

AVIONICS NEWS



and the AEA's Publications Suite



AVIONICS
NEWS *Digital*

aea.net

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

The AEA's monthly magazine.

► 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 avionics. 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.

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:

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

AVIONICS NEWS

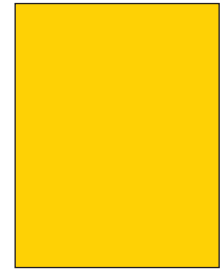
The AEA's monthly magazine.



Full-Color Display Advertising

RATES*		1 Time	3 Times	6 Times	12 Times
	Full Page	\$3604	\$3409	\$3225	\$2812
2/3 Page	\$2891	\$2840	\$2679	\$2440	
1/2 Page	\$2518	\$2417	\$2334	\$2228	
1/3 Page	\$2060	\$2017	\$1955	\$1805	
1/6 Page	\$1632	\$1548	\$1532	\$1487	

BEST VALUE!



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"

- 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:

- 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 accepted.

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 inch	\$125
2 inch	\$175
3 inch	\$225

* 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.

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

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

AVIONICS NEWS

The AEA's monthly magazine.



► 2012 Editorial Calendar

January

- ▶ Advancements in Avionics that Enable Automatic Landings
- ▶ Panel Transitions & Shop Evolution
- ▶ RNP-capable FMS for Business Aircraft

Ad Space Reservations Due: Nov. 9, 2011
Ad Materials Due: Nov. 16, 2011
Avionics News Annual FAA-Approved Training Exam Issue

February

- ▶ Audio Panel Options
- ▶ CAS for Portables
- ▶ Demonstrated Ability: The Pros & Cons of a Flying Avionics Demonstrator

Ad Space Reservations Due: Dec. 7, 2011
Ad Materials Due: Dec. 14, 2011
Bonus Distribution: HAI Heli-Expo

March

- ▶ Saving Trees a Pilot at a Time
- ▶ Stand-alone GPS navigators
- ▶ Air France Flight 447: Lessons for the Avionics Industry

Ad Space Reservations Due: Jan. 11, 2012
Ad Materials Due: Jan. 18, 2012
Bonus Distribution: Women in Aviation International Conference

April

- ▶ What is the AEA Ambassador Program?
- ▶ Sorting out Weather Feeds
- ▶ Best Practices for Aircraft Wiring

Ad Space Reservations Due: Feb. 8, 2012
Ad Materials Due: Feb. 15, 2012
Bonus Distribution: AEA Convention

May

- ▶ Wireless Cockpit Communications
- ▶ GA Flight Recorders: Letting Little Brother Watch
- ▶ Inexpensive Flight Data Monitoring for GA

Ad Space Reservations Due: March 7, 2012
Ad Materials Due: March 14, 2012
Avionics News Annual International Issue

June

- ▶ New Product Introductions in 2012
- ▶ Expanding Your Business Opportunities Through Online Job Bidding Services
- ▶ Seizing Opportunity: Standing Out from the Crowd

Ad Space Reservations Due: April 11, 2012
Ad Materials Due: April 18, 2012
Avionics News Annual AEA Convention Recap Issue

July

- ▶ So You Want to Go Glass
- ▶ Growing Your Market: Amateur-Built Installations
- ▶ Retrofit Glass Panels

Ad Space Reservations Due: May 9, 2012
Ad Materials Due: May 16, 2012
Bonus Distribution: EAA AirVenture

August

- ▶ AEA Educational Foundation Scholarship Winners
- ▶ Bright Lights, Low Loads
- ▶ So You Want to be an Avionics Technician or Aircraft Maintenance Technician

Ad Space Reservations Due: June 13, 2012
Ad Materials Due: June 20, 2012
Avionics News Annual Education Issue
Bonus Distribution: AEA Regional Meetings

September

- ▶ The Antenna Farm: Avionics are Bringing New Antenna Needs To Aircraft
- ▶ Aspen Avionics Joins Avidyne, Honeywell & Others to Create a 'Connected' Panel
- ▶ GPS Spectrum Issue Update

Ad Space Reservations Due: July 11, 2012
Ad Materials Due: July 18, 2012
Bonus Distribution: AEA Regional Meetings

October

- ▶ Lightning Detection & Datalink
- ▶ Reporting on EAA AirVenture
- ▶ Coupling Older Autopilots to New Avionics

Ad Space Reservations Due: Aug. 8, 2012
Ad Materials Due: Aug. 15, 2012
Bonus Distribution: AOPA Aviation Summit, NBAA Convention & AEA Regional Meetings

November

- ▶ Avionics & Electrical Needs of Gliders/Sailplanes/Motorgliders
- ▶ Modernizing Electricals
- ▶ How Does the Aviation Community Contribute to the Economy?

Ad Space Reservations Due: : Sept. 12, 2012
Ad Materials Due: : Sept. 19, 2012
Bonus Distribution: AEA Regional Meetings

December

- ▶ Is ADS-B In Out?
- ▶ The Transponder of Tomorrow Today
- ▶ Meat-and-Potato Avionics

Ad Space Reservations Due: Oct. 10, 2012
Ad Materials Due: Oct. 17, 2012
Avionics News Year in Review Issue

* 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 or 816-347-8400.



AVIONICS NEWS Digital

The AEA's monthly online magazine.

➤ Avionics News Digital Features

Avionics News is now available in print and digital formats! All advertisements will be placed in both 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

* Rates are per month





aea.net

The AEA's high-traffic website.



► aea.net Website Advertising

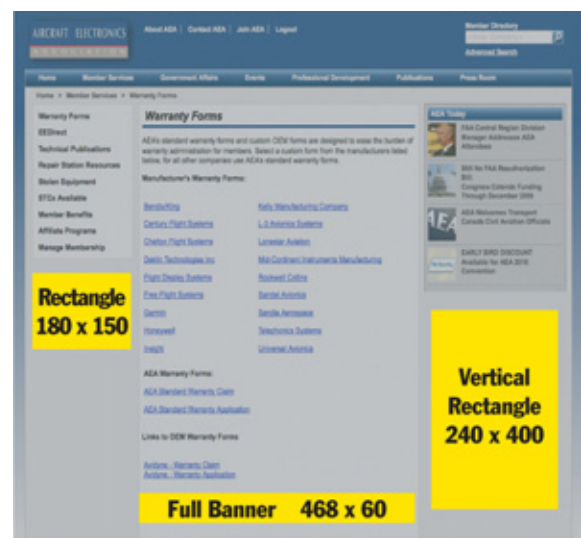
You now have the opportunity to expand your reach and extend your brand message to the AEA website, which is one of the most utilized resources the AEA provides to its 1,300+ member companies. Membership is comprised of repair shop owners/managers/technicians, instrument shops, avionics manufacturers 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	\$250	\$200	\$150	\$125
Square	250 x 250	\$200	\$150	\$115	\$100
Full Banner	468 x 60	\$150	\$125	\$100	\$85
Rectangle	180 x 150	\$125	\$100	\$85	\$70

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?



AEA WIRED

The AEA's electronic newsletter.



➤ AEA Wired Advertising Rates

AEA Wired is delivered twice a month to thousands of avionics professionals via email.

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
\$225	\$175	\$150	\$125



Headers 100 x 30 pixels

• Rates are per month

1 month	3 months	6 months	12 months
\$175	\$150	\$125	\$100



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 2, 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**

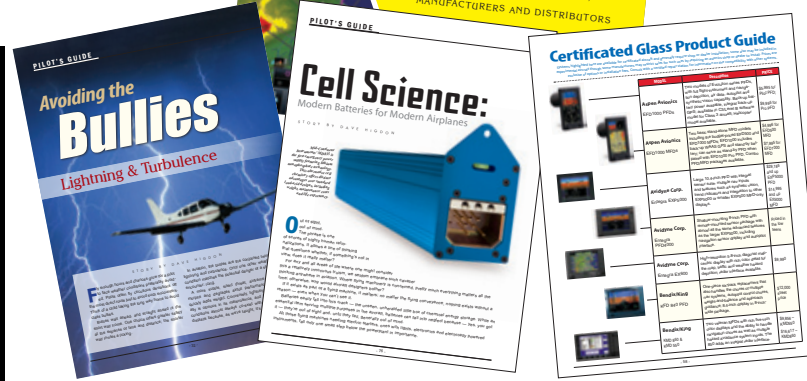
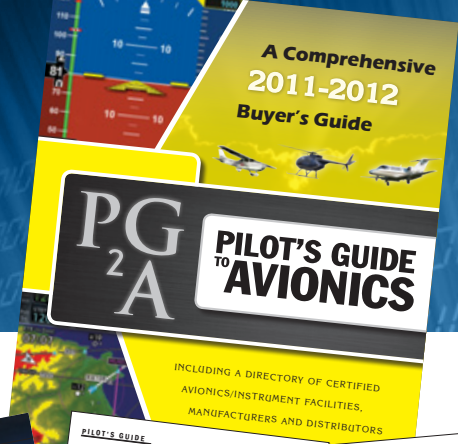
• **AEA 2012 South Pacific Meeting**

• **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

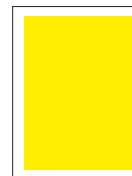
No agency discounts.

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"