

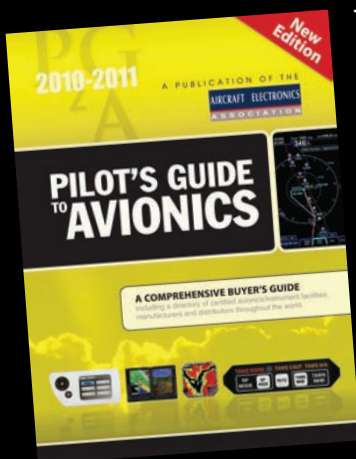
PILOT'S GUIDE TO AVIONICS

A PUBLICATION OF THE AIRCRAFT ELECTRONICS ASSOCIATION

2011-2012

Don't miss out on this unique marketing opportunity!

ONE LOW PRICE • ONE FULL YEAR THOUSANDS OF POTENTIAL CUSTOMERS



The 2011-2012 *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 2011-2012 edition of the AEA *Pilot's Guide to Avionics* will debut in July 2011, at EAA AirVenture in Oshkosh, Wis. Deadline for ad space reservations is May 2, 2011.

2011 Pilot's Guide Distribution

- **EAA AirVenture 2011**
July 25 - 31 • Oshkosh, Wis.
- **AEA 2011 Canada Meeting**
September: TBA
- **AOPA Expo 2011**
September 22 - 24 • Hartford, Conn.
- **AEA 2011 East Meeting**
September 28 - 30
- **NBAA 64th Annual Meeting & Convention**
October 10 - 12 • Las Vegas, Nev.
- **AEA 2011 West Meeting**
October 19 - 21
- **AEA 2011 South Pacific Meeting**
November 3 - 4
- **AEA 2011 Central Meeting**
November 16 - 18
- **National Association of Flight Instructors**
- **Flying Clubs throughout the United States**
- **All Aircraft Electronics Association Members**

MEDIA INFORMATION AND AD RATES

★ Advertising Rates ★

One Price for Year-Round Advertising and Exposure

Back Cover	\$ 6,235
Inside Front Cover	\$ 5,070
Inside Back Cover	\$ 5,070
Full Page 4-color	\$ 2,055
Full Page black & white	\$ 1,450
1/2 page 4-color	\$ 1,450
1/2 page black & white	\$ 930
1/6 page black & white	\$ 390
Classified ads	\$105 per inch

Black & White Logo placement next to company member listing (AEA Members Only). \$ 210

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. \$ 105

No agency discounts.

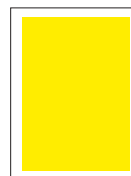
Distribution of the 2011-2012 AEA *Pilot's Guide to Avionics* begins July 2011.

★ 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"

★ Advertising Deadlines ★

Space Reservations	May 2, 2011
Ad Materials Due	May 9, 2011

★ Ad Formats ★

- Please send high-resolution (300 dpi) tiff files or high-resolution, press-ready pdf files.
- Ads can be e-mailed, sent on CD Rom or uploaded to the ftp site.
- Call Darla Hall at 816-347-8400 for information on sending ad files via the ftp site.

★ Contact Information ★

Aircraft Electronics Association
3570 NE Ralph Powell Road
Lee's Summit, MO 64064

Advertising sales: Darla Hall, darlah@aea.net
phone: 816-347-8400 • fax: 816-347-8405