

AIRCRAFT ELECTRONICS  
ASSOCIATION

2022

# ADVERTISING INFORMATION

**AVIONICS**  
NEWS



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



## INCLUDING:

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



GET IT ON  
**Google Play**



Download on the  
**App Store**



### [ 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"

Phone: 816-347-8400  
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)

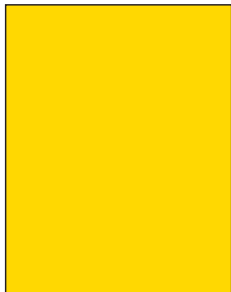
## PRINT ADVERTISING RATES



### [ FULL-COLOR DISPLAY ADVERTISING

	1 Time	3 Times	6 Times	12 Times
FULL PAGE	\$4,525	\$4,120	\$3,825	<b>\$2,995</b>
2/3 Page	\$3,525	\$3,360	\$3,100	\$2,750
1/2 Page	\$3,100	\$2,920	\$2,800	\$2,450
1/3 Page	\$2,525	\$2,450	\$2,375	\$2,150
1/6 Page	\$2,050	\$1,980	\$1,860	\$1,750

- 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: 8.75 in. x 11.25 in.  
Trimmed to: 8.5 in. x 11 in.



**2/3 PAGE**

4.5 in. x 10 in.



**1/2 PAGE VERTICAL**

4.5 in. x 7.5 in.



**1/2 PAGE HORIZONTAL**

7 in. x 5 in.



**1/3 PAGE SQUARE**

4.5 in. x 5 in.



**1/3 PAGE VERTICAL**

2.25 in. x 10 in.

- Please submit full-page ads at 8.75 in. x 11.25 in. This allows for .125 in. bleed on all sides. Final ads will be trimmed to 8.5 x 11 in.
- Keep all live area at least .25 in. away from trim lines.

### [ 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	\$275
2.25 in. wide x 3 in. tall	\$325

\* 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



# 2022 EDITORIAL CALENDAR

ADVERTISING CONTACT

**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. 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. 10, 2021**
- Materials Deadline: **Nov. 17, 2021**

## 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 New Orleans. 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. 10, 2021**
- Materials Deadline: **Dec. 17, 2021**

## March

### AEA Convention Issue

This issue will have bonus distribution to nearly 2,000 aviation professionals in attendance at the 65th annual AEA International Convention & Trade Show in New Orleans. 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, 2022**
- Materials Deadline: **Jan. 17, 2022**

**BONUS  
DISTRIBUTION**

- HAI HELI-EXPO
- WAI Conference
- 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 8, 2022**
- Materials Deadline: **Feb. 15, 2022**

## 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 11, 2022**
- Materials Deadline: **March 18, 2022**

## June

### New Products Issue

This issue will cover all the new products and services introduced during the 65th 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 8, 2022**
- Materials Deadline: **April 15, 2022**

## 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, 2022**
- Materials Deadline: **May 17, 2022**

**BONUS  
DISTRIBUTION**

- EAA AirVenture

## August

### Military/Commercial Space Issue

This issue explores new business opportunities and highlights what's happening in the military and commercial space markets. It also features all the training and education tools available to develop the next generation of high-tech professionals. It includes the latest on what forward-thinking companies are doing to keep their workforce on the cutting edge, along with profiles of AEA's annual scholarship winners.

- Ad Sales Deadline: **June 10, 2022**
- Materials Deadline: **June 17, 2022**

## September

### 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: **July 11, 2022**
- Materials Deadline: **July 18, 2022**

**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. 10, 2022**
- Materials Deadline: **Aug. 17, 2022**

**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. 9, 2022**
- Materials Deadline: **Sept. 16, 2022**

**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, which includes employee benefit/compensation package information and a business outlook perspective.

- Ad Sales Deadline: **Oct. 10, 2022**
- Materials Deadline: **Oct. 17, 2022**

# AEA PILOT'S GUIDE

AIRCRAFT ELECTRONICS  
ASSOCIATION

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



The 2022-23 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 2022-23 edition of the AEA Pilot's Guide will debut in July 2022, at EAA AirVenture in Oshkosh, Wisconsin.

Deadline for ad space reservations is May 6, 2022.

## [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*

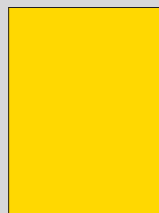
Back Cover .....	\$ 6,700
Inside Front Cover, Inside Back Cover, Page 1 .....	\$ 5,500
Full page 4-color, preferred spot .....	\$ 2,600
Full page 4-color .....	\$ 2,395
1/2 page 4-color .....	\$ 1,395
1/6 page 4-color .....	\$ 925

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 2022-23 AEA Pilot's Guide begins July 2022.*

## [PILOT'S GUIDE AD SIZES]



**FULL-BLEED PAGE**

Bleed: 7.75 in. x 10.25 in.  
Trimmed to: 7.5 in. x 10 in.



**1/2 PAGE**

6.25 in. x 4.25 in.



**1/6 PAGE**

2 in. x 4.25 in.

- Please submit full-page ads at 7.75 in. x 10.25 in. This allows for .125 in. bleed on all sides. Final ads will be trimmed to 7.5 x 10 in.
- Keep all live area at least .25 in. away from trim lines.

ADVERTISING CONTACT

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



POWERED BY THE

AIRCRAFT ELECTRONICS

ASSOCIATION

# PILOT'S GUIDE *Showcase*

A 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 *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)

## [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

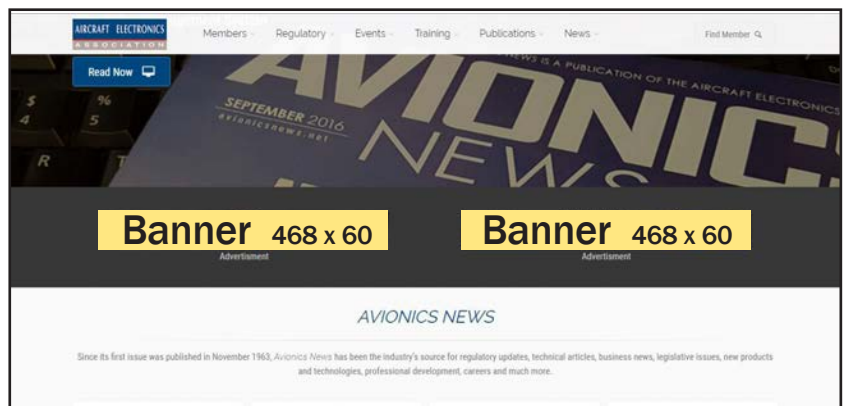
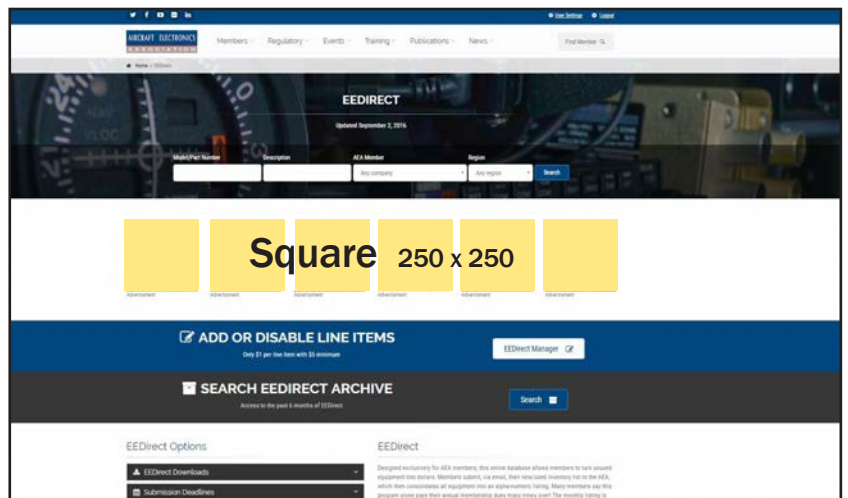
\$250

Banner

468 x 60

\$300

\* 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.

New banner materials and changes to URLs may be made monthly if received by the 15th day of the month prior to publishing.

ADVERTISING CONTACT

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

## [ 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

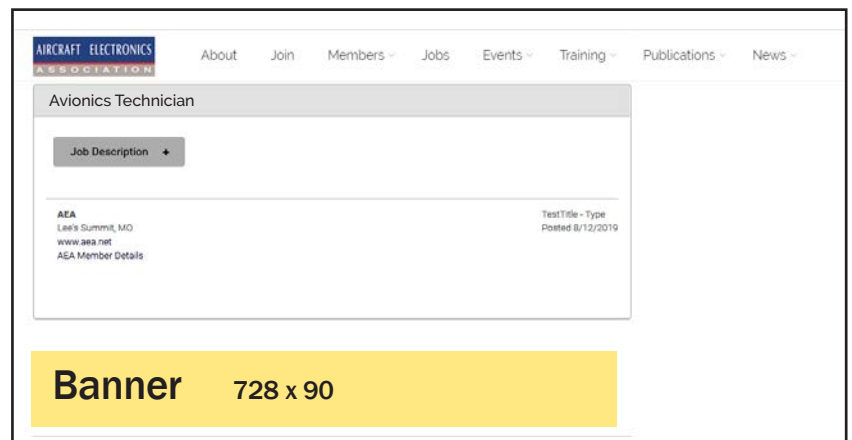
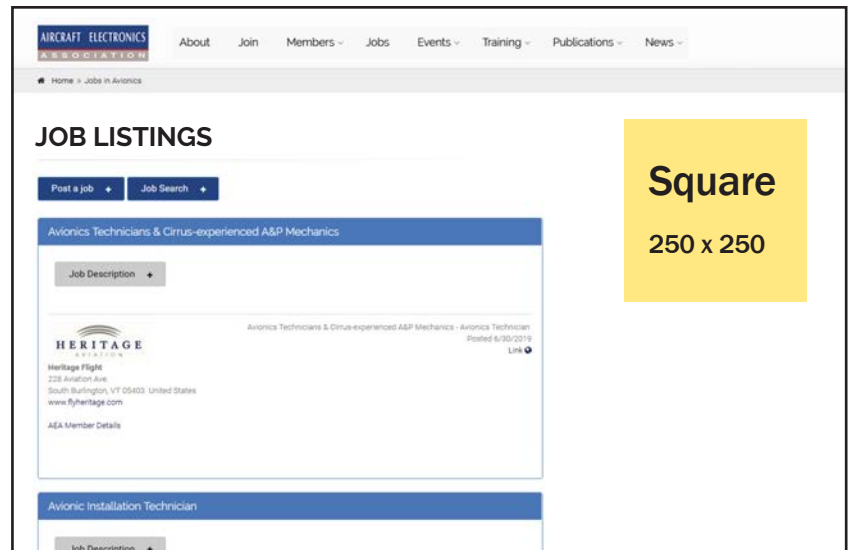
\$300

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

### LEAD BANNER

620 x 100 pixels

• Two issues per month; Six-month commitment required  
**\$550** per month

### LARGE BANNERS

620 x 200 pixels

• Two issues per month; Six-month commitment required  
**\$475** per month

### STANDARD BANNERS

620 x 100 pixels

• Two issues per month; Six-month commitment required  
**\$425** per month

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



#### AEA Dallas Ushers New Avionics to Market 34 companies participate in NPI session

Looking for the latest information on what's going on in the avionics industry? That's the 64th annual AEA International Convention & Trade Show, held this year in Dallas, Texas, June 22-25. If you missed it, you also missed one of the event's biggest attractions: the New Product Introductions. As a consolation, we've prepared the following summaries of each company's newly introduced products and services.



One of the signature events at each AEA Convention is the New Products Introductions session. It takes place on the show's first day in conjunction with the opening ceremony and welcome messages from the association's chair of the board and AEA president. It's a solid couple of hours of rapid-fire presentations from member companies for all attendees, showcasing their newest products and services. And since this is a convention for avionics technicians, installers and retailers, the products and services introduced target not only pilots and aircraft operators but also those very same technicians, installers and retailers. Attendees are just as likely to learn about the latest timesaving test equipment and calibration services as they are the newest integrated flight decks or in-flight entertainment systems. [More...](#)

**VIVISUN** Advanced Lighted Pushbutton Switches and Indicators

**There's Never Been a Better Time to Make the Switch**

VIVISUN® has set the standard in ruggedized MIL-SPEC avionics switches and indicators for more than 50 years. With advanced internal NEXSYS® component options, our products simply outperform the competition.

Ready to make the switch? [Click Here](#) or Call Us  
Sales and Support: +1(888) 848-4786

#### \$100 Mystery Make and Model Challenge

Attention avionics technicians! How well do you think you know your avionics inside and out? New and old? Then put your knowledge to work.

What is the product make and model shown in this image?



Southeast Aerospace will award a \$100 Visa gift card to a random winner from among the correct entries submitted, and the winner will be announced in the next edition of AEA Wired.

In addition, all correct answers from 2021 will be entered to win a random drawing for a \$500 Visa gift card at the end of the year, also from Southeast Aerospace. [Email your answer...](#)

**AVOTEK ONLINE**  
[www.avotek-online.com](http://www.avotek-online.com)

**AET Test Prep**  
Now available by the course or by the chapter!

New banner materials and changes to URLs may be made monthly if received by the first day of the month. 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*

# AEA '22

## NEW ORLEANS

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!**

**Show dates: March 28-31, 2022**

**Reserve your ad space by: Jan. 21, 2022**

**Send in your ad by: Jan. 28, 2022**

- Back cover..... \$1,550
- Inside front cover.....\$1,250
- Inside back cover.....\$1,250
- Center spread..... \$1,900
- AEA exhibitors (full page)..... \$995
- Non-exhibitors (full page).....\$1,200

### **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 in.)*



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

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