



PILOT'S GUIDE TO AVIONICS

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

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

The 2016-17 *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 2016-17 edition of the AEA's *Pilot's Guide to Avionics* will debut in July 2016, at EAA AirVenture in Oshkosh, Wis. Deadline for ad space reservations is May 5, 2016.

PILOT'S GUIDE DISTRIBUTION

- AEA Regional Meetings
- AEA International Convention & Trade Show
- EAA AirVenture
- HAI Heli-Expo
- NBAA Business Aviation Convention & Exhibition
- All Aircraft Electronics Association members
- Thousands of individual online requests



ADVERTISING RATES

One Price for Year-Round Advertising and Exposure

Back Cover	\$ 6,575
Inside Front Cover	\$ 5,350
Inside Back Cover	\$ 5,350
Full page 4-color	\$ 2,195
Full page black & white	\$ 1,750
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

PILOT'S GUIDE 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"

Your advertising contact for
the *Pilot's Guide to Avionics* is:

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