

AVIONICS NEWS IS A PUBLICATION OF THE AIRCRAFT ELECTRONICS ASSOCIATION.

AVIONICS NEWS

AIRCRAFT ELECTRONICS
ASSOCIATION



Including information about the AEA's Publications Suite:

PILOT'S GUIDE
TO AVIONICS

aea.net

AEA WIRED

AVIONICS NEWS Digital

2017

Media Information & Advertising Opportunities



AVIONICS NEWS MAGAZINE

Frequency: Monthly
 Binding: Perfect Bound
 Trim Size: 8 1/2" x 11"

COMMISSIONS & 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
 email: avionicsnews@aea.net

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 include 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. Avionics News also is read by thousands of aircraft owners and pilots.

EDITORIAL CONTENT

Monthly Topics

- Regulatory Issues
- Avionics Systems
- Legislative Issues
- Technical Procedures
- New Products
- AEA Member Profiles
- Marketing Issues
- International Market
- Retrofits
- Editorials
- Business News
- Professional Development
- Before & After Installations
- 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 & INTERNATIONAL NEWS: The AEA's vice president of government and industry affairs reports each month on the latest regulatory and legislative issues — nationally and internationally.

READERS/CIRCULATION

Nearly 10,000 printed copies (representing 29,000+ readers) of Avionics News are received monthly by subscribers, including:

Avionics Facilities (Owners, Managers, Technicians, Mechanics).....	4,700
End-Users/Pilots (Corporate, Private).....	2,500
Avionics Manufacturers	1,200
Maintenance Facilities/FBOs.....	1,000
Instrument Shops	200
Government Agencies (FAA, NTSB, DOT, TCCA, EASA, CASA)	300
Airframe Manufacturers.....	300
Technical Schools.....	200
Miscellaneous (Ad Agencies, Avionics Students, Flight Schools).....	200
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

FULL-COLOR DISPLAY ADVERTISING

RATES*

	1 Time	3 Times	6 Times	12 Times
Full Page	\$3,966	\$3,751	\$3,550	\$3,079
2/3 Page	\$3,182	\$3,127	\$2,949	\$2,686
1/2 Page	\$2,772	\$2,660	\$2,569	\$2,453
1/3 Page	\$2,267	\$2,220	\$2,152	\$1,988
1/6 Page	\$1,796	\$1,704	\$1,686	\$1,637

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"



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"

- 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 large ad files to the *Avionics News* FTP site.

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 is also placed in the Careers section of the AEA/Avionics News website during the same month for no additional charge.

2017 EDITORIAL CALENDAR

January

FAA-Accepted Training Exam Issue

This issue includes important information for avionics technicians regarding the 16th annual *Avionics News* Technical Training Exam. Owners, managers and avionics technicians of AEA member repair shops may get a head start on their FAA-accepted training. By completing the exam, which covers regulatory and technical topics featured in the 2016 issues of *Avionics News*, technicians may earn eight hours toward their IA renewal.

- Ad Sales Deadline: **Nov. 9, 2016**
- Materials Deadline: **Nov. 16, 2016**

February

Helicopter Issue

This issue features technical topics, products and companies that serve the rotorcraft market. It includes a bonus distribution opportunity at the annual HAI HELI-EXPO, the world's largest helicopter exposition and trade show. More than 20,000 helicopter industry professionals from all around the world gather to see the latest products and services available.

- Ad Sales Deadline: **Dec. 7, 2016**
- Materials Deadline: **Dec. 14, 2016**

BONUS DISTRIBUTION • WAI Conference
• HAI HELI-EXPO

March

AEA Convention & Trade Show Issue

This issue will have bonus distribution to more than 1,800 aviation professionals in attendance at the 60th annual AEA International Convention & Trade Show in New Orleans, Louisiana. This is the ideal opportunity for advertisers to invite all convention attendees to personally meet your staff in the AEA Trade Show's exhibit hall. Include your booth number on your advertisement.

- Ad Sales Deadline: **Jan. 11, 2017**
- Materials Deadline: **Jan. 18, 2017**

BONUS DISTRIBUTION AEA Convention

April

60 Years of Avionics Issue

The AEA was founded 60 years ago in 1957. This unique issue will take a look back at some of the historic and significant moments during the past six decades of the AEA, its members and the avionics industry.

- Ad Sales Deadline: **Feb. 8, 2017**
- Materials Deadline: **Feb. 15, 2017**

May

International Issue

The AEA is truly an international organization with member companies in more than 40 countries. This issue illustrates the avionics industry's powerful reach across borders and the AEA businesses that make it possible.

- Ad Sales Deadline: **March 8, 2017**
- Materials Deadline: **March 15, 2017**

June

AEA Convention Recap Issue

This issue takes a look back at the events surrounding at the 60th annual AEA International Convention & Trade Show, the largest gathering of general aviation avionics manufacturers, distributors and government-certified repair stations in the world.

- Ad Sales Deadline: **April 5, 2017**
- Materials Deadline: **April 12, 2017**

July

EAA AirVenture Issue

A strong market exists for avionics repair stations when it comes to servicing warbirds, vintage, homebuilt and ultralight aircraft. This month's issue is one of the most widely distributed each year, as thousands of pilots and aircraft owners flock to the AEA's AirVenture booth in Oshkosh, Wisconsin, to pick up this month's edition of *Avionics News*.

- Ad Sales Deadline: **May 10, 2017**
- Materials Deadline: **May 17, 2017**

BONUS DISTRIBUTION EAA AirVenture

August

Education Issue

This month's edition spotlights the individuals who were awarded academic scholarships by the AEA Educational Foundation. Each year, more than 20 scholarships totaling more than \$125,000 are awarded to students pursuing a career in avionics or aircraft maintenance, as well as students from AEA member companies.

- Ad Sales Deadline: **June 7, 2017**
- Materials Deadline: **June 14, 2017**

September

AEA Connect Conference Issue

September traditionally marks the kickoff to the AEA Connect Conferences that take place in the fall. The AEA annually hosts conferences in the U.S., Canada, Europe, Latin America and the South Pacific. These events offer a forum to see, hear and learn about all the new technology on the market, network with industry peers and discover best practices for the aviation repair station industry.

- Ad Sales Deadline: **July 6, 2017**
- Materials Deadline: **July 13, 2017**

BONUS DISTRIBUTION AEA Connect Conferences

October

Business Aviation Issue

This month's edition places the business aviation segment of the industry in the spotlight. It also will reach hundreds of business aviation professionals in attendance at the NBAA Business Aviation Convention & Exhibition, the world's largest business aviation event.

- Ad Sales Deadline: **Aug. 9, 2017**
- Materials Deadline: **Aug. 16, 2017**

BONUS DISTRIBUTION NBAA Convention

November

ADS-B Issue

This issue focuses on ADS-B. As the Federal Aviation Administration's ADS-B Out mandate quickly approaches in the U.S., avionics repair stations are tirelessly working with aircraft owners to meet their individual budgets and equip thousands of aircraft in the general aviation fleet.

- Ad Sales Deadline: **Sept. 6, 2017**
- Materials Deadline: **Sept. 13, 2017**

December

Rate & Labor Survey /Careers Issue

This issue covers important information repair station owners and managers need to know when it comes to setting shop and labor rates. The annual AEA Rate and Labor Survey offers data by national and international regions. It also shows employee benefit/compensation package information, a profile of technician experience, regional employment demand and a business outlook perspective.

- Ad Sales Deadline: **Oct. 4, 2017**
- Materials Deadline: **Oct. 11, 2017**

* 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.

Introducing a new section in

AVIONICS NEWS

MEET THE MANDATE



Avionics News continues to grow in readership by the pilot community. Over the last few years, our circulation has grown and we now reach thousands of pilots interested in learning more about new avionics technologies, what to buy for their instrument panel, and where to go for maintenance and installation.

As the 2020 ADS-B Out mandate approaches in the U.S., now is the time for your shop to advertise your capabilities and skills to install ADS-B Out equipment. Hence, the new section in *Avionics News* called MEET THE MANDATE!

For as low as \$275 per month, your shop can place an ad in *Avionics News* each month — including both print and digital versions!

You don't have an ad already designed? No worries — we'll design one for you. We do the work, you get the results!

Provide us a few descriptive words, and you approve the final design. Ads can include color at no extra cost to you!

Actual size sample ad
(2.25 in. x 3 in.)

Schedule Your ADS-B INSTALLATION

- The clock is ticking... reserve your installation date TODAY.

LSMO Avionics

Lee's Summit, MO • 816-347-8400
info@aea.net • aea.net

PRICING:

- Run in 12 consecutive issues\$275 per month
- Run 6 times in a 12-month period\$325 each insertion
- Run 1-5 times in a 12-month period\$375 each insertion

Give Lauren McFarland a call today and let's get you started reaching thousands of pilots who are looking to install ADS-B systems!

816-347-8400
laurenm@aea.net

AIRCRAFT ELECTRONICS
ASSOCIATION



AVIONICS *Digital* NEWS

The AEA's monthly digital magazine

Avionics News Digital
annually receives more than a

Half Million
page views and
17,000
unique visitors!

AVIONICS NEWS DIGITAL FEATURES

Avionics News is available in print and digital formats.

**ALL ADVERTISEMENTS WILL BE PLACED IN BOTH
PRINT AND DIGITAL 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



AIRCRAFT ELECTRONICS
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Your advertising contact for
AVIONICS NEWS DIGITAL is:

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

aea.net

The AEA's high-traffic, mobile-friendly 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 nearly 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

Square

250 x 250

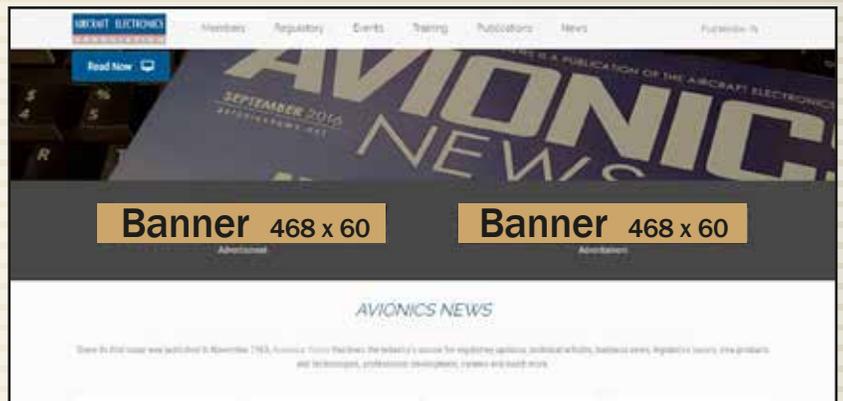
\$110

Banner

468 x 60

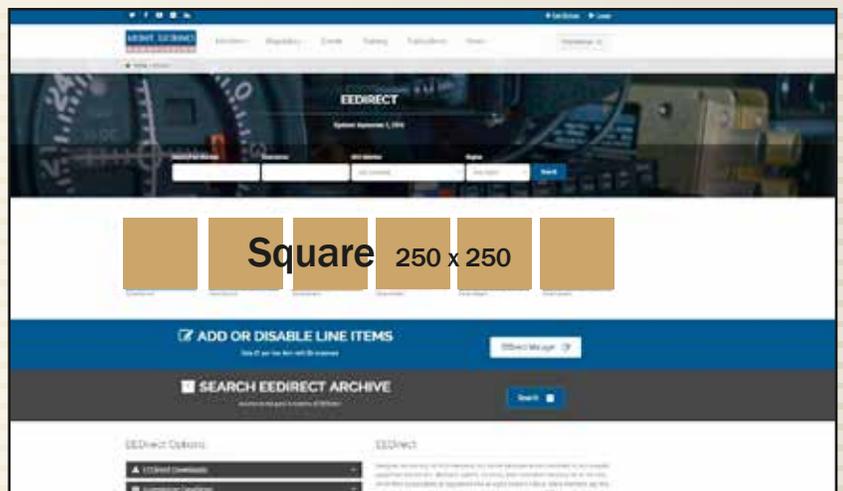
\$125

* Rates are per month



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

*EEDirect is the AEA's members-only marketplace for buying, selling or comparing prices on thousands of parts.



Your advertising contact for
AEA.NET is:

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

AEA WIRED

AIRCRAFT ELECTRONICS
ASSOCIATION

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

AEA Wired reaches more than **9,000** industry professionals twice a month!

AEA WIRED ADVERTISING RATES

LEAD BANNER

550 x 70 pixels

12 months

\$2,500

PREFERRED HEADERS

145 x 45 pixels

• Rates are per month

1 month	3 months	6 months	12 months
\$300	\$275	\$225	\$200

HEADERS

145 x 45 pixels

• Rates are per month

1 month	3 months	6 months	12 months
\$275	\$250	\$200	\$175

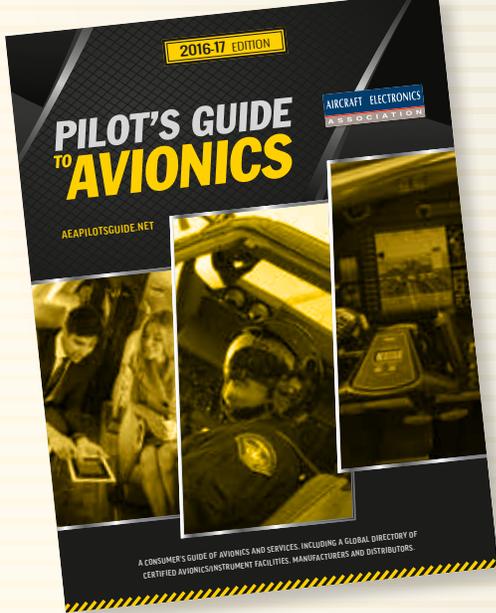
Lead Banner

The screenshot shows the AEA WIRED newsletter interface. At the top, it features the AEA WIRED logo and the date 'Aug. 24, 2016' with the tagline 'Keeping the general aviation industry connected'. Below this, there are several advertising sections:

- The Current**: A section titled 'The Current' with the subtext 'News from the general aviation industry'. It features a 'Preferred' badge and an advertisement for the 'ADS-B REBATE' program. The ad text states: 'FAA Publishes More Details about its \$500 ADS-B Rebate Program. The Federal Aviation Administration recently published more information with details about its \$500 ADS-B Rebate program, which is expected to come online in late September. The incentive program is designed to help general aviation aircraft owners meet the ADS-B Out mandate and enjoy the safety benefits of the NextGen program ahead of the 2020 deadline, and to help defray equipment and installation costs. Rebates will be issued on a first-come, first-served basis for one year from the fall 2016 launch or until 20,000 are claimed, whichever comes first. The FAA's publication is a great resource for avionics shops to use and share with aircraft owners to help them answer frequently asked questions about the rebate program. **More...**'
- AEA Connect Conferences**: A section titled 'AEA Connect Conferences begin in U.S. and Canada'. The text reads: 'The months of September and October will give Aircraft Electronics Association member companies four opportunities to attend one of the upcoming AEA Connect Conferences in North America. For avionics professionals looking to grow their business and satisfy their training requirements, there is no more cost-effective way to "Connect" with manufacturer sales and technical representatives. From various locations across the globe, the AEA has the venue to bring dealers and manufacturers together and get business done. Avionics shops should bring their questions straight to the exhibit hall or bring a purchase order; either way, plenty of exhibitors will be ready for business. **More...**'
- Regulatory Update**: A section titled 'Regulatory Update' with the subtext 'All the latest from the international aviation authorities'. It features a 'Header' badge.

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

ONE LOW PRICE • ONE FULL YEAR THOUSANDS OF POTENTIAL CUSTOMERS

The 2017-18 *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 2017-18 edition of the AEA's *Pilot's Guide to Avionics* will debut in July 2017, at EAA AirVenture in Oshkosh, Wisconsin. Deadline for ad space reservations is May 5, 2017.



PILOT'S GUIDE DISTRIBUTION

- AEA Connect Conferences
- AEA International Convention & Trade Show
- EAA AirVenture
- HAI Heli-Expo
- NBAA Business Aviation Convention & Exhibition
- All Aircraft Electronics Association members
- Thousands of individual online requests

ADVERTISING RATES

One Price for Year-Round Advertising and Exposure

Back Cover	\$ 6,575
Inside Front Cover	\$ 5,350
Inside Back Cover	\$ 5,350
Full page 4-color	\$ 2,195
Full page black & white	\$ 1,750
1/2 page 4-color	\$ 1,200
1/2 page black & white	\$ 825
1/6 page 4-color	\$ 725
1/6 page black & white	\$ 450

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 2017-2018 AEA Pilot's Guide to Avionics begins July 2017.

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