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.

**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

**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**

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

**EDITORIAL CONTENT**

**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
e-mail: avionicsnews@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.
The AEA’s monthly magazine

Avionics News

Full-Color Display Advertising

<table>
<thead>
<tr>
<th>Size</th>
<th>1 Time</th>
<th>3 Times</th>
<th>6 Times</th>
<th>12 Times</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$4,300</td>
<td>$3,950</td>
<td>$3,700</td>
<td>$2,995</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>$3,350</td>
<td>$3,225</td>
<td>$3,000</td>
<td>$2,700</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$2,950</td>
<td>$2,800</td>
<td>$2,700</td>
<td>$2,400</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$2,400</td>
<td>$2,350</td>
<td>$2,300</td>
<td>$2,100</td>
</tr>
<tr>
<td>1/6 Page</td>
<td>$1,950</td>
<td>$1,900</td>
<td>$1,800</td>
<td>$1,700</td>
</tr>
</tbody>
</table>

Rates are per month

Inquire about premium location availability and pricing.

Inquire about non AEA-member ad rates.

Marketplace Classified

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

Marketplace Rates

<table>
<thead>
<tr>
<th>Size</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>2.25 in. wide x 2 in. tall</td>
<td>$250</td>
</tr>
<tr>
<td>2.25 in. wide x 3 in. tall</td>
<td>$300</td>
</tr>
</tbody>
</table>

* Rates are per month

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

Actual size of a 1 column x 2-inch tall Marketplace ad

Advertise contact for Avionics News:

Rachel Hill
816-366-5109 • rachellh@aea.net
More than 10,000 printed copies representing 30,000+ readers! 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
# 2020 Editorial Calendar

**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

**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

**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

**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

**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

**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

**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

**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

**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

---

* 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.