

AVIONICS NEWS

The AEA's monthly magazine.

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.

★ FACTS & FIGURES

Avionics News magazine, a monthly publication of the AEA, 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 avionics. They are in the position to recommend 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 products. 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 received monthly by subscribers, including:

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

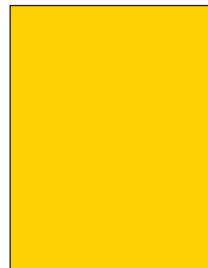


AVIONICS NEWS

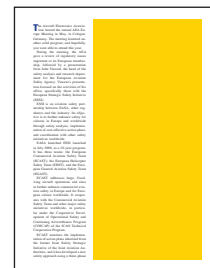
The AEA's monthly magazine.

★ FULL-COLOR DISPLAY ADVERTISING

RATES*	1 Time		3 Times		6 Times		12 Times	
	Full Page	\$3,748	\$3,545	\$3,354	\$2,924	\$2,786	\$2,538	\$2,317
2/3 Page	\$3,007	\$2,954	\$2,786	\$2,538				
1/2 Page	\$2,619	\$2,514	\$2,427	\$2,317				
1/3 Page	\$2,142	\$2,098	\$2,033	\$1,877				
1/6 Page	\$1,697	\$1,610	\$1,593	\$1,547				



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"

- Rates are per month
- * Inquire about premium location availability and pricing.
- * Inquire about non-member or black & white ad rates.

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.

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

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



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"

★ MARKETPLACE CLASSIFIED ADVERTISING

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

AEA MEMBER RATES

1 inch	\$125
2 inch	\$175
3 inch	\$225

- * Rates are per month
- * Ads larger than 3 inches are the 3-inch price plus an additional \$50 per inch.
- Spot Color: \$50 per color.
- Full Color: \$200

Non-Member Rates:
Add \$50 to member rates.



★ 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.

Your advertising contact at AVIONICS NEWS is:

Lauren McFarland
816-347-8400 • laurenm@aea.net

AVIONICS NEWS

The AEA's monthly magazine.

★ 2013 EDITORIAL CALENDAR

JANUARY

- ▶ 50 Years of *Avionics News*
- ▶ ADS-B Advances
- ▶ Last-Minute Buying/Transition of Ownership

Ad Space Reservations Due: Nov. 7, 2012
Ad Materials Due: Nov. 14, 2012
Avionics News Annual FAA-Approved Training Exam Issue

FEBRUARY

- ▶ Military use of COTS Avionics
- ▶ Portable Powerhouses: Communicators for the Pilot
- ▶ Where Would We Be Without Wires & Cables?

Ad Space Reservations Due: Dec. 5, 2012
Ad Materials Due: Dec. 12, 2012

MARCH

- ▶ Putting Glass in Helicopters
- ▶ Pitot/Static Innovation
- ▶ Minimal Panels: What's New on the Market?

BONUS DISTRIBUTION:
HAI HELI-EXPO

BONUS DISTRIBUTION:
WAI WOMEN'S
CONFERENCE

Ad Space Reservations Due: Jan. 9, 2013
Ad Materials Due: Jan. 16, 2013
Avionics News Annual Helicopter Issue

APRIL

- ▶ The Alternate Universe: Compact Glass Solutions
- ▶ Instrument Repair
- ▶ VOR Checks

BONUS DISTRIBUTION:
AEA CONVENTION &
TRADE SHOW

Ad Space Reservations Due: Feb. 6, 2013
Ad Materials Due: Feb. 13, 2013
Avionics News Annual AEA Convention & Trade Show Issue

MAY

- ▶ The Power of Production – and Redundancy
- ▶ The Differences between Analog and Digital Weather Radar
- ▶ Equipping for International Operations

Ad Space Reservations Due: March 6, 2013
Ad Materials Due: March 13, 2013
Avionics News Annual International Issue

JUNE

- ▶ AEA International Convention & Trade Show Recap
- ▶ New Product Introductions in 2013
- ▶ Modern Power-Management Systems

Ad Space Reservations Due: April 10, 2013
Ad Materials Due: April 17, 2013
Avionics News Annual AEA Convention Recap Issue

JULY

- ▶ Low-Cost Panel Solutions
- ▶ Growing Your Market: Amateur-Built Installations
- ▶ In-flight Traffic Options

BONUS DISTRIBUTION:
EAA AIRVENTURE

Ad Space Reservations Due: May 8, 2013
Ad Materials Due: May 15, 2013
Avionics News Annual EAA AirVenture Issue

AUGUST

- ▶ Smart Upgrades for Used Airplanes Owners
- ▶ Light Sport Avionics
- ▶ AEA Educational Foundation Scholarship Winners

Ad Space Reservations Due: June 12, 2013
Ad Materials Due: June 19, 2013
Avionics News Annual Education Issue

SEPTEMBER

- ▶ What's the Solution to Your Biggest Business Problem?
- ▶ What's in the Back of your Customer's Airplane?
- ▶ Best practices for Avionics Repair Shops

BONUS DISTRIBUTION:
AEA REGIONAL
MEETINGS

Ad Space Reservations Due: July 10, 2013
Ad Materials Due: July 17, 2013

OCTOBER

- ▶ LEDs: Can you See Me Now?
- ▶ What is your Company Plane?
- ▶ Alternator Troubleshooting

BONUS DISTRIBUTION:
AOPA AVIATION
SUMMIT

BONUS DISTRIBUTION:
NBAA
CONVENTION

Ad Space Reservations Due: Aug. 14, 2013
Ad Materials Due: Aug. 21, 2013
Avionics News Annual AOPA and NBAA Issue

NOVEMBER

- ▶ The Entertainment Control Panel
- ▶ Accounting Basics for the Small Repair Station
- ▶ How to Make Your Shop Stand Out

Ad Space Reservations Due: : Sept. 11, 2013
Ad Materials Due: : Sept. 18, 2013

DECEMBER

- ▶ Emergency Response: New Technology Devices
- ▶ ADS-B Upgrade Paths
- ▶ Civil UAVs and Opportunities for Repair Shops

Ad Space Reservations Due: Oct. 9, 2013
Ad Materials Due: Oct. 16, 2013
Avionics News Year in Review Issue

* 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, contact Geoff Hill, editor of *Avionics News*, at geoffh@aea.net or 816-347-8400.