

# AVIONICS NEWS

2014 Media Information &  
Advertising Opportunities

AIRCRAFT ELECTRONICS  
ASSOCIATION



PILOT'S GUIDE  
TO AVIONICS

AEA WIRED

aea.net

AVIONICS  
NEWS Digital

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



# AVIONICS NEWS

The AEA's monthly magazine.

*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. *Avionics News* readers are the owners, managers and technicians of Part 145 repair stations who sell, service and install avionics, as well as maintenance facilities and fixed-base operations. 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](mailto:newsreleases@aea.net).

**THE VIEW FROM WASHINGTON:** THE AEA's vice president of government and industry affairs reports each month on the latest regulatory and legislative issues — nationally and internationally.

### AVIONICS NEWS MAGAZINE

Frequency: Monthly  
 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.

### CONTACT INFORMATION

Telephone: 816-347-8400  
 Fax: 816-347-8405  
 e-mail: [avionicsnews@aea.net](mailto:avionicsnews@aea.net)

## READERS/CIRCULATION

Nearly 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 .....	1,200
Maintenance Facilities/FBOs.....	1,000
End-Users/Pilots (Corporate, Private).....	850
Instrument Shops .....	500
Government Agencies (FAA, NTSB, DOT, TCCA, EASA, CASA) .....	500
Airframe Manufacturers.....	400
Test Equipment Manufacturers.....	250
Technical Schools.....	250
Miscellaneous (Ad Agencies, Avionics Students, Flight Schools).....	250
Aviation Consultants.....	200

### 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.

Your advertising contact  
at **AVIONICS NEWS** is:

**LAUREN MCFARLAND**

816-347-8400 • laurenm@aea.net

# AVIONICS NEWS

The AEA's monthly magazine.

## FULL-COLOR DISPLAY ADVERTISING

* RATES		1 Time	3 Times	6 Times	12 Times
	Full Page	\$3,860	\$3,651	\$3,455	<b>\$2,997</b>
2/3 Page	\$3,097	\$3,043	\$2,870	\$2,614	
1/2 Page	\$2,698	\$2,589	\$2,500	\$2,387	
1/3 Page	\$2,206	\$2,161	\$2,094	\$1,933	
1/6 Page	\$1,748	\$1,658	\$1,641	\$1,593	

**BEST  
VALUE!**

- 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:

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

A SWOP (Specifications for Web Offset Publications) Proof is 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



#### 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"

## MARKETPLACE CLASSIFIED

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

### AEA MEMBER RATES

1 inch	\$135
2 inch	\$185
3 inch	\$235

\* 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.

# 2014

## EDITORIAL CALENDAR

# AVIONICS NEWS

The AEA's monthly magazine.

### January

#### FAA-Accepted Training Exam Issue

- How an avionics dealer brings value to an OEM's product
- The ADS-B IN crowd: it's getting crowded
- New generation autopilots - why should pilots upgrade?

- Ad Sales Deadline: **Nov. 6, 2013**
- Materials Deadline: **Nov. 13, 2013**

### February

#### Helicopter Issue

- Your marketing report card
- What's working for your business?
- ADS-B Options: The clock is ticking on the ADS-B mandate

- Ad Sales Deadline: **Dec. 4, 2013**
- Materials Deadline: **Dec. 11, 2013**

#### BONUS DISTRIBUTION

HAI  
Heli-Expo

### March

#### AEA Convention & Trade Show Issue

- The gold in homebuilts
- Helping customers create their perfect avionics suite
- Understanding ASTM. What is it?

- Ad Sales Deadline: **Jan. 8, 2014**
- Materials Deadline: **Jan. 15, 2014**

#### BONUS DISTRIBUTION

WAI Women's  
Conference

#### BONUS DISTRIBUTION

AEA  
Convention

### April

#### International Issue

- The international business ripple effect
- Avionics supermarket
- Member profile of international AEA member companies

- Ad Sales Deadline: **Feb. 5, 2014**
- Materials Deadline: **Feb. 12, 2014**

### May

#### AEA Convention Recap Issue (part 1)

- AEA International Convention & Trade Show recap
- Searches with & without consent
- The EFB five years later: Have tablets and panels fulfilled the EFB promise?

- Ad Sales Deadline: **March 5, 2014**
- Materials Deadline: **March 12, 2014**

### June

#### AEA Convention Recap Issue (part 2)

- New products introduced at the AEA International Convention & Trade Show
- The state of standby glass
- How has the panel retrofit business changed?

- Ad Sales Deadline: **April 9, 2014**
- Materials Deadline: **April 16, 2014**

### July

#### EAA AirVenture Issue

- Limitations of an iPad
- Electrical power for portable devices
- Immortal aviation

- Ad Sales Deadline: **May 7, 2014**
- Materials Deadline: **May 14, 2014**

#### BONUS DISTRIBUTION

EAA  
AirVenture

### August

#### Education Issue

- Are you vulnerable to a digital attack?
- AEA Educational Foundation scholarship recipients
- Wireless cockpit systems advancing

- Ad Sales Deadline: **June 11, 2014**
- Materials Deadline: **June 18, 2014**

### September

#### AEA Regional Meetings Issue

- Managing Software Solutions
- 3G avionics
- Business Basics: Myth of multitasking

- Ad Sales Deadline: **July 9, 2014**
- Materials Deadline: **July 16, 2014**

#### BONUS DISTRIBUTION

AEA Regional  
Meetings

### October

#### NBAA Convention Issue

- Touchscreen controls: A look at where the technology is going
- The latest in-cabin connectivity equipment and installation tips
- What is the most innovative cockpit this year?

- Ad Sales Deadline: **Aug. 13, 2014**
- Materials Deadline: **Aug. 20, 2014**

#### BONUS DISTRIBUTION

NBAA  
Convention

### November

#### AEA Rate & Labor Survey Issue

- Giving up the pump addiction and going all-electric
- Antennas: installation, troubleshooting and repair
- Mechanical attitude indicators and HSIs

- Ad Sales Deadline: **Sept. 10, 2014**
- Materials Deadline: **Sept. 17, 2014**

### December

#### Year in Review Issue

- Heads up! HUDs and HUGS are growing
- Special mission avionics
- New products and technologies coming to market

- Ad Sales Deadline: **Oct. 8, 2014**
- Materials Deadline: **Oct. 15, 2014**

\* 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](mailto:geoffh@aea.net) or 816-347-8400.



# AVIONICS NEWS

# Digital

The AEA's monthly digital magazine.

Avionics News Digital annually receives more than a

**Half Million**  
page views and  
**15,000**  
unique visitors!

## AVIONICS NEWS DIGITAL FEATURES

Avionics News is now available in print and digital formats, as well as a mobile app!

All advertisements will be placed in all three 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**



**AIRCRAFT ELECTRONICS  
ASSOCIATION**

Your advertising contact for  
**AVIONICS NEWS DIGITAL** is:

**Lauren McFarland**  
816-347-8400 • [laurenm@aea.net](mailto:laurenm@aea.net)



# 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.

Size	Pixels	1 Month	3 Months	6 Months	12 Months
Vertical Rectangle	240 x 400	\$260	\$210	\$160	\$135
Square	250 x 250	\$210	\$160	\$125	\$110
Full Banner	468 x 60	\$160	\$135	\$110	\$95
Rectangle	180 x 150	\$135	\$110	\$95	\$80

Website advertising is available only on the following pages:

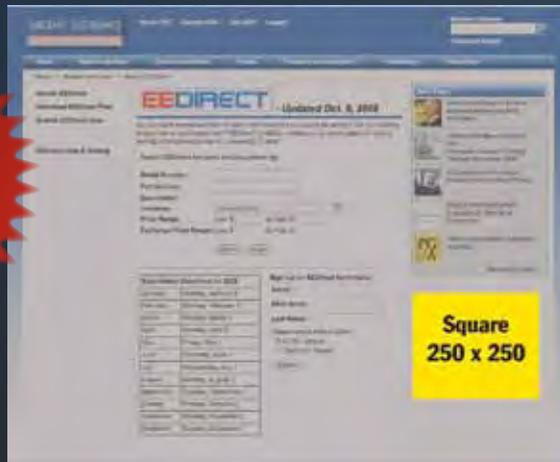
\*EE Direct, \*Member Directory, Warranty Forms, Tech Pubs, STCs Available, Affiliate Programs, Careers and Avionics News.

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

Did you know EEDirect has the most viewed pages on the AEA website?



AIRCRAFT ELECTRONICS ASSOCIATION

Your advertising contact for

AEA.NET is:

Lauren McFarland

816-347-8400 • laurenm@aea.net

The AEA's electronic newsletter delivered twice a month to thousands of avionics professionals via email.

## AEA WIRED ADVERTISING RATES

### 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
<b>\$260</b>	<b>\$210</b>	<b>\$185</b>	<b>\$160</b>

THE CURRENT

REGULATORY UPDATE

### HEADERS

100 x 30 pixels

• Rates are per month

1 month	3 months	6 months	12 months
<b>\$200</b>	<b>\$175</b>	<b>\$150</b>	<b>\$125</b>

AEA Wired reaches more than **7,000** industry professionals twice a month!



THE CONNECTION

THE STATIC

SAVE THE DATE

THE SHORT

{2013-14 Edition}

# PILOT'S GUIDE TO AVIONICS

Including a global directory of certified avionics/instrument facilities, manufacturers and distributors, and their latest products and services.

A Comprehensive Buyer's Guide

A PUBLICATION OF THE AIRCRAFT ELECTRONICS ASSOCIATION

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

The 2014-15 *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 2014-15 edition of the AEA's *Pilot's Guide to Avionics* will debut in July 2014, at EAA AirVenture in Oshkosh, Wis. Deadline for ad space reservations is May 2, 2014.

## PILOT'S GUIDE DISTRIBUTION

- EAA AirVenture 2014  
July 28 - Aug. 3 • Oshkosh, Wis.
- AEA 2014 Latin America Meeting
- AEA 2014 Canada Meeting
- AEA 2014 East Meeting
- NBAA 67th Annual Meeting & Convention  
Oct. 21 - 23 • Orlando, Fla.
- AEA 2014 West Meeting
- AEA 2014 South Pacific Meeting
- AEA 2014 Central Meeting
- National Association of Flight Instructors
- Flying Clubs throughout the United States
- All Aircraft Electronics Association Members

# PILOT'S GUIDE TO AVIONICS

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



## 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

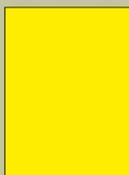
Black & White Logo placement next to company member listing (AEA Members Only) . . . . . \$ 220

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 2014-2015 AEA Pilot's Guide to Avionics begins July 2014.

## 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:

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