

AVIONICS NEWS IS A PUBLICATION OF THE AIRCRAFT ELECTRONICS ASSOCIATION.

# AVIONICS NEWS

AIRCRAFT ELECTRONICS  
ASSOCIATION



# MEDIA INFO

& Advertising Opportunities

The AEA's monthly magazine



#### AVIONICS NEWS MAGAZINE

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

#### 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.

#### CONTACT INFORMATION

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

## READERS/CIRCULATION

Nearly 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 and unique visitors in its digital edition, including:

- 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)
- Airframe Manufacturers
- Technical Schools
- Miscellaneous (Ad Agencies, Avionics Students, Flight Schools)
- Aviation Consultants

*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 Part 145 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.

## 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



## POPULAR FEATURES

**WHAT'S NEW:** This section highlights the latest developments and progress of AEA members, their employees and products. There is no charge to AEA members to submit company news for this section. Send your news releases to *Avionics News* at [newsreleases@aea.net](mailto:newsreleases@aea.net).

**THE VIEW FROM WASHINGTON & INTERNATIONAL NEWS:** The AEA's vice president of government and industry affairs reports each month on the latest regulatory and legislative issues — nationally and internationally.

## 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.

# AVIONICS NEWS

# MAGAZINE AD RATES

## FULL-COLOR DISPLAY ADVERTISING

	1 Time	3 Times	6 Times	12 Times
FULL PAGE	\$4,100	\$3,800	\$3,600	<b>\$2,995</b>
2/3 Page	\$3,200	\$3,100	\$2,900	<b>\$2,700</b>
1/2 Page	\$2,800	\$2,700	\$2,600	<b>\$2,400</b>
1/3 Page	\$2,300	\$2,250	\$2,200	<b>\$2,100</b>
1/6 Page	\$1,850	\$1,800	\$1,750	<b>\$1,700</b>

- 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.

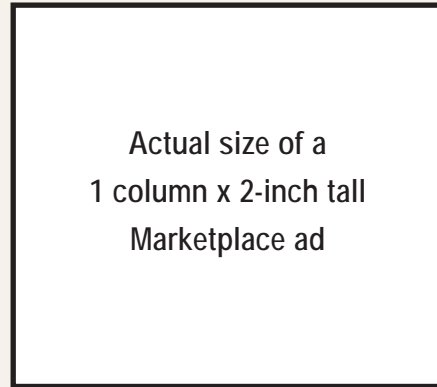
### MARKETPLACE RATES

\* Rates are per month

#### One column ads up to:

- 2 inches tall, full color \$210
- 3 inches tall, full color \$255

\* 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



## FREE HELP-WANTED AD POSTING ON AEA.NET

As an added benefit for placing a help-wanted ad in the *Avionics News* Marketplace classified advertising section, the same ad also is placed in the Careers section of the AEA/*Avionics News* website during the same month for no additional charge.



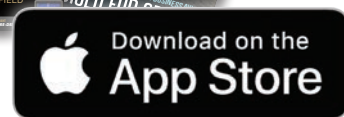
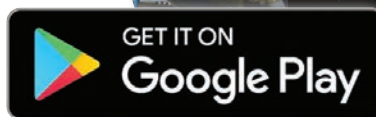
# AVIONICS NEWS



**...IN PRINT, ONLINE AND MOBILE APP.**

AIRCRAFT ELECTRONICS  
ASSOCIATION

ADVERTISE IN THE  
AEA'S MONTHLY  
PUBLICATION AND GET:



## 3 PLATFORMS FOR 1 PRICE

AEA members regard  
**AVIONICS NEWS**  
as their No. 1  
association benefit

Receives  
more than a  
**HALF-MILLION**  
page views and unique  
visitors in its digital edition

Nearly 10,000 printed  
copies representing  
**30,000+**  
readers!

Advertising contact for AVIONICS NEWS:



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

### January

#### FAA-Accepted Training Exam Issue

This issue includes important information for avionics technicians regarding the annual *Avionics News* Technical Training Exam. Owners, managers and avionics technicians of AEA member repair shops may get a head start on their FAA-accepted training. By completing the exam, which covers regulatory and technical topics featured in the 2017 issues of *Avionics News*, technicians may earn eight hours toward their IA renewal.

- Ad Sales Deadline: **Nov. 7, 2018**
- Materials Deadline: **Nov. 14, 2018**

### February

#### Helicopter Issue

This issue features technical topics, products and companies that serve the rotorcraft market. It includes a bonus distribution opportunity at the annual HAI HELI-EXPO, the world's largest helicopter exposition and trade show. More than 20,000 helicopter industry professionals from all around the world gather to see the latest products and services available.

- Ad Sales Deadline: **Dec. 5, 2018**
- Materials Deadline: **Dec. 12, 2018**

**BONUS DISTRIBUTION** HAI HELI-EXPO

### March

#### AEA Convention & Trade Show Issue

This issue will have bonus distribution to more than 1,800 aviation professionals in attendance at the 62nd annual AEA International Convention & Trade Show in Palm Springs, California. 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. 9, 2019**
- Materials Deadline: **Jan. 19, 2019**

**BONUS DISTRIBUTION** • 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. 6, 2019**
- Materials Deadline: **Feb. 13, 2019**

### 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 6, 2019**
- Materials Deadline: **March 13, 2019**

### June

#### AEA Convention Recap Issue

This issue takes a look back at the events surrounding at the 62nd 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 3, 2019**
- Materials Deadline: **April 10, 2019**

### July

#### EAA AirVenture Issue

A strong market exists for avionics repair stations when it comes to servicing warbirds, vintage, homebuilt and ultralight 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 of *Avionics News*.

- Ad Sales Deadline: **May 8, 2019**
- Materials Deadline: **May 15, 2019**

**BONUS DISTRIBUTION** EAA AirVenture

### August

#### Education Issue

This month's edition spotlights the individuals who were awarded academic scholarships by the AEA Educational Foundation. Each year, more than 20 scholarships totaling more than \$125,000 are awarded to students pursuing a career in avionics or aircraft maintenance, as well as students from AEA member companies.

- Ad Sales Deadline: **June 5, 2019**
- Materials Deadline: **June 12, 2019**

### September

#### AEA Connect Conference Issue

September traditionally marks the kickoff to the AEA Connect Conferences that take place in the fall. The AEA annually hosts conferences in the U.S., Canada, Europe, and the South Pacific. These events offer a forum to see, hear and learn about all the new technology on the market, network with industry peers and discover best practices for the aviation repair station industry.

- Ad Sales Deadline: **July 10, 2019**
- Materials Deadline: **July 17, 2019**

**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. 7, 2019**
- Materials Deadline: **Aug. 14, 2019**

**BONUS DISTRIBUTION** NBAA Convention

### November

#### ADS-B Issue

This issue focuses on ADS-B. As the Federal Aviation Administration's ADS-B Out mandate is upon us, avionics repair stations are tirelessly working with aircraft owners to meet their individual budgets and equip thousands of aircraft in the general aviation fleet by the deadline. And what's after ADS-B?

- Ad Sales Deadline: **Sept. 4, 2019**
- Materials Deadline: **Sept. 11, 2019**

### December

#### Rate & Labor Survey /Careers Issue

This issue covers important information repair station owners and managers need to know when it comes to setting shop and labor rates. The annual AEA Rate and Labor Survey offers data by national and international regions. It also shows employee benefit/compensation package information, a profile of technician experience, regional employment demand and a business outlook perspective.

- Ad Sales Deadline: **Oct. 2, 2019**
- Materials Deadline: **Oct. 9, 2019**

# AVIONICS NEWS

## MEET THE MANDATE<sup>20</sup><sub>20</sub>



*Avionics News* continues to grow in readership by the pilot community. Over the last few years, our circulation has grown and we now reach thousands of pilots interested in learning more about new avionics technologies, what to buy for their instrument panel, and where to go for maintenance and installation.

As the 2020 ADS-B Out mandate approaches in the U.S., now is the time for your shop to advertise your capabilities and skills to install ADS-B Out equipment. Hence, the new section in *Avionics News* called MEET THE MANDATE!

For as low as \$275 per month, your shop can place an ad in *Avionics News* each month — including both print and digital versions!

You don't have an ad already designed? No worries — we'll design one for you. We do the work, you get the results!

Provide us a few descriptive words, and you approve the final design. Ads can include color at no extra cost to you!

Actual size sample ad  
(2.25 in. x 3 in.)

### AEA Member Pricing:

- Run in 12 consecutive issues .....\$275 per month
- Run 6 times in a 12-month period .....\$325 each insertion
- Run 1-5 times in a 12-month period .....\$375 each insertion

### Schedule Your ADS-B INSTALLATION

- The clock is ticking... reserve your installation date TODAY.

**LSMO Avionics**

Lee's Summit, MO • 816-347-8400  
info@aea.net • aea.net

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