

AVIONICS NEWS

A Monthly Publication of the
Aircraft Electronics Association



2011

Media Information & Rates

AIRCRAFT ELECTRONICS
ASSOCIATION

Avionics News is regarded as the #1 member benefit by AEA members in a 2009 survey.

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.

AVIONICS NEWS

A Monthly Publication of the Aircraft Electronics Association

► 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 your products. They are in the position to recommend your 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 their companies. 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 mailed monthly to subscribers, including approximately:

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

2011 Advertising

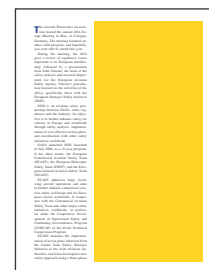
► Full-Color Display Advertising

RATES*		1 Time	3 Times	6 Times	12 Times
	Full Page	\$3465	\$3278	\$3101	\$2704
2/3 Page	\$2780	\$2731	\$2576	\$2346	
1/2 Page	\$2421	\$2324	\$2244	\$2142	
1/3 Page	\$1981	\$1939	\$1880	\$1736	
1/6 Page	\$1569	\$1537	\$1473	\$1430	



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"

* Inquire about premium location availability and pricing.

* Inquire about non-member or black & white ad rates.

Bonus for Avionics News Advertisers

Sign a display advertising contract in *Avionics News* and receive FREE e-Preview ads (within a 12-month period):

- 3x contract = 1 free e-Preview ad
- 6x contract = 2 free e-Preview ads
- 12x contract = 6 free e-Preview ads

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 acceptable.

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 Time	3 Times	6 Times	12 Times
1 inch	\$125	\$115	\$105	\$95
2 inch	\$175	\$165	\$155	\$145
3 inch	\$225	\$215	\$205	\$195

* 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.

g Rates

e-Preview Advertising

The Avionics News e-Preview is a powerful marketing tool!

e-Preview, a monthly electronic newsletter, arrives in more than 2,000 AEA members' e-mail in-boxes approximately one week prior to receiving the latest issue of *Avionics News* magazine in the mail.

Each month, e-Preview contains information about the upcoming month's magazine, including feature articles, regulatory updates, event dates, reminders, and AEA association news.

Ad Rates and Specifications

These ads include a link to your company website or e-mail address free of charge.

150 x 70 pixels
72 dpi, RGB jpeg
 e-mail files to darlah@aea.net

ADVERTISE HERE
 For more information, call 816-347-8400.



1 Time	3 Times	6 Times	12 Times
\$100	\$75	\$60	\$50

Rates are net per issue. No agency discounts.

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	3	6	12
		Month	Months	Months	Months
Vertical Rectangle	240 x 400	\$200	\$150	\$115	\$100
Square	250 x 250	\$150	\$100	\$75	\$70
Full Banner	468 x 60	\$115	\$100	\$75	\$65
Rectangle	180 x 150	\$100	\$75	\$65	\$50

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.

THE VIEW FROM WASHINGTON
 THE PERSPECTIVE OF GOVERNMENT & INDUSTRY OFFICIALS ON THE AEA

Why It's So Important to Ask 'Why?'

Growing up, I've often learned that if you don't ask "why?" you won't know what you're doing. It's a simple question, but it's one that's often overlooked. In the aviation industry, it's especially important to ask "why?" when it comes to regulations. Why? Because regulations are the backbone of the industry, and they're constantly evolving. Understanding the "why" behind a regulation can help you better understand the intent of the rule and how to comply with it. It can also help you identify areas where the rule might be too restrictive or where a change is needed. In this column, I'll discuss some of the most important regulations in the industry and why they're so important. I'll also provide some tips on how to stay up-to-date on regulatory changes and how to effectively communicate with regulators. So, the next time you're faced with a new regulation, take a moment to ask "why?" You might be surprised at what you discover.

Knowing and understanding the intended purpose of the regulations is critical to know "why" as well as the desired outcome of the standards.

When the FAA issues a new regulation, it's often with a specific purpose in mind. For example, a regulation might be issued to address a safety concern or to improve the efficiency of the industry. Understanding the "why" behind a regulation can help you better understand the intent of the rule and how to comply with it. It can also help you identify areas where the rule might be too restrictive or where a change is needed. In this column, I'll discuss some of the most important regulations in the industry and why they're so important. I'll also provide some tips on how to stay up-to-date on regulatory changes and how to effectively communicate with regulators. So, the next time you're faced with a new regulation, take a moment to ask "why?" You might be surprised at what you discover.

MEMBER PROFILE
AVIONIC STRAUBING GmbH

Growth Pushes Avionik Straubing to Expand Again

JAY LAFOR, President of U.S. Aviation Services

Jay Lafor, President of U.S. Aviation Services, is a man who knows his industry. He has spent the last 20 years working in the avionics industry, and he has seen firsthand the growth and expansion of the industry. In this profile, we'll take a look at Jay's career and how he has helped Avionik Straubing expand its operations in the U.S. market. Jay has been instrumental in the company's success, and his leadership has been a key factor in its growth. We'll explore the challenges Jay has faced and how he has overcome them, and we'll provide some insights into the future of the avionics industry.

AVIATION SERVICES
 BY PATRICIA LARSEN

JAY LAFOR: President of U.S. Aviation Services

Jay Lafor, President of U.S. Aviation Services, is a man who knows his industry. He has spent the last 20 years working in the avionics industry, and he has seen firsthand the growth and expansion of the industry. In this profile, we'll take a look at Jay's career and how he has helped Avionik Straubing expand its operations in the U.S. market. Jay has been instrumental in the company's success, and his leadership has been a key factor in its growth. We'll explore the challenges Jay has faced and how he has overcome them, and we'll provide some insights into the future of the avionics industry.

MISSION READY
 Dale County Sheriff's Helicopter Upgraded with Aspen Avionics

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Your advertising contact at Avionics News is:

Linda Adams
816-347-8400
lindaa@aea.net

2011

**AVIONICS
NEWS**

Editorial Calendar

January

- ▶ FAA-Approved: *Avionics News* Annual Technical Training Exam
 - ▶ What the Results of the AEA Annual Rate & Labor Survey Forecast
 - ▶ Weathering the Storm: Rebuilding After a Disaster

February

- ▶ Alternative Revenue: More Shops Seeking Rotorcraft Work
 - ▶ Helicopters: Avionics Upgrades & New Products
 - ▶ Trade Show & Air Show Marketing: Business Model for Success

March

- ▶ Coming Out of a Recession: What I've Learned from a Tough Market
 - ▶ Guide to Winning Government Contracts
 - ▶ Wi-Fi: Getting Your Customers Connected

April

- ▶ Keeping Stacks Up-to-Date on the Customer's Budget
 - ▶ Guide to Securing Military Contracts
 - ▶ Top 10 Avionics Troubleshooting Tips

May

- ▶ Canada Case Study: SMS & Its Impact on Small AMOs
 - ▶ ADS-B Installations: Counseling Your Customers
 - ▶ Worldwide Opportunities: Cockpits in Emerging Countries

June

- ▶ AEA International Convention & Trade Show Recap
 - ▶ New Product Introductions in 2011
 - ▶ Online Relations: Pushing Information to Your Customers

July

- ▶ Untapped Market: Light-Sport Aircraft & Their Avionics
 - ▶ Grand-Champion Panels: Putting the Stack Together in Prized Planes
 - ▶ Aerobatic Avionics: OEM Products & Shop Installations

August

- ▶ AEA Educational Foundation Scholarship Winners
 - ▶ Better Business through Continuing Education
 - ▶ Reaching Out to the Avionics Technicians of Tomorrow

September

- ▶ How Will a Pilot Shortage Impact Avionics Shops?
 - ▶ LET Success Stories: 406 MHz Debate Continues
 - ▶ Training Time: Helping Pilots Keep Up with New Technology

October

- ▶ Business Jets: They're Used for That, Too?
 - ▶ Seeing Clearly: Affordable Synthetic Vision
 - ▶ How Effective are General Aviation Perception Campaigns?

November

- ▶ EVS: Having It Can Earn an Owner Discounts
 - ▶ Moving Day: Taking Your Shop to a New Market
 - ▶ Upgrades for Electronic Engine Display Upgrades

December

- ▶ What Were the Hottest-Selling Products in 2011?
 - ▶ Light-Sport: Working on Amateur-Built Aircraft
 - ▶ EFB Solutions: Offering Options to your Customers

* 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 Trisha Drape, editor of Avionics News, at trishad@aea.net or 816-347-8400.

➤ 2011 Bonus Distribution & Special Features:

JANUARY

Avionics News Annual FAA-Approved Training Exam

FEBRUARY

BONUS DISTRIBUTION: Women in Aviation International International WAI Conference

February 24-26
Reno, Nevada

BONUS DISTRIBUTION: Helicopter Association International HAI Heli-Expo 2011

March 5-8
Orlando, Florida

MARCH

BONUS DISTRIBUTION: Aircraft Electronics Association 54th Annual AEA International Convention & Trade Show

March 22-25
Reno, Nevada

MAY

Avionics News Annual International Issue

JUNE

Avionics News AEA Convention Recap Issue

JULY

BONUS DISTRIBUTION: Experimental Aircraft Association EAA AirVenture

July 25-31
Oshkosh, Wisconsin

AUGUST

Avionics News Annual Education Issue

SEPTEMBER

BONUS DISTRIBUTION: AEA Regional Meetings*

BONUS DISTRIBUTION: Aircraft Owners and Pilots Association AOPA Aviation Summit

September 22-24
Hartford, Connecticut

OCTOBER

BONUS DISTRIBUTION: National Business Aviation Association NBAA Annual Meeting & Convention

October 10-12
Las Vegas, Nevada

DECEMBER

Avionics News Year in Review

* AEA REGIONAL MEETINGS

Avionics News has bonus distribution at all six AEA Regional Meetings from May 2011 to November 2011, in the United States, Canada, Europe and the South Pacific.

AVIONICS NEWS

2011 Closing Dates:

	Space Reservations	Ad Materials Deadline
January	Nov. 10	Nov. 17
February	Dec. 6	Dec. 13
March	Jan. 12	Jan. 19
April	Feb. 9	Feb. 16
May	March 7	March 14
June	April 13	April 20
July	May 11	May 18
August	June 8	June 15
September	July 13	July 20
October	Aug. 8	Aug. 15
November	Sept. 14	Sept. 21
December	Oct. 12	Oct. 19



AIRCRAFT ELECTRONICS
ASSOCIATION

AVIONICS NEWS PUBLISHING OFFICE

3570 NE Ralph Powell Road • Lee's Summit, MO 64064 | Phone: 816-347-8400 • Fax: 816-347-8405 | e-mail: avionicsnews@aea.net | www.aea.net

Publisher Paula Derks | Editor Trisha Drape | Creative Director Jeff Kirchhoff

Advertising Darla Hall | Circulation Manager Lauren McFarland