



### [ 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"

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### [ 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)

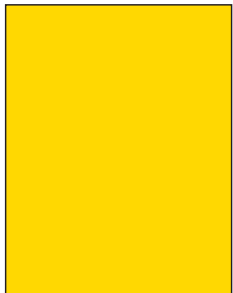
## PRINT ADVERTISING RATES



### [ 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

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

\* 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



## 2021 EDITORIAL CALENDAR

ADVERTISING CONTACT

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### 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 booth 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