

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

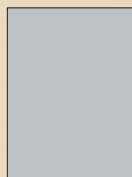
Black & White Logo placement next to company member listing (AEA Members Only) \$ 220

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