

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 2012-2013 *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 2012-2013 edition of the AEA's *Pilot's Guide to Avionics* will debut in July 2012, at EAA AirVenture in Oshkosh, Wis. Deadline for ad space reservations is May 11, 2012.

2012 - 13 Pilot's Guide Distribution

• **EAA AirVenture 2012**
July 23 - 29 • Oshkosh, Wis.

• **AEA 2012 Latin America Meeting**

• **AEA 2012 Canada Meeting**

• **AOPA Aviation Summit 2012**
Oct. 11 - 13 • Palm Springs, Calif.

• **AEA 2012 East Meeting**

• **NBAA 65th Annual Meeting & Convention**
Oct. 30 - Nov. 1 • Orlando, Fla.

• **AEA 2012 West Meeting**

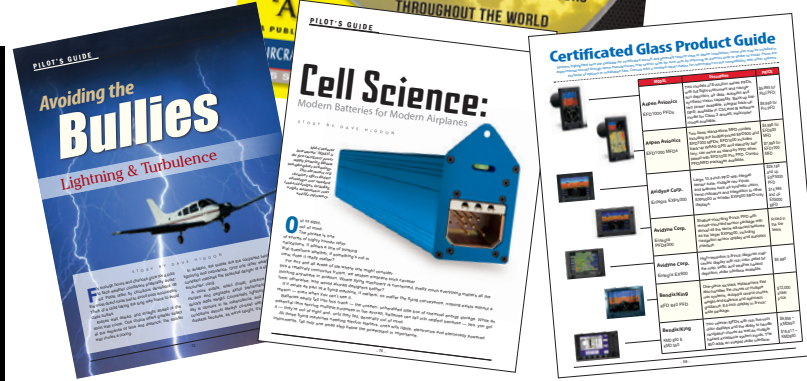
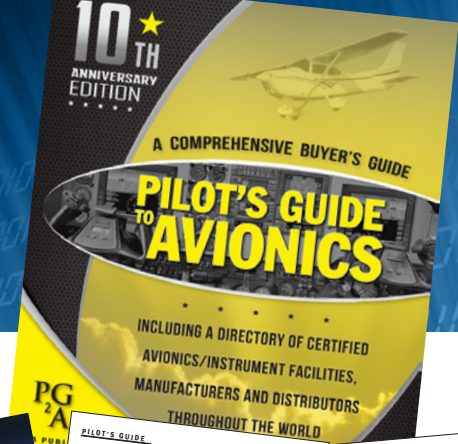
• **AEA 2012 South Pacific Meeting**

• **AEA 2012 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 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

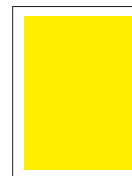
No agency discounts.

Distribution of the 2012-2013 AEA *Pilot's Guide to Avionics* begins July 2012.

★ Ad Sizes ★



IFC, IBC, BC (Full Bleed)
7 3/4" x 10 1/4"
(trimmed to 7 1/2" x 10")



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"



Your advertising contact for the **PILOT'S GUIDE TO AVIONICS** is:

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