

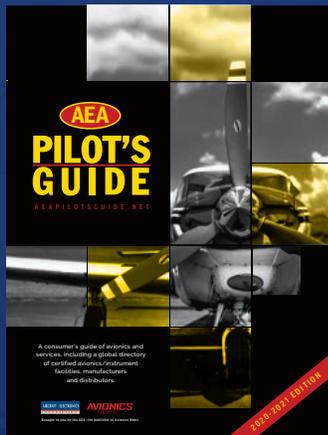
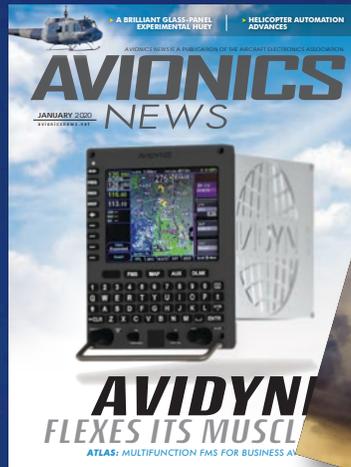
THE AIRCRAFT ELECTRONICS ASSOCIATION

# ADVERTISING

# 2021

# Wired

## AVIONICS NEWS



**AEA**  
**PILOT'S GUIDE**

### INCLUDING:

- AEA.NET
- AEA WIRED
- AEA AMPLIFIED
- AEA SHOW GUIDE

AIRCRAFT ELECTRONICS  
ASSOCIATION





## [ 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.

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

Telephone: 816-347-8400  
 Fax: 816-347-8405  
 email: [avionicsnews@aea.net](mailto:avionicsnews@aea.net)

## [ 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.

## [ READERS/CIRCULATION

AEA members regard *Avionics News* as their No. 1 association benefit. 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

### 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

## [ 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.



ADVERTISING CONTACT

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

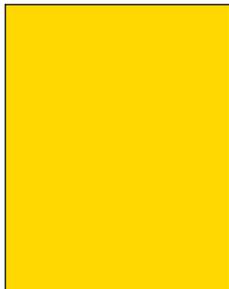
# PRINT ADVERTISING RATES



## [ FULL-COLOR DISPLAY ADVERTISING

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

- Advertisers receive three platforms for the price of one: in print, online and mobile app.
- 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.

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



# 2021 EDITORIAL CALENDAR

ADVERTISING CONTACT

**RACHEL HILL** 816-366-5109 • rachelh@aea.net

## January

### Rotorcraft Issue

This issue features technical topics, products and companies that serve the rotorcraft market. For companies serving this segment of the industry or planning to exhibit at HAI HELI-EXPO, this is the perfect opportunity to advertise your products and services and invite attendees to your booth at the world's largest helicopter exposition and trade show.

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

## February

### Expanded Avionics Training Issue

In today's socially distanced world, leading avionics manufacturers are turning to the worldwide web to deliver high-quality avionics training to their customers and prospective customers around the world. This issue spotlights the industry's new normal and the growing list of on-demand avionics training opportunities.

- Ad Sales Deadline: **Dec. 8, 2020**
- Materials Deadline: **Dec. 15, 2020**

## March

### 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: **Jan. 11, 2021**
- Materials Deadline: **Jan. 18, 2021**

**BONUS DISTRIBUTION** • HAI HELI-EXPO

## 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 8, 2021**
- Materials Deadline: **Feb. 15, 2021**

## May

### AEA Convention Preview Issue

This issue offers a preview of highlighted regulatory and technical training sessions available at next month's AEA Convention in Dallas, Texas. 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: **March 12, 2021**
- Materials Deadline: **March 19, 2021**

## June

### AEA Convention Issue

This issue will have bonus distribution to more than 1,800 aviation professionals in attendance at the 64th annual AEA International Convention & Trade Show in Dallas, Texas. 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: **April 9, 2021**
- Materials Deadline: **April 16, 2021**

**BONUS DISTRIBUTION** • AEA Convention

## 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 in Oshkosh, Wisconsin, to pick up this month's edition.

- Ad Sales Deadline: **May 10, 2021**
- Materials Deadline: **May 17, 2021**

**BONUS DISTRIBUTION** • EAA AirVenture

## August

### NextGen Workforce Issue

This issue features all the training and education tools available to develop the next generation of high-tech professionals. The latest on what forward-thinking companies are doing to keep their workforce on the cutting edge. Plus, profiles of AEA's annual scholarship winners.

- Ad Sales Deadline: **June 10, 2021**
- Materials Deadline: **June 17, 2021**

## September

### New Products Issue

This issue will cover new products and services introduced at the 64th annual AEA Convention, the largest gathering of general aviation avionics professionals in the world. From unmanned aircraft systems and electric propulsion to urban air mobility, emerging technologies also are in the spotlight. This issue examines 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: **July 12, 2021**
- Materials Deadline: **July 19, 2021**

**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. 12, 2021**
- Materials Deadline: **Aug. 19, 2021**

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

## 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. 10, 2021**
- Materials Deadline: **Sept. 17, 2021**

**BONUS DISTRIBUTION** • AEA Connect Conferences

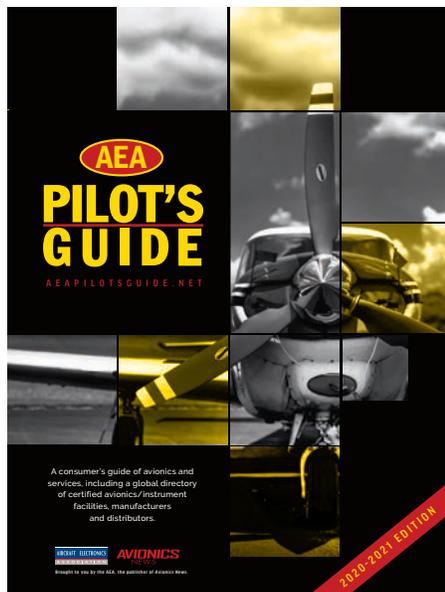
## December

### Business Operations Issue

This issue covers the important information repair station owners and managers need to know to run their business. From the latest trends in management to the resources and services available to help your business grow and succeed. This issue also provides the results from the annual AEA Rate and Labor Survey including employee benefit/compensation package information and a business outlook perspective.

- Ad Sales Deadline: **Oct. 11, 2021**
- Materials Deadline: **Oct. 18, 2021**

The AEA's annual avionics buyer's guide and membership directory



The 2021-22 *AEA Pilot's Guide* 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 *AEA Pilot's Guide* is your can't-miss advertising opportunity.

The 2021-22 edition of the *AEA Pilot's Guide* will debut in July 2021, at EAA AirVenture in Oshkosh, Wisconsin.

Deadline for ad space reservations is May 8, 2021.

## [ PILOT'S GUIDE DISTRIBUTION

- HAI Heli-Expo
- EAA AirVenture
- AEA Convention
- AEA Connect Conferences
- AOPA Fly-Ins
- NBAA BACE
- All Aircraft Electronics Association members
- Thousands of individual online requests

## ONE LOW PRICE • ONE FULL YEAR THOUSANDS OF POTENTIAL CUSTOMERS

### [ ADVERTISING RATES

*One Price for Year-Round Advertising and Exposure*

Back Cover . . . . .	\$ 6,600
Inside Front Cover, Inside Back Cover, Page 1 . . . . .	\$ 5,400
Full page 4-color, preferred spot . . . . .	\$ 2,500
Full page 4-color . . . . .	\$ 2,295
1/2 page 4-color . . . . .	\$ 1,295
1/2 page black & white . . . . .	\$ 995
1/6 page 4-color . . . . .	\$ 850
1/6 page black & white . . . . .	\$ 600

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

*Distribution of the 2021-22 AEA Pilot's Guide begins July 2021.*

### [ 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"

ADVERTISING CONTACT

**RACHEL HILL** 816-366-5109 • rachelh@aea.net

# PILOT'S GUIDE *Showcase*



A new website developed to highlight the products of our manufacturers and services of our member shops. This site leverages the nearly 20-year success of the AEA's *Pilot's Guide* as a consumer-facing informational product and takes it to the next level with online product videos and tutorials highlighting everything from features and functions of the latest avionics equipment to the installation and service available from our technology experts.



**PILOTSGUIDESHOWCASE.net**

- A digital showcase of avionics manufacturers and their latest innovations
- Access to product information, specifications, functions, and features
- Virtual demonstrations, equipment setup, interface, connectivity and more
- Selected tutorials via recorded flight demonstrations

ADVERTISING CONTACT

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

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

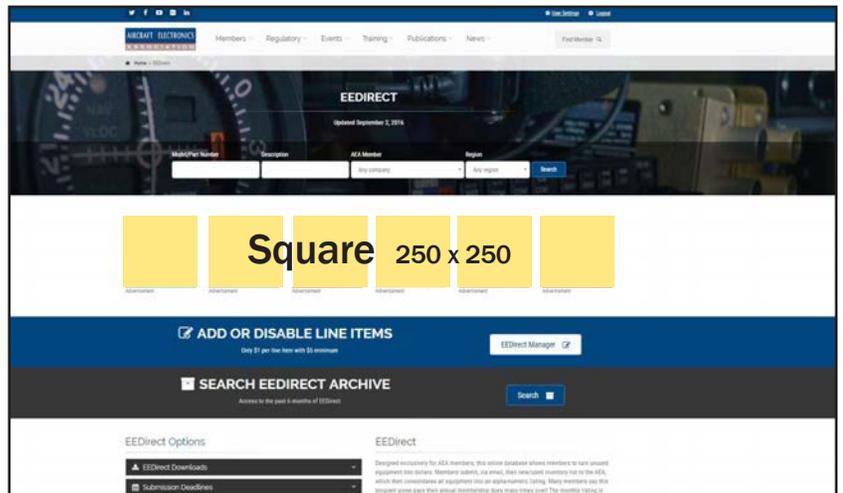
## [AEA.net WEBSITE ADVERTISING

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.

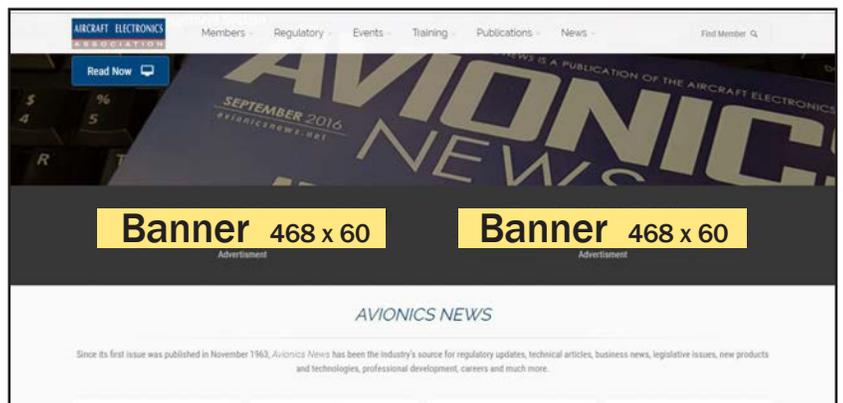
Membership is comprised of repair shop owners/managers/technicians, instrument shops, avionics manufacturers and distributors, pilots, technical schools, consultants, government agencies and others.

SIZE	PIXELS	
Square	250 x 250	\$200
Banner	468 x 60	\$250

\* 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.

ADVERTISING CONTACT

RACHEL HILL 816-366-5109 • rachelh@aea.net

The AEA's jobs board

## [ JOBS BOARD ADVERTISING ]

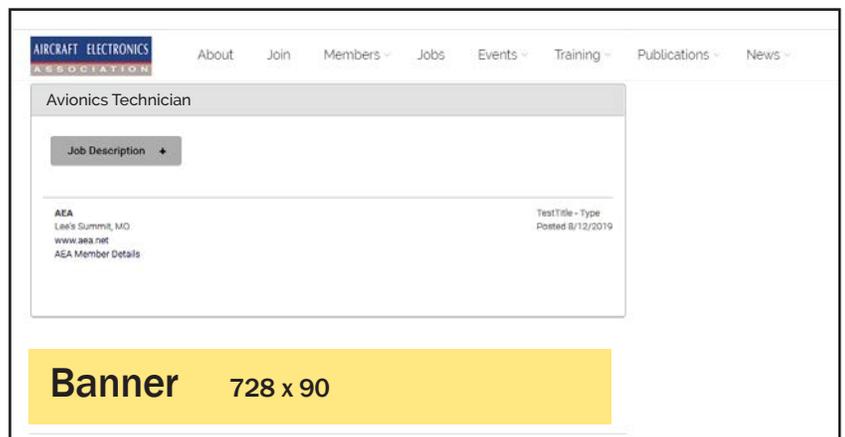
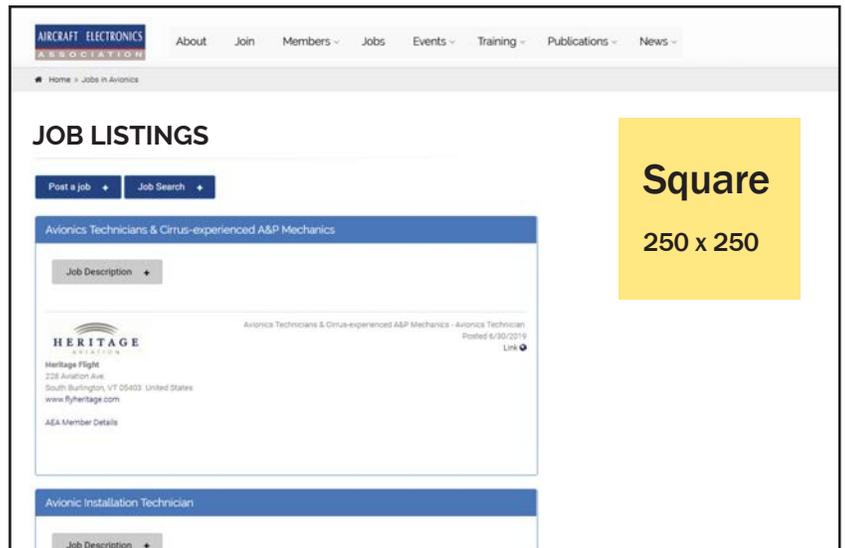
AEA.net/Jobs is the AEA's newest member benefit and promises to be one of the website's highest traffic areas.

At AEA.net/Jobs, members can post a new employment opportunity free of charge. Within 24 hours, the job listing is available for the world to see.

The website is the go-to jobs source for both employers and potential employees.

SIZE	PIXELS	
Square	250 x 250	\$300
Banner	728 x 90	\$250

\* Rates are per month



ADVERTISING CONTACT

**RACHEL HILL** 816-366-5109 • rachelh@aea.net

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

## [ AEA WIRED ADVERTISING

AEA Wired reaches  
**10,000+**  
industry professionals  
twice a month!

### LEAD BANNER

620 x 100 pixels

• Two issues per month; Six-month commitment required

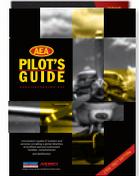
**\$450** per month

**DIGITAL CLOCK** +  
NEW HIGH POWER 3.0 AMPS PER PORT

Oct. 9, 2019 *Keeping the general aviation industry connected*

#### Request Your FREE AEA Pilot's Guide

The AEA Pilot's Guide is a consumer's directory loaded with educational articles, timely information and data about the ever-changing world of avionics technologies. In addition to a complete directory of AEA-member government-certified repair stations, avionics manufacturers and distributors located in more than 40 countries, the publication features educational articles to help pilots and aircraft owners make better buying decisions. Individuals residing in the United States may request a free copy while supplies last. [More...](#)



### LARGE BANNERS

620 x 200 pixels

• Two issues per month; Six-month commitment required

**\$400** per month

**GARMIN.**

**MORE RUNWAYS. FOR LESS.**  
New GNC® 355 IFR GPS navigator with LPV approaches and Comm radio.  
Starting at \$6,995\*

\*MSRP; installation not included.

#### AET Certification and Endorsement Exams Available for FREE at AEA Connect Conference in Daytona Beach

All attendees at the upcoming AEA Connect Conference in Daytona Beach (Nov. 4-5) will have the opportunity to take the Aircraft Electronics Technician certification and endorsement exams free of charge, a \$175 value, courtesy of the AEA Educational Foundation.



Advance your career and industry knowledge by earning a certification provided by ASTM's National Center for Aerospace & Transportation Technologies (NCATT). These certifications demonstrate the knowledge base of the advanced aerospace technician and promote integrity, safety, and professionalism in the aerospace workforce. The FAA formally recognizes the AET certification as equivalent to formal training when showing eligibility for the issuance of a repairman certificate. [More...](#)

### STANDARD BANNERS

620 x 100 pixels

• Two issues per month; Six-month commitment required

**\$350** per month

**TGH AVIATION INSTRUMENTS & AVIONICS**  
Instrument Class 1,2,3 & 4 ♦ Radio Class 1 & 2 ♦ FAA CRS# NG3R709L  
Limited Airframe & Accessories ♦ EASA Certificate #145.4505

Positioning of banner advertisements is at the sole discretion of the editor. The lead banner will appear first. Other advertisements will generally be placed in order based upon frequency and size considerations.

ADVERTISING CONTACT

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

*The AEA's printed guide to the AEA Convention*

Don't miss this opportunity to communicate your company's message to hundreds of decision-makers who influence the avionics industry's purchasing process. The AEA Convention Show Guide is the only printed guide for the four-day event, which is the premier marketplace for general aviation avionics products and services.

Distributed to every attendee at the world's largest gathering of avionics manufacturers, distributors and government-certified repair stations, the AEA Convention Show Guide is the source for essential convention information, including daily show schedules; training class descriptions; company information and booth assignments for every exhibitor; social gatherings; and much more!

**DON'T BE LEFT OUT.  
SPACE WILL FILL UP FAST!**



# AEA Dallas

---

## 2021 . TEXAS

Show dates: June 22-25, 2021

Reserve your ad space by: April 16, 2021

Send in your ad by: April 23, 2021

- Back cover.....\$1,450
- Inside front cover.....\$1,150
- Inside back cover.....\$1,150
- Center spread.....\$1,800
- AEA exhibitors (full page).....\$950
- Non-exhibitors (full page).....\$1,100

**Ads are full-page bleeds**

(Please submit ads at 8.75 x 11.25 in.

This allows for .125 in. bleed on all sides.

Final ads will be trimmed to 8.5 x 11.)

ADVERTISING CONTACT

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

*AEA Amplified is a podcast for aviation's technology experts.*

## [AEA AMPLIFIED PODCAST ADVERTISING



**Expand your reach and extend your brand message in the digital environment via AEA Amplified, a podcast for aviation's technology experts. Custom advertising packages are available and include host-delivered messaging to promote your company or product features along with a call to action. Contact Rachel Hill at 816-366-5109 to sponsor a podcast, and for other advertising opportunities.**



ADVERTISING CONTACT

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

