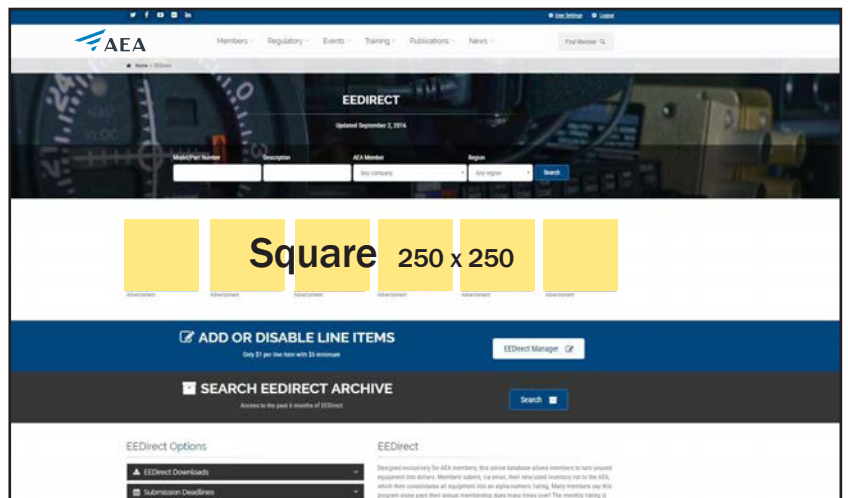
DID YOU KNOW
***EEDIRECT HAS THE MOST VIEWED PAGES ON THE AEA WEBSITE?**

**EEDirect is the AEA's members-only marketplace for buying, selling or comparing prices on thousands of parts.*

New banner materials and changes to URLs may be made monthly if received by the 15th day of the month prior to publishing.

<u>SIZE</u>	<u>PIXELS</u>	
Square	250 x 250	\$325
Banner	468 x 60	\$375

* Rates are per month



ADVERTISING CONTACT

Rachel Hill 816-366-5109 • rachelh@aea.net

AEA.net/jobs

WEBSITE ADVERTISING

The AEA's online jobs board

AEA.net/Jobs is a highly valued AEA-member benefit and promises to be one of the website's highest traffic areas.

At AEA.net/Jobs, members can post a new employment opportunity free of charge.

Within 24 hours, the job listing is available for the world to see.

The website is the go-to jobs source for both employers and potential employees.



SIZE

PIXELS

Square

250 x 250

\$325

Banner

728 x 90

\$375

* Rates are per month

The screenshot shows the AEA website's 'JOB LISTINGS' page. The navigation bar includes 'About', 'Join', 'Members', 'Jobs', 'Events', 'Training', 'Publications', and 'News'. The main content area features a 'JOB LISTINGS' header with 'Post a job' and 'Job Search' buttons. A job listing for 'Avionics Technicians & Cirrus-experienced A&P Mechanics' is displayed, including a 'Job Description' button and the Heritage Aviation logo. A yellow square overlay on the right side of the screenshot indicates the ad size is 'Square 250 x 250'.

The screenshot shows a detailed view of a job listing for 'Avionics Technician'. The navigation bar is the same as in the previous screenshot. The job listing includes a 'Job Description' button and the AEA logo. A yellow banner overlay at the bottom of the screenshot indicates the ad size is 'Banner 728 x 90'.

▪ ADVERTISING CONTACT

Rachel Hill 816-366-5109 • rachelh@aea.net

WiRED

The AEA's electronic newsletter delivered twice a month to thousands of avionics professionals via email.

LEAD BANNER

620 x 100 pixels

• Two issues per month; Six-month commitment required

\$650 per month

LARGE BANNERS

620 x 200 pixels

• Two issues per month; Six-month commitment required

\$575 per month

STANDARD BANNERS

620 x 100 pixels

• Two issues per month; Six-month commitment required

\$525 per month

New banner materials and changes to URLs may be made monthly if received by the first day of the month. Positioning of banner advertisements is at the sole discretion of the editor. The lead banner will appear first. Other advertisements will generally be placed in order based upon frequency and size considerations.

**"Un-Obsolete"
Your Avionics**
...with FULL in-house repair capability
.....Engineering Avionics Support For The Life Of Your Aircraft

Millennium International Avionics

AEA
WiRED

Did You Know?

Avionics News has searchable archives

Need help "finding something" in *Avionics News* about a certain topic, product, individual or company? Yes, there is an archives system in place to help readers find what they seek. The first step in your research is to open a digital edition at avionicsnews.net – it can be the current issue or any prior edition. In the flip-page format you just opened, simply click on the menu (three stacked lines) in the upper left of the desktop screen to access more functionality and features. This will take you to a menu that literally asks, "What would you like to do?" At this point, click on the magnifying glass next to the "Search" feature and enter your keywords. This is where you must apply those Google search skills that you have honed over several years.

GARMIN.

**CHECK ON YOUR PLANE
FROM MILES AWAY**
See fuel levels, tach time, location and more

[LEARN MORE](#)

Theory & Practice

Localizer and marker beacon systems

In this month's Theory & Practice column in *Avionics News*, author Tom Inman covers the localizer and marker beacon systems, both are components of an instrument landing system, which is precise enough to not only guide an aircraft to the airport but can allow certain aircraft to land themselves. The marker beacon system is the simplest of all aviation navigation systems. At a location the FAA would like to mark, a transmitter will be placed with an antenna pointed straight up. As the aircraft flies over the location, a light on the instrument panel will illuminate, and a tone will be generated for the pilot to hear. Like a treasure map, "X" marks the spot.

The ground portion of all marker beacons transmit on 75 megahertz. The signal will be amplitude modulated with a tone. The frequency of the tone depends on the location being marked. Three tones are available: 400 hertz; 1.3 kilohertz; and 3 kHz. [More...](#)

NO EXCUSES
KING AEROSPACE

[LEARN MORE](#)

• ADVERTISING CONTACT

Rachel Hill 816-366-5109 • rachelh@aea.net

AEA Show Guide

The AEA's printed guide to the AEA Convention



Don't miss this opportunity to communicate your company's message to hundreds of decision-makers who influence the avionics industry's purchasing process. The AEA Convention Show Guide is the only printed guide for the four-day event, which is the premier marketplace for general aviation avionics products and services.

Distributed to every attendee at the world's largest gathering of avionics manufacturers, distributors and government-certified repair stations, the AEA Convention Show Guide is the source for essential convention information, including daily show schedules; training class descriptions; company information and booth assignments for every exhibitor; social gatherings; and much more!

**DON'T BE LEFT OUT.
SPACE WILL FILL UP FAST!**

Show dates: March 19-22, 2024

Reserve your ad space by: Jan. 25, 2024

Send in your ad by: Feb. 1, 2024

- Back cover..... \$1,695
- Inside front cover.....\$1,395
- Inside back cover.....\$1,395
- Center spread..... \$2,095
- AEA exhibitors (full page).....\$1,145
- Non-exhibitors (full page)..... \$1,350

ADS ARE FULL-PAGE BLEEDS

(Please submit ads at 8.75 x 11.25 in.)

This allows for .125 in. bleed on all sides.

Final ads will be trimmed to 8.5 x 11 in.)

▪ ADVERTISING CONTACT

Rachel Hill 816-366-5109 • rachelh@aea.net

AEA Amplified

AEA Amplified is a podcast for aviation's technology experts.

Expand your reach and extend your brand message in the digital environment via AEA Amplified, a podcast for aviation's technology experts. Custom advertising packages are available and include host-delivered messaging to promote your company or product features along with a call to action. Contact Rachel Hill at 816-366-5109 to sponsor a podcast, and for other advertising opportunities.



▪ ADVERTISING CONTACT

Rachel Hill 816-366-5109 • rachelh@aea.net