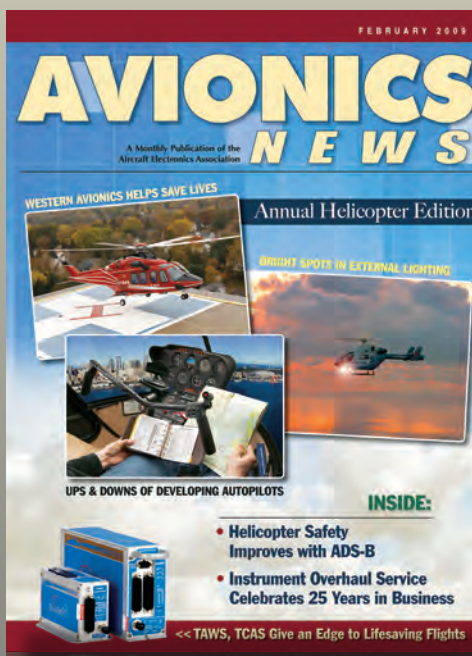


AVIONICS NEWS

A Monthly Publication of the Aircraft Electronics Association



2010

Media Information and Rates

Avionics News is regarded as the #1 member benefit by AEA members in a 2009 survey.

AVIONICS NEWS

FACTS & FIGURES

Avionics News magazine is the voice of the general aviation electronics industry. The magazine is read by the decision-makers in the industry. The majority of *Avionics News* readers are the owners, managers and technicians of Part 145 repair stations who sell, service and install your products. They are in the position to recommend your products to the end-users — their customers.

EDITORIAL CONTENT

Monthly Topics

- Regulatory Issues
- Avionics Systems
- Legislative Issues
- Technical Procedures
- New Products
- AEA Events
- New Technologies
- Member Profiles
- New Aircraft
- Marketing Issues
- Industry Events
- International Market
- Industry Personnel
- Retrofits
- Editorials
- Business News
- Professional Development
- Installations
- Careers
- Much More

Popular Features

What's New: This section highlights the latest developments and progress of AEA members, their employees and their companies. There is no charge to AEA members to submit company news for this section. Send your news releases to *Avionics News* at newsreleases@aea.net.

The View From Washington: AEA's vice president of government and industry affairs reports each month on the latest regulatory and legislative issues — nationally and internationally.

READERS/CIRCULATION

More than 10,000 copies (representing 29,000+ readers) of *Avionics News* are mailed monthly to subscribers, including approximately:

Avionics Facilities (Owners, Managers, Technicians, Mechanics)	4,800
Avionics Manufacturers	1,400
Instrument Shops	1,100
End-Users/Pilots (Corporate, Private)	850
Government Agencies (FAA, NTSB, DOT, TCCA, EASA, CASA)	500
Airframe Manufacturers.....	450
Test Equipment Manufacturers.....	250
Technical Schools.....	250
Miscellaneous (Ad Agencies, Avionics Students, Flight Schools).....	250
Aviation Consultants.....	200



AVIONICS NEWS MAGAZINE

Frequency: Monthly
Printing Method: Web Offset
Binding: Perfect Bound
Trim Size: 8 1/2" x 11"

COMMISSIONS AND PAYMENT TERMS

TERMS: Net 30

Only recognized agencies receive a 15 percent 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.

MAILING INSTRUCTIONS

Insertion orders and shipping materials:

Avionics News Magazine
3570 NE Ralph Powell Road
Lee's Summit, MO 64064

Telephone: 816-347-8400

Fax: 816-347-8405

e-mail: avionicsnews@aea.net

www.aea.net

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.

2010 Avionics News Advertising Rates

AEA MEMBER RATES

FULL-COLOR ADVERTISING RATES*

	1 Time	3 Times	6 Times	12 Times
Full Page	\$3332	\$3152	\$2982	\$2600
2/3 Page	\$2673	\$2626	\$2477	\$2256
1/2 Page	\$2328	\$2235	\$2158	\$2060
1/3 Page	\$1905	\$1864	\$1808	\$1669
1/6 Page	\$1509	\$1478	\$1416	\$1375



12-time, full-page rate remains the same as 2009

* Inquire about premium location availability, including inside front cover, inside back cover and back cover.

* Inquire about non-member or black & white ad rates.

MARKETPLACE CLASSIFIED ADVERTISING

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

Marketplace **HELP WANTED** ads are open to AEA members only.

	MEMBER	NON-MEMBER
One-Inch:	\$100/month	\$150/month
Two-Inch:	\$150/month	\$200/month
Three-Inch:	\$200/month	\$250/month

No rate increase from 2009!

*Ads larger than 3 inches are the 3-inch price plus an additional \$50 per inch. Spot Color: \$50 per color.

FREE HELP-WANTED AD POSTING ON AEA.NET

As an added benefit for placing a help wanted ad in the *Avionics News* Marketplace classified advertising section, the same ad also is placed in the Careers section of the AEA/*Avionics News* website during the same month for no additional charge.

Ad Material Requirements

Acceptable Formats:

- TIFF: 300 dpi, CMYK
- PDF: press optimized, composite CMYK, all fonts embedded

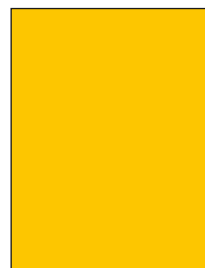
SWOP (Specifications for Web Offset Publications) **Proofs** are the only acceptable proof for color matching. Proofs must be representative of the supplied file at actual size and display a printer's color control bar. Alternative proofing formats will be used for reference only.

Allow 1/2" of space from all ad text to trim.

Native application files (such as InDesign) are not acceptable.

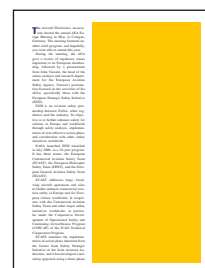
Call 816-347-8400 for information on uploading ad files to the *Avionics News* ftp site.

AD SIZES



Full-Bleed Page

Bleed: 8 3/4" x 11 1/4"
Trimmed to: 8 1/2" x 11"



Two-Thirds Page

4 1/2" x 10"



One-Half Page Vertical

4 1/2" x 7 1/2"



One-Half Page Horizontal

7" x 4 7/8"



One-Third Page Square

4 1/2" x 4 7/8"



One-Third Page Vertical

2 1/4" x 10"



One-Sixth Page

2 1/4" x 4 7/8"

To place an ad in *Avionics News*, contact

Darla Hall at
816-347-8400 or
darlah@aea.net

NEWS YOU CAN USE IN 2010

Along with stories written by the industry's top reporters, Avionics News offers regular features, such as:

View From Washington & Around the Globe

- Regulatory and Legislative News and Updates

Legal Ease

- Aviation Law Made Simple

Up Front

- News from the General Aviation Industry

Business Basics

- Help for Growing Your Company

Aviation Aces

- The Players Who Are Making a Difference

Before & After

- Photos and Details of Avionics Installations

What's Working

- Shops Share Their Unique Strategies

PRO•to•col

- Exploring Customs, Etiquette and Traditions

A Conversation With...

- Behind the Scenes with Company Personnel

Tech Touch Points

- Summaries of Technical Problems

Theory & Practice

- Practical Advice for Industry Issues

AEA Now

- News from the Aircraft Electronics Association

Member Profiles

- Features About AEA Member Companies

What's New

- News and Updates from AEA Members

THE VIEW FROM WASHINGTON

IN THE MONTHLY COLUMN, DR. PAUL R. DEAN OF THE AVIATION REGULATORY DIVISION, D.C. OFFICE, INFORMS MEMBERS OF THE INDUSTRY ON THE LATEST REGULATORY UPDATES.

Make Your Voice Heard!
ATTEND ONE OF THE AEA'S SMS TOWN HALL FORUMS
Sept. 17, Tampa • Oct. 1, Kansas City
*During the AEA Regional Meetings

What is most concerning about this costly mandate is not one government agency has offered any tangible safety benefit to the typical AEA small business avionics shop.

SMS: 'Sadly Misguided Strategy' Revisited

It is not surprising that the FAA's decision to mandate the installation of Synthetic Vision Systems (SMS) on all new aircraft has caused a great deal of concern among the industry. The FAA's decision is a "sadly misguided strategy" and is a "disastrous decision" that will have a negative impact on the industry.

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MEMBER PROFILE

Air Greenland Propels Travel in Arctic Island Nation

By Christine Kavelle

The Greenlandic (Greenlandic) propeller aircraft is the only aircraft in the world that is designed to operate in the extreme cold of the Arctic region. The aircraft is a "sadly misguided strategy" and is a "disastrous decision" that will have a negative impact on the industry.

A Conversation With...

By Mary McBride of Honeywell

Where did you start at Honeywell? I started at Honeywell as a lab assistant in the research and development department. I was in a lot of different departments, which is a great experience.

What's a typical question from a client? I find a wide range of questions about our current products, but with legacy products, it's usually about parts. They want to know if we have the parts they need for their equipment.

The UPS & Downs of Developing Helicopter Autopilots

By Dale Smith

The challenge in developing a new autopilot for a helicopter is a "sadly misguided strategy" and is a "disastrous decision" that will have a negative impact on the industry. The challenge is a "sadly misguided strategy" and is a "disastrous decision" that will have a negative impact on the industry.

2010 Editorial Calendar

January	Proprietary Avionics: What's the Rationale? Flight Training for Avionics Technicians Avionics News Annual FAA-Approved Training Exam
February	Repair Station Recordkeeping Technology The Importance of Repair Stations Submitting Warranty Claims BONUS DISTRIBUTION: Helicopter Association International's Heli-Expo BONUS DISTRIBUTION: WAI's International Women In Aviation Conference
March	Hidden Capabilities: Solutions for Installing Modern Avionics Taking the Bus: Stand-By Busses Enhancing Safety AEA's Pre-Convention Issue
April	Beta Test Trails: Evaluating New Equipment Before Going to Market AEA Survey: What's a Repair Station's Biggest Challenge? BONUS DISTRIBUTION: Aircraft Electronics Association's International Convention & Trade Show
May	Aviation Real Estate: Are There Deals to be Made? Contract STCs: Adventures in Certification AEA's Annual International Issue
June	2010: New Products From AEA Members WAAS: Where It Stands Today AEA International Convention & Trade Show Recap Issue
July	Mayday Moment: Catching Up with the 406 MHz Changeover Plane Builders: What Avionics Are They Using? BONUS DISTRIBUTION: Experimental Aircraft Association's EAA AirVenture
August	Extreme Avionics: Shops Helping Out During Disasters Defining the Tech Shortage: Does it Really Exist? AEA's Annual Education Issue
September	NextGen Now: Getting Pilots to Invest and Equip UAVs: What Avionics Do They Need? BONUS DISTRIBUTION: AEA Regional Meetings
October	ADS-B in the U.S.: It's Not a "Tomorrow" System Anymore In-Flight Entertainment: Installing and Troubleshooting BONUS DISTRIBUTION: National Business Aviation Association's Meeting & Convention BONUS DISTRIBUTION: AEA Regional Meetings
November	A Storm's Brewing: Lightning and Turbulence Detection Battery Technology: What Does a Pilot Need? BONUS DISTRIBUTION: Aircraft Owners and Pilots Association's AOPA Aviation Summit BONUS DISTRIBUTION: AEA Regional Meetings
December	Tech for Techs: What Gear Techs Tinker With Outside of Work Turning Spare Parts and Equipment Into Cash Avionics News Year in Review

*To be considered for inclusion in an article, contact Avionics News three months prior to publication.

*All articles are subject to change without notice. For more information, call Trisha Drape, editor of Avionics News, at 816-347-8400.

2010 BONUS DISTRIBUTION & SPECIAL FEATURES:

JANUARY

Avionics News Annual FAA-Approved Training Exam

FEBRUARY

BONUS DISTRIBUTION: Helicopter Association International HAI Heli-Expo 2010

February 20-23
Houston, Texas

BONUS DISTRIBUTION: Women in Aviation International International WAI Conference

February 25-27
Orlando, Florida

MARCH

AEA's Pre-Convention Issue

APRIL

BONUS DISTRIBUTION: Aircraft Electronics Association 53rd Annual AEA International Convention & Trade Show

April 7-10
Orlando, Florida

MAY

Avionics News Annual International Issue

JUNE

Avionics News AEA Convention Recap Issue

JULY

BONUS DISTRIBUTION: Experimental Aircraft Association EAA AirVenture

July 26 - August 1
Oshkosh, Wisconsin

AUGUST

Avionics News Annual Education Issue

SEPTEMBER

BONUS DISTRIBUTION: AEA Regional Meetings*

OCTOBER

BONUS DISTRIBUTION: National Business Aviation Association NBAA Annual Meeting & Convention

October 19-21
Atlanta, Georgia

NOVEMBER

BONUS DISTRIBUTION: Aircraft Owners and Pilots Association

AOPA Aviation Summit
November 11-13
Long Beach, California

DECEMBER

Avionics News Year in Review

*AEA REGIONAL MEETINGS

Avionics News has bonus distribution at all six AEA Regional Meetings from May 2010 to November 2010, in the United States, Canada, Europe and the South Pacific.

AVIONICS NEWS

2010 CLOSING DATES:

	Space Reservations	Ad Materials Deadline
January	Nov. 11	Nov. 18
February	Dec. 9	Dec. 16
March	Jan. 13	Jan. 20
April	Feb. 3	Feb. 10
May	March 10	March 17
June	April 14	April 21
July	May 12	May 19
August	June 9	June 16
September	July 14	July 21
October	Aug. 11	Aug. 18
November	Sept. 15	Sept. 22
December	Oct. 13	Oct. 20



AIRCRAFT ELECTRONICS
ASSOCIATION

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