

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)