

AVIONICS NEWS IS A PUBLICATION OF THE AIRCRAFT ELECTRONICS ASSOCIATION.

# AVIONICS NEWS



# 2020 ADVERTISING

AIRCRAFT ELECTRONICS  
ASSOCIATION

*Information*

The AEA's monthly magazine



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

Avionics News magazine, a monthly publication of the AEA, is:

- The voice of the general aviation electronics industry.
- The largest, single representation of repair stations in the world.
- Read by industry decision-makers, including the owners, managers and technicians of government-certified 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.
- 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](mailto: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

More than 10,000 printed copies (representing **30,000+** readers) of *Avionics News* are received monthly by subscribers.

*Avionics News* annually receives more than a **HALF-MILLION** page views in its web-based digital edition, from:

- Avionics Facilities (Owners, Managers, Technicians, Mechanics)
- End-Users/Pilots (Corporate, Private)
- Avionics Manufacturers
- Maintenance Facilities/FBOs
- Instrument Shops
- Government Agencies (FAA, NTSB, DOT, TCCA, EASA, CASA, ANAC)
- Airframe Manufacturers
- Technical Schools
- Miscellaneous (Ad Agencies, Avionics Students, Flight Schools)
- Aviation Consultants

### POSITIONS/COPY/CANCELLATIONS

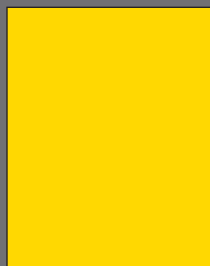
Positioning of advertising is at the sole discretion of the editor. Preferred positions may be available — inquire for availability and pricing. Cancellations or changes of orders are not accepted after the closing date.

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.

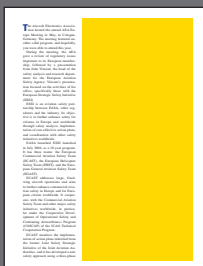
## FULL-COLOR DISPLAY ADVERTISING

	1 Time	3 Times	6 Times	12 Times
<b>FULL PAGE</b>	<b>\$4,300</b>	<b>\$3,950</b>	<b>\$3,700</b>	<b>\$2,995</b>
<b>2/3 Page</b>	<b>\$3,350</b>	<b>\$3,225</b>	<b>\$3,000</b>	<b>\$2,700</b>
<b>1/2 Page</b>	<b>\$2,950</b>	<b>\$2,800</b>	<b>\$2,700</b>	<b>\$2,400</b>
<b>1/3 Page</b>	<b>\$2,400</b>	<b>\$2,350</b>	<b>\$2,300</b>	<b>\$2,100</b>
<b>1/6 Page</b>	<b>\$1,950</b>	<b>\$1,900</b>	<b>\$1,800</b>	<b>\$1,700</b>

- Rates are per month
- Inquire about premium location availability and pricing.
- Inquire about non AEA-member ad rates.



**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"

## MARKETPLACE CLASSIFIED

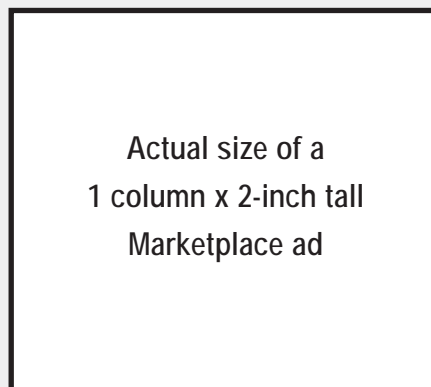
Find out who's hiring, what's for sale and what new services are available throughout the industry.

### MARKETPLACE RATES

\* Rates are per month

2.25 in. wide x 2 in. tall	\$250
2.25 in. wide x 3 in. tall	\$300

\* Inquire about ads larger than 3 inches tall and non AEA-member ad rates





# AVIONICS NEWS



**...IN PRINT, ONLINE AND MOBILE APP.**

AIRCRAFT ELECTRONICS  
ASSOCIATION

**ADVERTISE IN THE  
AEA'S MONTHLY  
PUBLICATION AND GET:**



GET IT ON  
**Google Play**



Download on the  
**App Store**

## 3 PLATFORMS FOR 1 PRICE

AEA members regard  
**AVIONICS NEWS**  
as their No. 1  
association benefit

Receives  
more than a  
**HALF-MILLION**  
page views in its web-based  
digital edition

More than 10,000 printed  
copies representing  
**30,000+**  
readers!

Advertising contact for AVIONICS NEWS:



**RACHEL HILL**  
816-366-5109 • [rachelh@aea.net](mailto:rachelh@aea.net)

### January

#### Rotorcraft 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 gather to see the latest products and services available.

- Ad Sales Deadline: **Nov. 8, 2019**
- Materials Deadline: **Nov. 15, 2019**

**BONUS DISTRIBUTION** • AEA Europe Connect  
• HAI HELI-EXPO

### February

#### AEA Convention Preview Issue

This issue offers a preview of highlighted regulatory and technical training sessions available at next month's AEA Convention in Nashville, Tennessee. AEA Trade Show exhibitors are encouraged to include their booth number on their advertising materials in this month's issue. Invite convention attendees to learn more about your products and services by visiting your booth in the exhibit hall.

- Ad Sales Deadline: **Dec. 6, 2019**
- Materials Deadline: **Dec. 13, 2019**

**BONUS DISTRIBUTION** WAI Conference

### March

#### AEA Convention & Trade Show Issue

This issue will have bonus distribution to more than 1,800 aviation professionals in attendance at the 63rd annual AEA International Convention & Trade Show in Nashville, Tennessee. 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. 10, 2020**
- Materials Deadline: **Jan. 17, 2020**

**BONUS DISTRIBUTION** AEA Convention

### April

#### Safety Issue

This issue focuses on the importance of safety in the avionics industry. Manufacturers, shops, aircraft owners and pilots must ensure policies and procedures are followed to implement a culture of safety at all times. Learn more about the AEA's proprietary SMS program.

- Ad Sales Deadline: **Feb. 7, 2020**
- Materials Deadline: **Feb. 14, 2020**

### 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 6, 2020**
- Materials Deadline: **March 13, 2020**

### June

#### New Products Issue

This issue will cover all the new products and services introduced during the 63rd 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 6, 2020**
- Materials Deadline: **April 13, 2020**

### July

#### AirVenture Oshkosh Issue

A strong market exists for avionics repair stations when it comes to servicing experimental, light sport and ultralight aircraft, along with warbirds, vintage and homebuilt 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.

- Ad Sales Deadline: **May 8, 2020**
- Materials Deadline: **May 15, 2020**

**BONUS DISTRIBUTION** EAA AirVenture

### August

#### Education Issue

This issue features all the training and education tools available to develop the next generation of high-tech individuals. It also spotlights those who were awarded academic scholarships by the AEA Educational Foundation. Each year, more than 20 scholarships totaling more than \$100,000 are awarded to students pursuing a career in avionics or aircraft maintenance, as well as students from AEA member companies.

- Ad Sales Deadline: **June 8, 2020**
- Materials Deadline: **June 15, 2020**

### September

#### 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: **July 10, 2020**
- Materials Deadline: **July 17, 2020**

**BONUS DISTRIBUTION** • AEA Connect Conferences  
• NBAA Convention

### October

#### Emerging Technologies Issue

From unmanned aircraft systems and electric propulsion to urban air mobility, emerging technologies are in the spotlight. This issue will examine how these innovative technologies will impact the general aviation industry and explore the opportunities to grow business for repair stations and manufacturers alike.

- Ad Sales Deadline: **Aug. 10, 2020**
- Materials Deadline: **Aug. 17, 2020**

**BONUS DISTRIBUTION** AEA Connect Conferences

### November

#### Connectivity Issue

With improved connectivity services available to most everyone touching the ground, those who fly expect the same comforts. This issue examines the current state of affairs for aircraft connectivity and how these safety-enhancing technologies are improving the overall flying experience for general aviation consumers.

- Ad Sales Deadline: **Sept. 9, 2020**
- Materials Deadline: **Sept. 16, 2020**

**BONUS DISTRIBUTION** AEA Connect Conferences

### December

#### AEA Rate and Labor Survey 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. 9, 2020**
- Materials Deadline: **Oct. 16, 2020**