

Avionics News is regarded as the No. 1 member benefit.

AVIONICS NEWS

AIRCRAFT ELECTRONICS
ASSOCIATION

2013

MEDIA INFORMATION &
ADVERTISING
OPPORTUNITIES



AND THE
AEA'S PUBLICATIONS SUITE



AVIONICS
NEWS *Digital*

aea.net

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
wwwaea.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

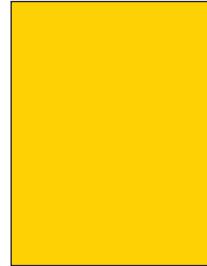
The AEA's monthly magazine.

★ FULL-COLOR DISPLAY ADVERTISING

RATES*

	1 Time	3 Times	6 Times	12 Times
Full Page	\$3,748	\$3,545	\$3,354	\$2,924
2/3 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

BEST
VALUE!



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"

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.

★ 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.

AVIONICS NEWS

Digital

The AEA's monthly digital magazine.

* Rates are per month

★ AVIONICS NEWS DIGITAL FEATURES

Avionics News is now available in print and digital formats!

All advertisements will be placed in both formats at no additional cost. Inquire about additional opportunities to upgrade print advertisements to digitally interact with your audience.

- **Links**

\$50

- **Multimedia**

\$500

- **Dynamic (Flash)**

\$500

- **Sponsorships**

\$1,500

**AVIONICS NEWS DIGITAL
ANNUALLY RECEIVES
MORE THAN
HALF-A-MILLION
PAGE VIEWS AND
15,000 UNIQUE
VISITORS !**



AIRCRAFT ELECTRONICS
ASSOCIATION

Your advertising contact for
AVIONICS NEWS DIGITAL is:

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

The AEA's high-traffic website.



★ AEA.NET WEBSITE ADVERTISING

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 1,300+ member companies. Membership is comprised of repair shop 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?

Your advertising contact for
AEA.NET is:

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

Size	Pixels	1 Month	3 Months	6 Months	12 Months
Vertical Rectangle	240 x 400	\$250	\$200	\$150	\$125
Square	250 x 250	\$200	\$150	\$115	\$100
Full Banner	468 x 60	\$150	\$125	\$100	\$85
Rectangle	180 x 150	\$125	\$100	\$85	\$70

Website advertising is available only on the following pages:

*EE Direct, *Member Directory, Warranty Forms, Tech Pubs, STCs Available, Affiliate Programs, Careers and Avionics News.

Note: Ad sizes will vary by page; call for details.

**Add 20% to the above rates for advertising on these premium pages.*

** Rates are per month*

AEA WIRED

The AEA's electronic newsletter.

★ AEA WIRED ADVERTISING RATES

AEA Wired is delivered twice a month to thousands of avionics professionals via email.

Lead

Banner 468 x 60 pixels

12 months

\$2,500

Preferred

Headers 100 x 30 pixels

• Rates are per month

1 month	3 months	6 months	12 months
\$250	\$200	\$175	\$150

The screenshot displays the AEA WIRED newsletter template. At the top left is the AEA logo. To its right, the word "WIRED" is written in large, bold, white letters against a blue gradient background. Below "WIRED" is the tagline "The AEA's electronic newsletter." In the top right corner, a red starburst graphic contains the text "AEA WIRED REACHES NEARLY 6,000 INDUSTRY PROFESSIONALS TWICE A MONTH!"

The main content area features several sections:

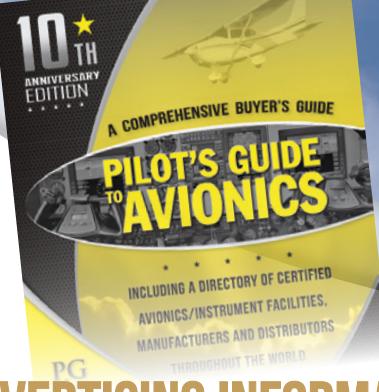
- Advertisement Lead Banner:** A yellow header bar at the top of the page.
- AIRCRAFT ELECTRONICS ASSOCIATION:** The official logo of the AEA.
- AEA WIRED:** The title of the newsletter.
- Keeping you connected to the general aviation industry.** A subtitle.
- May 25, 2011:** The date of the issue.
- In This Issue:** A sidebar listing headlines: "The Current", "Save the Date", "Regulatory Update", "PG2A", "The Connection", and "The Static".
- THE CURRENT Header:** A section header for the first article.
- House May Extend FAA Funding for 19th Time:** The main headline of the first article.
- Last week, the House Transportation and Infrastructure Committee introduced legislation to seek another short-term extension of FAA funding and programs. If enacted, it will be the 19th such extension.** The body text of the first article.
- Add the AEA Member Badge to your website:** A call-to-action for readers.
- AIRCRAFT ELECTRONICS ASSOCIATION MEMBER:** A badge for AEA members.
- SHORT:** A section header for the second article.
- AIR METHODS announced the appointment of FRANK GRAHAM as the new director:** The main headline of the second article.
- SAVE THE DATE Header:** A section header for the third article.
- 2011 Regional Meetings:** The main headline of the third article.
- Canada Regional Meeting Aug. 31- Sept. 1, 2011:** The body text of the third article.
- For more information on future Regional Meetings, visit wwwaea.net/regional.** A call-to-action at the end of the third article.

Headers 100 x 30 pixels

• Rates are per month

1 month	3 months	6 months	12 months
\$190	\$165	\$140	\$115





PILOT'S GUIDE TO AVIONICS

The AEA's annual avionics buyer's guide and membership directory.

★ ADVERTISING INFORMATION

Don't miss out on this unique marketing opportunity!

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

The 2013-14 *Pilot's Guide to Avionics* 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 *Pilot's Guide to Avionics* is your can't-miss advertising opportunity.

The 2013-14 edition of the AEA's *Pilot's Guide to Avionics* will debut in July 2013, at EAA AirVenture in Oshkosh, Wis. Deadline for ad space reservations is May 2, 2013.

2013 - 14 Pilot's Guide Distribution

• EAA AirVenture 2013

July 29 - Aug. 4 • Oshkosh, Wis.

• AEA 2013 Latin America Meeting

• AEA 2013 Canada Meeting

• AOPA Aviation Summit 2013

Oct. 10-12 • Fort Worth, Texas

• AEA 2013 East Meeting

• NBAA 66th Annual Meeting & Convention

Oct. 22 - 24 • Las Vegas, Nev.

• AEA 2013 West Meeting

• AEA 2013 South Pacific Meeting

• AEA 2013 Central Meeting

• National Association of Flight Instructors

• Flying Clubs throughout the United States

• All Aircraft Electronics Association Members



★ Advertising Rates ★

One Price for Year-Round Advertising and Exposure

Back Cover	\$ 6,485
Inside Front Cover	\$ 5,270
Inside Back Cover	\$ 5,270
Full page 4-color	\$ 2,135
Full page black & white	\$ 1,650
1/2 page 4-color	\$ 1,510
1/2 page black & white	\$ 965
1/6 page 4-color	\$ 675
1/6 page black & white	\$ 400

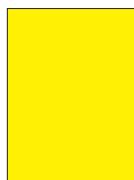
Black & White Logo placement next to company member listing (AEA Members Only). \$ 220

Any AEA member who places an ad (of any size) will receive a logo placement next to its company member listing at a discounted rate. \$ 110

No agency discounts.

Distribution of the 2013-2014 AEA *Pilot's Guide to Avionics* begins July 2013.

★ Ad Sizes ★



Full Page (Full Bleed)

7 3/4" x 10 1/4"

(trimmed to final size: 7 1/2" x 10")



Half Page

6 1/4" x 4 1/4"



1/6 Page

2" x 4 1/4"