

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

# AVIONICS NEWS

AIRCRAFT ELECTRONICS

ASSOCIATION

# 2013

**MEDIA INFORMATION &  
ADVERTISING  
OPPORTUNITIES**



*AND THE*  
**AEA'S PUBLICATIONS SUITE**



**AVIONICS**  
*NEWS Digital*

**aea.net**

[WWW.AEA.NET](http://WWW.AEA.NET)



[WWW.PILOTSGUIDE.NET](http://WWW.PILOTSGUIDE.NET)

# AVIONICS NEWS

The AEA's monthly magazine.

## 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](mailto:avionicsnews@aea.net)  
[www.aea.net](http://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.

## ★ 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](mailto: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 received monthly by 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

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## ★ FULL-COLOR DISPLAY ADVERTISING

RATES*		1 Time	3 Times	6 Times	12 Times
	Full Page	\$3,748	\$3,545	\$3,354	<b>\$2,924</b>
	2/3 Page	\$3,007	\$2,954	\$2,786	\$2,538
	1/2 Page	\$2,619	\$2,514	\$2,427	\$2,317
	1/3 Page	\$2,142	\$2,098	\$2,033	\$1,877
	1/6 Page	\$1,697	\$1,610	\$1,593	\$1,547

**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

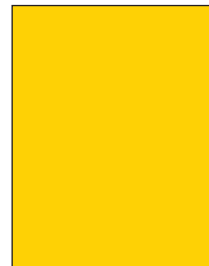
### Acceptable Formats:

- 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.

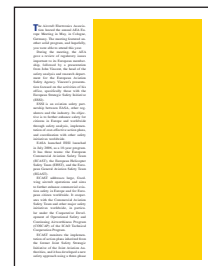
Native application files (such as InDesign) are not accepted.

Call 816-347-8400 for information on uploading ad files to the *Avionics News* FTP site.



### 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 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](mailto:laurenm@aea.net)

# AVIONICS NEWS

The AEA's monthly magazine.

## ★ 2013 EDITORIAL CALENDAR

### JANUARY

- ▶ 50 Years of *Avionics News*
- ▶ ADS-B Advances
- ▶ Last-Minute Buying/Transition of Ownership

*Ad Space Reservations Due: Nov. 7, 2012*  
*Ad Materials Due: Nov. 14, 2012*  
*Avionics News Annual FAA-Approved Training Exam Issue*

### FEBRUARY

- ▶ Military use of COTS Avionics
- ▶ Portable Powerhouses: Communicators for the Pilot
- ▶ Where Would We Be Without Wires & Cables?

*Ad Space Reservations Due: Dec. 5, 2012*  
*Ad Materials Due: Dec. 12, 2012*

### MARCH

- ▶ Putting Glass in Helicopters
- ▶ Pitot/Static Innovation
- ▶ Minimal Panels: What's New on the Market?

BONUS DISTRIBUTION:  
HAI HELI-EXPO

BONUS DISTRIBUTION:  
WAI WOMEN'S  
CONFERENCE

*Ad Space Reservations Due: Jan. 9, 2013*  
*Ad Materials Due: Jan. 16, 2013*  
*Avionics News Annual Helicopter Issue*

### APRIL

- ▶ The Alternate Universe: Compact Glass Solutions
- ▶ Instrument Repair
- ▶ VOR Checks

BONUS DISTRIBUTION:  
AEA CONVENTION &  
TRADE SHOW

*Ad Space Reservations Due: Feb. 6, 2013*  
*Ad Materials Due: Feb. 13, 2013*  
*Avionics News Annual AEA Convention & Trade Show Issue*

### MAY

- ▶ The Power of Production – and Redundancy
- ▶ The Differences between Analog and Digital Weather Radar
- ▶ Equipping for International Operations

*Ad Space Reservations Due: March 6, 2013*  
*Ad Materials Due: March 13, 2013*  
*Avionics News Annual International Issue*

### JUNE

- ▶ AEA International Convention & Trade Show Recap
- ▶ New Product Introductions in 2013
- ▶ Modern Power-Management Systems

*Ad Space Reservations Due: April 10, 2013*  
*Ad Materials Due: April 17, 2013*  
*Avionics News Annual AEA Convention Recap Issue*

### JULY

- ▶ Low-Cost Panel Solutions
- ▶ Growing Your Market: Amateur-Built Installations
- ▶ In-flight Traffic Options

BONUS DISTRIBUTION:  
EAA AIRVENTURE

*Ad Space Reservations Due: May 8, 2013*  
*Ad Materials Due: May 15, 2013*  
*Avionics News Annual EAA AirVenture Issue*

### AUGUST

- ▶ Smart Upgrades for Used Airplanes Owners
- ▶ Light Sport Avionics
- ▶ AEA Educational Foundation Scholarship Winners

*Ad Space Reservations Due: June 12, 2013*  
*Ad Materials Due: June 19, 2013*  
*Avionics News Annual Education Issue*

### SEPTEMBER

- ▶ What's the Solution to Your Biggest Business Problem?
- ▶ What's in the Back of your Customer's Airplane?
- ▶ Best practices for Avionics Repair Shops

BONUS DISTRIBUTION:  
AEA REGIONAL  
MEETINGS

*Ad Space Reservations Due: July 10, 2013*  
*Ad Materials Due: July 17, 2013*

### OCTOBER

- ▶ LEDs: Can you See Me Now?
- ▶ What is your Company Plane?
- ▶ Alternator Troubleshooting

BONUS DISTRIBUTION:  
AOPA AVIATION  
SUMMIT

BONUS DISTRIBUTION:  
NBAA  
CONVENTION

*Ad Space Reservations Due: Aug. 14, 2013*  
*Ad Materials Due: Aug. 21, 2013*  
*Avionics News Annual AOPA and NBAA Issue*

### NOVEMBER

- ▶ The Entertainment Control Panel
- ▶ Accounting Basics for the Small Repair Station
- ▶ How to Make Your Shop Stand Out

*Ad Space Reservations Due: : Sept. 11, 2013*  
*Ad Materials Due: : Sept. 18, 2013*

### DECEMBER

- ▶ Emergency Response: New Technology Devices
- ▶ ADS-B Upgrade Paths
- ▶ Civil UAVs and Opportunities for Repair Shops

*Ad Space Reservations Due: Oct. 9, 2013*  
*Ad Materials Due: Oct. 16, 2013*  
*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](mailto:geoffh@aea.net) or 816-347-8400.





# AVIONICS NEWS Digital

The AEA's monthly digital magazine.

\* Rates are per month

## ★ 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

**AVIONICS NEWS DIGITAL  
ANNUALLY RECEIVES  
MORE THAN  
HALF-A-MILLION  
PAGE VIEWS AND  
15,000 UNIQUE  
VISITORS!**



**AIRCRAFT ELECTRONICS  
ASSOCIATION**

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

**Lauren McFarland**  
**816-347-8400 • 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	\$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:

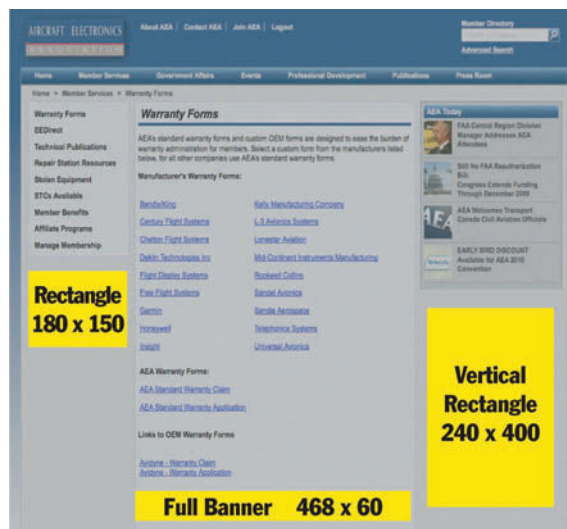
\*EE Direct, \*Member Directory, Warranty Forms, Tech Pubs, STCs Available, Affiliate Programs, Careers and Avionics News.

*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?**



**AIRCRAFT ELECTRONICS  
ASSOCIATION**

Your advertising contact for  
AEA.NET is:

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



# 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.

AEA WIRED  
REACHES NEARLY  
**6,000**  
INDUSTRY PROFESSIONALS  
TWICE A MONTH!

**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>\$250</b>	<b>\$200</b>	<b>\$175</b>	<b>\$150</b>



**Headers** 100 x 30 pixels

• Rates are per month

1 month	3 months	6 months	12 months
<b>\$190</b>	<b>\$165</b>	<b>\$140</b>	<b>\$115</b>

The screenshot shows the AEA WIRED newsletter layout. Labels point to the following sections:

- Lead Banner:** A yellow banner at the top of the newsletter content area.
- Header:** A blue banner with the text "THE CURRENT" and "Header".
- Header:** A blue banner with the text "SAVE THE DATE" and "Header".
- Static:** A blue banner with the text "THE STATIC" and "Header".
- Short:** A blue banner with the text "THE SHORT" and "Header".

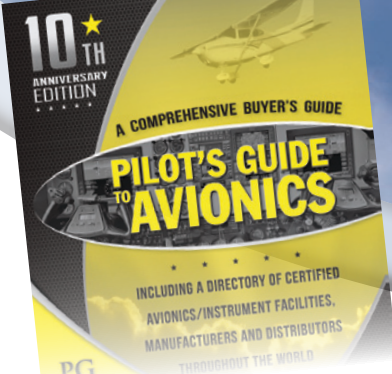


AIRCRAFT ELECTRONICS  
ASSOCIATION

Your advertising contact for  
AEA WIRED is:

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





# 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 2013-14 *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 2013-14 edition of the AEA's *Pilot's Guide to Avionics* will debut in July 2013, at EAA AirVenture in Oshkosh, Wis. Deadline for ad space reservations is May 2, 2013.

## 2013 - 14 Pilot's Guide Distribution

- **EAA AirVenture 2013**  
July 29 - Aug. 4 • Oshkosh, Wis.
- **AEA 2013 Latin America Meeting**
- **AEA 2013 Canada Meeting**
- **AOPA Aviation Summit 2013**  
Oct. 10-12 • Fort Worth, Texas
- **AEA 2013 East Meeting**
- **NBAA 66th Annual Meeting & Convention**  
Oct. 22 - 24 • Las Vegas, Nev.
- **AEA 2013 West Meeting**
- **AEA 2013 South Pacific Meeting**
- **AEA 2013 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 4-color . . . . .	\$ 675
1/6 page black & white . . . . .	\$ 400

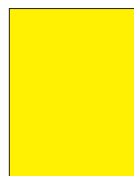
Black & White Logo placement next to company member listing (AEA Members Only). . . . . \$ 220

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 2013-2014 AEA *Pilot's Guide to Avionics* begins July 2013.

## ★ 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"