AVweb

Rates and Information

*AVweb informs … alerts … teaches … trains … explains …
and entertains GA pilots who fly and buy.*

Four times a week AVweb reaches more than a quarter million GA pilots who fly single and twin pistons, turboprops, owner-flown jets, LSA's—even kits and experimental aircraft.

AVweb is the recognized, leading independent source of breaking news for pilots, OEM's, FBO's, students, flight schools, the FAA, corporate leaders and flight departments. We reach a wide, wide range of General Aviation pilots with fast-read, hard-news items and quick-view videos.

With more than 260,000 unique visitors monthly to AVweb.com and more than 200,000 subscribers to our Flash & Biz e-letters, AVweb leads the online aviation news industry with more content, more useful video and more thoughtful opinion.

You'll find expert blogs and analysis of GA news, video pilot reports, avionics demos, product evaluations and off-beat news

features in almost every AVwebFlash and AVwebBiz newsletter—and on our website, AVweb.com.

AVweb is published 219 times yearly, reaching: the U.S., Canada, Europe, Central and South America, China, the Near and Middle East—some 55 countries worldwide!

AVweb's Flash and Biz e-newsletter editors source, report and produce original news, features, video products and pilot reports reaching 200,000 subscribers worldwide. Our readers fly every type of aircraft imaginable—and so do we. In fact, our editors cover the entire GA flight line.

AVweb advertisers reach a diverse subscriber list of owner-pilots, students, professional, corporate, military and airline pilots. Over 86% of our subscribers are active pilots—and more than 83% own one or more airplanes.

AVweb

AVweb delivers more than 500,000 emails weekly.
AVweb subscribers get their news four times weekly in AVweb Flash on Monday, Thursday and Friday and in AVweb Biz on Wednesdays.

AVwebFlash e-newsletters
- Habit forming news products
- High-impact immediacy
- Video news features
- Exclusive video-enabled ads
- Video advertorial flights
- Published 150 times yearly

AVwebFlash tradeshow e-newsletters
- Sun N Fun—6 days of coverage
- EAA Air Venture—7 days of coverage
- AOPA Summit—4 days of coverage
- NBAA—4 days of coverage
- Frequently sold-out before show time
- Video enabled ad formats
- Video advertorial runs
- Reaches more than 120,000 GA owner-pilots
- Standard website banners— no charge for Flash advertisers

AVwebBiz e-newsletters
- Owner-flown turbine news
- Charter, FBO and Fight school operations
- Manufacturing and supplier news
- FAA and regulatory news
- Reaches more than 80,000 GA business people
- Multiple advertising options, video advertorial
- Standard website banners included-N/C

AVweb.com: GA's leading news/feature/flight bag website
- Visited multiple times daily/weekly by pilots
- Over 260,000 unique visitors monthly
- Breaking aviation news 24 x 7
- Weather, fuel and flight planning widgets
- Extensive Banner advertising
- Video advertising
- Standard website banners— no charge to e-newsletter advertisers

AVwebFlash e-newsletters

AVwebFlash, now published 150 times yearly (three times weekly on Monday, Thursday and Friday), covers a wide range of aviation news from the U.S. and around the world. AVweb is the originator of e-newsletters for the GA marketplace.

AVwebFlash subscribers are 120,000 affluent decision makers—owner-pilots who fly and buy.

Respected internationally since 1995 as the world's leading independent source of GA news, AVwebFlash is focused on General Aviation—including corporate and owner flown jets and turboprops; piston twins and singles, experimental and LSA's.

Almost everyone who flies GA aircraft visits AVweb.com or subscribes to AVwebFlash.

Pilots and GA business leaders respect and depend on AVweb's news judgment. In fact, AVweb news items and editorial blogs are often re-published by our major competitors.
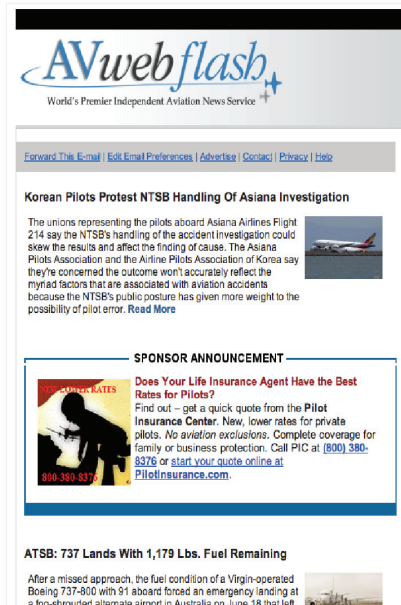
AVwebFlash news briefs are easy-to-read, hard hitting summaries, podcast interviews, video pilot reports, video product analysis and thoughtful blogs for subscribers who need to stay on top of fast breaking events.

High impact, video-capable advertising in AVwebFlash places your products and services in front of aircraft owners and pilots of all skill levels over 150 times yearly. AVweb subscribers are loyal readers—and AVweb is highly habit forming for aviators who are serious about maintaining their skills, learning about new safety techniques, keeping their aircraft current with the latest avionics, mods and preventative maintenance.

AVwebFlash ad frequency and format options

Advertisers can choose from standard graphic and text ad packages that will reach AVwebFlash subscribers twice monthly, four, six, eight or ten times monthly.

- **Standard ad format** include a 120 X 120 graphic (non GIF) plus 70 words of ad copy and a link to your website or video source.

- **Or, you can choose** the 300 x 250 box-ad format, with full image area edge-to-edge. This format is encouraged for video launchers or ads with large graphics and smaller text emphasis.

- **You can also choose** from among several custom premium advertising formats including top and bottom leaderboards (728 x 90), 300 x 600 skyscrapers, 300 x 250 box ads, video

advertorial flights and other combinations that make AVweb advertising the most flexible available in GA publishing.

- **We include our standard 125 x 125 website banners at no charge for Flash advertisers.** Rotating banner counts range from 35,000 per month to over 150,000 depending on newsletter ad frequency.

AVwebFlash tradeshow e-newsletters

AVweb subscribers want up-to-the-minute product news from major trade shows. They are early adopters of new workload reducing technologies and products—and are among the world's best informed consumers.

Video-rich AVwebFlash tradeshow issues are published and emailed to the entire AVwebFlash subscriber list each day of major GA tradeshows including Sun 'N Fun, EAA Air Venture, AOPA Summit and NBAA.

AVwebFlash tradeshow editors cover all of the significant product news, events and announcements at these shows, producing text, photos and numerous videos including flight demos, interviews and product overviews.

AVwebFlash trade show issues are highly sought after and often sell out all available space well before show time.

Advertisers can choose from standard or custom ad packages for maximum impact product announcements. Ad formats include standard and box ads (300 x 250; skyscraper 300 x 600; top and bottom leaderboards (728 x 90) and Video advertorial box ads (300 x 250).

We include our standard 125 x 125 website banners at no charge for Flash advertisers. Rotating banner counts range from 35,000 per month to over 150,000 depending on newsletter ad frequency.

Contact: TOM BLISS, Publisher   TBliss@AVweb.com   602-625-6815

AVwebBiz e-newsletters

AVwebBiz covers all aspects of GA business at the flight levels—where turboprop and jet operators focus their attention.

AVwebBiz news concentrates on manufacturing, charter and Fixed Base Operations, flight schools and simulator operations, fuel and parts suppliers, mod and refurb operations and much more.
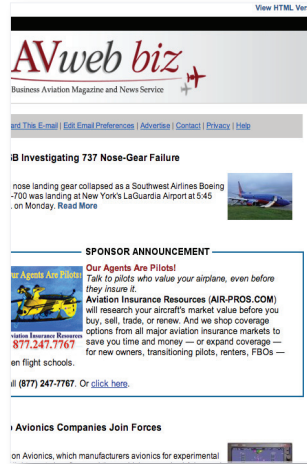
AVwebBiz subscribers are top executives, C-level officers and directors, managers and owners who make decisions about aircraft acquisition, flight ops, suppliers, parts, purchasing and much more.

Limited advertising space is available to reach these key decision makers.

Published Wednesdays, AVwebBiz covers business aviation news from the U.S. and around the world. AVweb is the originator of e-newsletters for the GA marketplace.

Respected internationally since 1995 as the world's leading independent source of GA news, AVwebBiz is focused on General Aviation and Business Aviation—including corporate and owner flown jets and turboprops.

Pilots and GA business leaders respect and depend on AVweb's news judgment. In fact, AVweb news items and editorial blogs are often re-published by our major competitors.

AVwebBiz news briefs are easy-to-read, hard hitting summaries, podcast interviews, video pilot reports, video product analysis and thoughtful blogs for subscribers who need to stay on top of fast breaking events.

High impact, video-capable advertising in AVwebBiz places your products and services in front of aircraft owners and pilots of all skill levels over 150 times yearly. AVweb subscribers are loyal readers—and AVweb is highly habit forming for GA business leaders and aviators.

AVwebBiz ad frequency and format options

Advertisers can choose from standard graphic and text ad packages that will reach AVwebFlash subscribers once, twice, three or four times monthly.

- **Standard ad format** include a 120 x 120 graphic (non GIF) plus 70 words of ad copy and a link to your website or video source.

- **Or, you can choose** the 300 x 250 box-ad format, with full image area edge-to-edge. This format is encouraged for video launchers or ads with large graphics and smaller text emphasis.

- **Premium ad options:** You can also choose from among several custom premium advertising formats including top and bottom leaderboards (728 x 90); 300 x 600 skyscrapers; 300 x 250 box ads; video advertorial flights and other combinations that make AVweb advertising the most flexible available in GA publishing.

- **Website banners included at no charge.** We include our standard 125 x 125 website banners at no charge for Biz advertisers. Rotating banner counts range from 35,000 per month to over 150,000 depending on newsletter ad frequency.

AVweb.com: GA's leading news/feature/flight bag website

AVweb.com is the mothership for all AVweb news products, running 24 x 7 x 365.

AVweb.com is the repository for all AVwebBiz and AVwebFlash newsletters, blogs, video features and much, much more.

Pilots who visit AVweb.com can access the latest news, technique and safety articles, product news, aircraft and product video demos, editorial blogs, advertorial and training videos—and plan their next flight with our new Flight Bag products.

New flight bag widgets including flight planning, fuel finder, live radar/weather maps and Social Flight event listings add to the news content that AVweb users want.

Advertisers can choose from standard graphic and text ad packages that will reach AVwebFlash subscribers twice monthly, four, six, eight or ten times monthly.

- **We include our standard 125 x 125 website banners at no charge for Flash advertisers.** Rotating banner counts range from 35,000 per month to over 150,000 depending on newsletter ad frequency. Standard banner format includes a 125 x 125 graphic (GIF animations OK) and link to your website.

- **Or, you can choose the premium 300 x 250 box banner** format, with full image area edge-to-edge. This format is encouraged for video launchers or ads with large graphics and smaller text emphasis.

- **You can also choose** from among several custom premium banner formats including top and bottom leaderboards (728 x 90); 300 x 600 skyscrapers; 300 x 250 box ads; video advertorial flights and other combinations that make AVweb advertising the most flexible available in GA publishing.

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Rates & Specifications

AVweb's unique multi-media marketing options have just expanded to offer additional solutions. Our response-driven e-letter and banner ad combination has consistently delivered your message to our 200,000 AVweb readers. Beginning in 2013, we now offer additional banner options and new premium options, including leaderboard banners, video-enabled ads, video advertorials, and targeted email programs.

MEDIA FORMAT OPTIONS		
FORMAT OPTION	MULTI-MEDIA ADVERTISING PACKAGES	PREMIUM PACKAGES
Sponsor Announcements	✓	✓
Video-Enabled Ads	✓	✓
Standard E-Letter Banners	✓	✓
Standard Website Banners	✓	✓
Video Advertorial		✓
Premium Banners		✓
Targeted Email		✓

Premium Options – Contact us for details!

MULTI-MEDIA ADVERTISING PACKAGES

Package	Frequency		Monthly Cost	Annual Messages	
	Monthly	Annual		Delivered Announcements	Banner Impressions
Silver	1.5x	18x	$ 1,350	2,340,000	360,000
Silver Plus	2x	24x	$ 1,600	3,120,000	420,000
Gold	4x	48x	$ 2,900	6,420,000	600,000
Gold Plus	6x	72x	$ 3,900	9,360,000	900,000
Platinum	8x	96x	$ 5,400	12,480,000	1,200,000
Platinum Plus	10x	120x	$ 6,700	15,600,000	1,800,000

Banner Ad Size Specifications

- **Leaderboards:** Leaderboard ads appear at the top and bottom of the page and get maximum visibility in any Flash or Biz issue.
- **Skyscraper:** Dominate with an oversize banner at 300 x 600.
- **Video Advertorial:** Launch your video message on our AVwebFlash and on AVweb.com to highlight your products
- **Targeted Email:** A limited number of solo email efforts can be sent to the entire AVweb file.
- **Trade-show Packages:** AVweb's editorial covers all major GA tradeshows, publishing daily news reports. Special packages are available.
- **Standard AVwebFlash Ads:** includes 120 x 120 graphic plus 70 words of copy, or 300 x 250 image area. Both formats offer video launch capability!
- **Video Window Graphic:** 300 x 250.

LEADERBOARD
728 pixels x 90 pixels

Box AD
300 pixels x 250 pixels

SKYSCRAPER
300 pixels x 600 pixels

Small Box AD
125 pixels x 125 pixels