

# PILOT'S GUIDE TO AVIONICS

A PUBLICATION OF THE AIRCRAFT ELECTRONICS ASSOCIATION

## 2010-2011

*Don't miss out on this unique marketing opportunity!*

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



The 2010-2011 *Pilot's Guide to Avionics* is the pilot's single source for avionics buying decisions. If your customers are pilots or aircraft owners of sport aviation, general aviation or business aviation aircraft, the *Pilot's Guide to Avionics* is your can't-miss advertising opportunity.

The 2010-2011 edition of the AEA *Pilot's Guide to Avionics* will debut in July 2010, at EAA AirVenture in Oshkosh, Wis. Deadline for ad space reservations is **May 10, 2010**.

### 2010 Pilot's Guide Distribution

- **EAA AirVenture 2010**  
July 26 - August 1 • Oshkosh, Wis.
- **AEA 2010 South Pacific Meeting**  
August
- **AEA 2010 Canada Meeting**  
September
- **AEA 2010 East Meeting**  
September
- **AEA 2010 Central Meeting**  
September
- **AEA 2010 West Meeting**  
November
- **NBAA 63rd Annual Meeting & Convention**  
October 19 - 21 • Atlanta, Ga.
- **AOPA Expo**  
November 11 - 13 • Long Beach, Ca.
- **National Association of Flight Instructors**
- **Flying Clubs throughout the United States**
- **All Aircraft Electronics Association Members**

## MEDIA INFORMATION AND AD RATES

**No rate increase from 2009!**

### ★ Advertising Rates ★

#### One Price for Year-Round Advertising and Exposure

Back Cover . . . . .	\$ 5,995
Inside Front Cover . . . . .	\$ 4,875
Inside Back Cover . . . . .	\$ 4,875
Full Page 4-color . . . . .	\$ 1,975
Full Page black & white . . . . .	\$ 1,395
1/2 page 4-color . . . . .	\$ 1,395
1/2 page black & white . . . . .	\$ 895
1/6 page black & white . . . . .	\$ 375
Classified ads . . . . .	\$100 per inch

Black & White Logo placement next to company member listing (AEA Members Only) . . . . . \$ 200

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. . . . . \$ 100

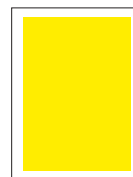
*No agency discounts.*

Distribution of the 2010-2011 AEA *Pilot's Guide to Avionics* begins July 2010.

### ★ Ad Sizes ★



**IFC, IBC, BC (Full Bleed)**  
7 3/4" x 10 1/4"



**Inside Full Page (No Bleeds)**  
6 1/4" x 9"



**Half Page**  
6 1/4" x 4 1/4"



**1/6 Page**  
2" x 4 1/4"

(trimmed to 7 1/2" x 10")  
allow 1/2" from all text to spiral binding

### ★ Advertising Deadlines ★

Space Reservations May 10, 2010  
Ad Materials Due **May 17, 2010**

### ★ Ad Formats ★

- Please send high-resolution (300 dpi) **tiff** files or high-resolution, press-ready **pdf** files.
- Ads can be sent on CD-Rom or uploaded to the ftp site.
- Call Darla Hall at 816-347-8400 for information on sending ad files via the ftp site.

### ★ Contact Information ★

Aircraft Electronics Association  
3570 NE Ralph Powell Road  
Lee's Summit, MO 64064

**Advertising sales: Darla Hall, darlah@aea.net**  
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