

MEDIA KIT 2012



SOLUTIONS FOR GLOBAL AIRSPACE ELECTRONICS
AVIONICS[®]
magazine



Dear Advertiser:

Welcome to the 2012 *Avionics* Magazine Media Kit!

Avionics is the leading print and electronic publishing brand focused on the civil and military avionics industry. Through the monthly magazine, *AvionicsToday.com* website and online Webinar series, *Avionics* is at the forefront of reporting on the Next Generation Air Transportation System (NextGen) and Single European Sky ATM Research (SESAR) programs.

Entering its 36th year, and available in both print and digital editions, *Avionics* Magazine is a trusted source of information on the technical, business and regulatory developments of importance to the industry, including NextGen, SESAR, Air Traffic Management and test and maintenance.

Looking forward to a great 2012!

Regards,

A handwritten signature in white ink that reads "Emily Feliz". The signature is fluid and cursive.

Emily Feliz

Editor in Chief

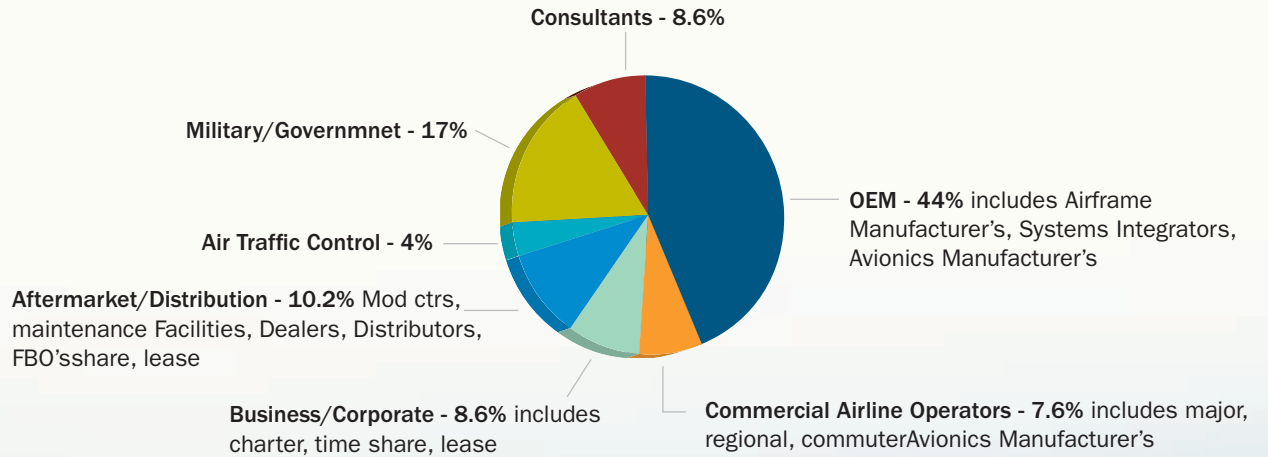
Avionics Magazine



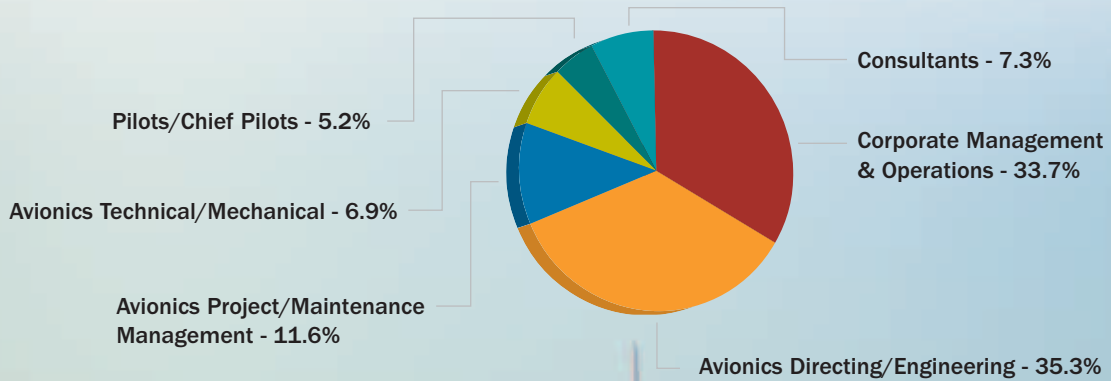
Avionics Magazine covers all segments of the worldwide aviation electronics industry, including commercial transport, military, corporate aircraft, helicopter and general aviation. The magazine reports on technical, business and regulatory developments in all areas of avionics, including satellite navigation and positioning, airborne systems, ground navigation aids, air traffic control and management, and test and maintenance. Total Qualified Circulation of 19,000.

Avionics Magazine Subscriber Profile

Business & Industry



Classification by Title



AVIONICS EDITORIAL CALENDAR 2012

JANUARY	AD CLOSING 11/22		MATERIALS DUE 12/5	
	INDUSTRY	ERAM Update	COLUMNS	- General Aviation - Safety
	BUSINESS	Business Avionics Forecast		
	PRODUCT FOCUS	Cockpit Switches	INDUSTRY EVENTS	Bahrain Air Show Jan. 19-21, Bahrain

FEBRUARY	AD CLOSING 12/21		MATERIALS DUE 12/28	
	INDUSTRY	New Satellite Constellations	COLUMNS	- Pilot Report - NextGen/SESAR
	COMMERCIAL	Aerospace in Asia		
	BUSINESS	Corporate Helicopter Avionics	INDUSTRY EVENTS	Heli-Expo Feb. 11-14, Dallas
PRODUCT FOCUS	Connectors	ABACE Feb. 28-March 1, Shanghai		

MARCH	AD CLOSING 1/23		MATERIALS DUE 1/27	
	INDUSTRY	Trends in Air Traffic Management	INDUSTRY EVENTS	ATC Global March 6-8, Amsterdam
	BUSINESS	Cabin Interiors		Satellite '12 March 12-15, Washington, D.C.
	PRODUCT FOCUS	Antennas		Aircraft Interiors Expo March 27-29, Hamburg, Germany
COLUMNS	- Software - Connectivity			

APRIL	AD CLOSING 2/21		MATERIALS DUE 2/27	
	INDUSTRY	Avionics Education	COLUMNS	- Safety - Avionics Maintenance
	MILITARY	Naval Aircraft Avionics		
	PRODUCT FOCUS	Lighting	INDUSTRY EVENTS	Navy League April 15-18, Washington, D.C.
		AMC/AEEC April 30-May 3, Anchorage, Alaska		
			AEA April 3-6, Washington, D.C.	

MAY	AD CLOSING 3/22		MATERIALS DUE 3/29	
	COMMERCIAL	Health Usage and Monitoring Systems	COLUMNS	- AEEC Report - NextGen/SESAR
	BUSINESS	Business Jet Cockpit Upgrades		
	PRODUCT FOCUS	Synthetic Vision Systems	INDUSTRY EVENTS	EBACE May 14-16, Geneva

JUNE	AD CLOSING 4/23		MATERIALS DUE 4/27	
	INDUSTRY	Women in Aerospace	PRODUCT FOCUS	Real-Time Operating Systems
	MILITARY	Military Maintenance	COLUMNS	- AEEC Report - NextGen/SESAR

JULY

AD CLOSING 5/22

INDUSTRY	The Future of GPS
BUSINESS	Airborne Counter-measures
PRODUCT FOCUS	Electronic Flight Bags
COLUMNS	- General Aviation - Safety

MATERIALS DUE 5/29

INDUSTRY EVENTS

Farnborough
July 9-15, Farnborough
ALEA
July 11-14, Reno, Nev.
AirVenture
July 23-29, Oskkosh, Wis.

STRATEGIC PLANNING AND BUYERS GUIDE

AUGUST

AD CLOSING 6/21

INDUSTRY	Industry Leader Profiles
MILITARY	UAS Integration
PRODUCT FOCUS	Sensor Payloads

MATERIALS DUE 6/28

COLUMNS

INDUSTRY EVENTS

- Pilot Report
- NextGen/SESAR
AUVSI
Aug. 7-10, Las Vegas

SEPTEMBER

AD CLOSING 7/23

COMMERCIAL	Performance-Based Navigation
MILITARY	Micro UAVs
PRODUCT FOCUS	Test Equipment
COLUMNS	- AEEC Report - Connectivity

MATERIALS DUE 7/30

INDUSTRY EVENTS

Autotestcon
Sept. 10-13, Anaheim, Calif.
Berlin Air Show
Sept. 11-16, Berlin
APEX
Sept. 18-20
Long Beach, Calif.

OCTOBER

AD CLOSING 8/21

MILITARY	Managing Obsolescence
BUSINESS	Cabin Systems
PRODUCT FOCUS	Displays
COLUMNS	- Software - Safety

MATERIALS DUE 8/27

INDUSTRY EVENTS

DASC
Oct. 14-18, Williamsburg, Va.
AUSA
Oct. 22-24, Washington, D.C.
NBAA
Oct. 30-Nov. 1, Orlando, Fla.

NOVEMBER

AD CLOSING 9/21

INDUSTRY	Airport Surface Management
BUSINESS	Weather Radar Systems

MATERIALS DUE 9/28

PRODUCT FOCUS

COLUMNS

Wire & Cable
- Avionics Maintenance
- NextGen/SESAR

DECEMBER

AD CLOSING 10/22

INDUSTRY	Trends in Green Aviation
MILITARY	Joint Strike Fighter
PRODUCT FOCUS	Databus

MATERIALS DUE 10/29

COLUMNS

DIGITAL FEATURES

- Training and Simulation
- Military Avionics
Aerospace Acronym Guide

The Digital edition of *Avionics* is an interactive magazine allowing readers to easily navigate through pages with functions including "table of content and key word searches, active links to all web sites and email addressed and more!



Overview

For the added convenience of our readers, *Avionics* Magazine is available in digital format in addition to print. The digital version mirrors the print edition including all content and advertisements and is the only digital publication that is BPA certified.

Avionics digital edition is emailed to more than 18,000 *Avionics* subscribers and viewable from our Web site – www.avionics.today.com

Digital Advertising Options

The digital edition of *Avionics* Magazine allows you to maximize your exposure by incorporating video, flash, and other fantastic multimedia capabilities.

Added Benefits as an advertiser in *Avionics* digital magazine:

- ▶ Hot-links to all URLs in overlays to desired homepage or product page.
- ▶ Enhanced multimedia and interactive ads.
- ▶ Reinforces direct relationship with reader.

Table of Contents Premium Block Banner



Take advantage of the newly created ad position specifically designed for the digital edition of *Avionics* Magazine. Table of Contents pages 1 and 2 offer high visibility through an IAB standard size block banner. With this "far forward" position in the magazine, you can place your important marketing message directly in front of *Avionics* Magazine readers while redirecting traffic to your website!

Digital Edition Premium Positions

Leaderboard

Opposite Front Cover



The digital edition of *Avionics* Magazine offers two new premium positions.

- ▶ The leaderboard banner offers the highest visibility with exposure on every page of the magazine while driving traffic to your website.
- ▶ Opposite Front Cover position is the new "number one" premium position for digital magazines. This page is the most viewed page of each edition.

Add Video and Flash Animation to Your Ad



The goal of advertising is to increase the amount of time a reader spends on your advertisement, creating mindshare with your message and brand. Video and flash animation are the perfect way to catch the attention of subscribers and make their eyeballs stop on your page taking your marketing to a whole new level!

2012 PRICING

Avionics Magazine

	1x	3x	6x	9x	12x	18x
Full page	\$8,970	\$8,660	\$8,070	\$7,620	\$7,180	\$6,520
2/3 page	\$6,900	\$6,670	\$6,220	\$5,870	\$5,530	\$5,360
Island 1/2 page	\$6,280	\$6,070	\$5,650	\$5,340	\$5,020	\$4,870
1/2 page	\$5,650	\$5,450	\$5,090	\$4,810	\$4,520	\$4,380
1/3 page	\$4,300	\$4,150	\$3,880	\$3,660	\$3,440	\$3,340
1/4 page	\$3,580	\$3,460	\$3,200	\$3,050	\$2,870	\$2,790
4-color	\$1,765					
2-color	\$935					

Digital Edition Advertising Rates

	OPEN	3x	6x	9x	12x
Leaderboard	\$4,100	\$3,680	\$3,360	\$2,920	\$2,600
Opp. Front Cover	\$3,400	\$3,120	\$2,880	\$2,480	\$2,208
Framed Site	\$3,400	\$3,120	\$2,880	\$2,480	\$2,208
Full Page	\$3,100	\$2,880	\$2,720	\$2,400	\$2,080
TOC Block Bnr	\$3,000	\$2,800	\$2,560	\$2,240	\$2,000
Half Page	\$1,950	\$1,840	\$1,680	\$1,440	\$1,280
Masked Video	\$1,200	\$1,100	\$950	\$800	\$700
Standard Video	\$1,000	\$920	\$800	\$700	\$600
Flash	\$700	\$650	\$550	\$450	\$400

Classified Marketplace Rates (Net)

Display Advertiser

	OPEN	3x	6x	9x
3.5 X 2	\$805	\$745	\$650	\$575
3.5 X 3	\$1,120	\$1,025	\$955	\$790
3.5 X 4	\$1,345	\$1,255	\$1,175	\$945

Non-Display Advertiser

	OPEN	3x	6x	9x
3.5 X 2	\$870	\$795	\$705	\$635
3.5 X 3	\$1,255	\$1,140	\$1,020	\$910
3.5 X 4	\$1,595	\$1,440	\$1,255	\$1,075

Ad Dimensions

	Inches		Millimeters	
	Width	Depth	Width	Depth
Magazine trim	7 7/8	10 3/4	199	273
2-Page spread w/bleed	16	11	405	280
2-Page horizontal	16	4 3/4	405	120
Full page w/bleed	8 1/2	11	206	280
Full page live area	7	10	178	255
2/3 Page	4 1/2	9 1/2	114	41
1/2 Page h	7	4 3/4	178	120
1/2 Page island	4 1/2	7 1/2	114	191
1/3 Page sq	4 1/2	4 3/4	114	120
1/3 Page h	7	3 5/8	178	92
1/3 Page v	2 1/8	9 1/2	54	241
1/4 Page	3 3/8	4 3/4	85	120

Mechanical Requirements:

Publisher accepts only digital advertising materials. Please follow the instructions outline below.

Questions regarding specs? Contact: Sophie Chan-Wood, Production Manager
 Phone: +1-301-354-1671 Fax: +1-301-560-5914 E-mail: schanwood@accessintel.com

ACCEPTED DIGITAL FORMATS

- TIFF Hi-resolution (300 dpi minimum)
- PDF Hi-resolution (300 dpi minimum) Press-/Print-Optimized—all fonts embedded/all graphics hi-res and linked properly

We can not accept native application files, such as InDesign or QuarkXPress. Film ads will incur a conversion charge.

FILE PREP

- Set up documents to be final ad size (same width and depth as mechanical size).
- Files for Full Page Ads should be set up for BLEED SIZE (8.00" wide x 11.00" deep).
- Do Not compress linked graphics when preparing TIFF or PDF.
- All files must be converted to CMYK—not RGB. 2-Color ads must be CMYK builds.
- Trapping must be completed prior to creating final TIFF or PDF. Trap at .20 pt. and overprint black.

ACCEPTED MEDIA

- ZIP (100 MB)
- CD-ROM
- DVD
- FTP file transfer upload

Contact Production Manager for instructions.

COLOR PROOFS

Your digital submissions must be accompanied by an accurate SWOP color proof. This proof is used by our printer to match your ad on press. If you send an inaccurate proof, the reproduction of your ad may not match and Access Intelligence, LLC will not accept responsibility.

PRODUCTION CHARGES

Ads that do not meet the specs listed above or requests for changes to digital ads are subject to production charges. Contact the Production Manager for details on production charges.

MEDIA LABELING/IDENTIFICATION

Please include the following with ad submissions:

- Magazine and Issue Date
- Advertiser and/or Agency Name, Contact and Phone Number
- File Name

Contact Production Manager for details and specs on spread ads.

INSERTS

Contact Production Manager for specs and shipping instructions for all inserts.

ADDRESS FOR SENDING E-MEDIA AD MATERIALS

Avionics Magazine
 Access Intelligence, LLC
 4 Choke Cherry Road, 2nd Floor
 Rockville, MD 20850, USA
 Attn: Tesha Blett
 E-mail: tblett@accessintel.com
 Phone: +1-301-354-1476

Welcome to the 2012 edition of *Avionics Magazine's* Industry Leader Profiles!

Go beyond standard advertising by combining your company's full-color advertisement with a corporate profile that allows you to highlight your company's capabilities and strengths. Nowhere else can you control the message about your company while also showcasing the products and services you make available to the aviation community. In addition to being an easy-to-use, on-the-desk reference tool, Industry Leader Profiles can be found on www.avionictoday.com where it will reside for one year.

This year, we have a number of ways to increase reader engagement. Take advantage of these rich media opportunities in the digital edition.

- ▶ Provide us with your very own video and we will embed it into your ad or profile page.
- ▶ Work with our editors to produce a 5 minute podcast which will play when readers turn to your ad.
- ▶ Add flash animation to catch the eye of readers and highlight special products.

Here is how it works:

You choose from the layout options, complete the forms provided and submit your editorial profile materials to the *Avionics Magazine* editors. Your editorial piece and full-color advertisement are then paired in the final layout. If you chose the podcast upgrade, your interview will be scheduled with an editor on receipt of your order. The Industry Leaders Profiles will be delivered in the August issue of *Avionics Magazine* to 19,000 avionics decision makers, and posted on our website, www.avionictoday.com, for 12 months.

Don't miss this once-a-year opportunity to create a profile package that showcases the best your company has to offer!

Unit size

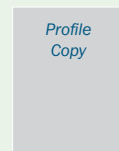
<input type="checkbox"/> Profile page only	\$6,265
<input type="checkbox"/> Podcast upgrade additional	\$1,200
<input type="checkbox"/> Profile Page & display ad page	\$11,880
<input type="checkbox"/> Podcast upgrade additional	\$1,200
<input type="checkbox"/> Split Page:	
½ page profile/ ½ page ad	\$6,265
<input type="checkbox"/> Podcast upgrade additional	\$1,200

Production Guidelines

Spread Profile



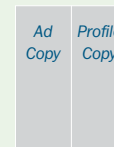
Full Page Profile



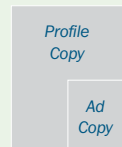
½ Page Profile



½ Page Profile



½ Page Profile



Guidelines: Word Counts/Photographs

Full Page

No Photographs	894 words
One Photograph	698 words
Two Photographs	614 words

½ Page Horizontal

No Photographs	325 words
One Photograph	241 words
Two Photographs	N/A

½ Page Vertical

No Photographs	471 words
One Photograph	358 words
Two Photographs	N/A

Island ½ page

No Photographs	322 words
One Photograph	228 words
Two Photographs	N/A

Dimensions

Magazine Trim	7 7/8 x 10 3/4
Bleed	8 x 11
Live Area	7 x 10
½ page Island	4 1/2 x 7 1/2
½ page Horizontal	7 x 4 3/4
½ page Vertical	3 3/8 x 9 1/2

Upgrades

Video	\$1,000
Podcast	\$1,200
Flash	\$700

Closing Dates

Publication date:	August Issue
Insertion Orders	Due: June 27, 2012
Ad Materials Due:	July 5, 2012

A simple, effective and affordable way to make your sales efforts more productive!

Avionics Magazine's Tech Focus Report is a collaborative effort combining your company's technical knowledge with the editorial expertise and brand recognition of *Avionics Magazine* magazine.

How It Works:

In a full-color 4-page report, *Avionics Magazine's* editors will focus on your products' technical capabilities and/or applications. This, in turn, will provide your customers with a better understanding of your product offering. The front cover of the report will feature an image of your product or company logo, and the back cover will feature your display ad — all designed to reinforce your marketing message.

A Terrific Value Not Available Elsewhere:

Avionics Magazine's Tech Focus Report gives your company the unique advantage of added credibility through high-quality editorial. Paired with your display ad on the back cover, it's a high-impact, multi-purpose sales and marketing tool that can be used effectively in a variety of ways:

- ▶ As an insert in *Avionics Magazine* magazine
- ▶ For distribution at industry trade shows
- ▶ For your sales team to use as a leave-behind
- ▶ As a direct mail piece
- ▶ To post on your company's Web site

Package Includes:

- ▶ 4-page report
- ▶ Half-page 4-color image of your product on the front cover
- ▶ Full-color display ad on back cover
- ▶ PDF of Tech Focus Report
- ▶ 500 copies for your internal sales and marketing needs
- ▶ Trade show distribution available through *Avionics Magazine*

Rates (net):

19,000* copies \$15,000

Digital Only \$9,500

**inserted into the print and also included in the digital edition of *Avionics Magazine* plus 500 client copies*

AVIONICS®

FOR NEXT GEN

Avionics for NextGen Symposium

The technologies of the global air transportation system are constantly being updated to ensure the safest and most efficient transition into the future of NextGen. *Avionics for NextGen* brings together hundreds of aviation professionals responsible for driving the future of NextGen technologies to discuss their experiences, challenges and solutions with the implementation of these technologies.

Sponsoring the *Avionics for NextGen* Conference gives you the opportunity to position your company as a NextGen leader in front of a highly qualified audience involved with NextGen implementation at their organization.

Who attends Avionics for NextGen?

- ▶ 66% of attendees can recommend or approve products or services
- ▶ 27% attend the conference to meet with clients or generate business
- ▶ 20% are from the government or military
- ▶ 5 Countries and 26 States are represented at Avionics for NextGen
- ▶ 47% think Avionics for NextGen is among the top 3 events in the aviation community

What companies are represented at Avionics for NextGen?

- | | |
|--|--------------------------------------|
| ▶ Avionics Support Group, Inc. | ▶ Port Authority of NY & NJ |
| ▶ Delta Air Lines | ▶ Southwest Airlines |
| ▶ Department of Transportation | ▶ U.S. Air Force |
| ▶ Duncan Aviation | ▶ U.S. Air Force Research Laboratory |
| ▶ Federal Aviation Administration | ▶ U.S. Army |
| ▶ Fedex Express | ▶ U.S. Crest |
| ▶ Flightworks Inc. | ▶ United Airlines |
| ▶ Joint Planning and Development Office (JPDO) | ▶ US Airways |
| ▶ NAVAIR | |

For additional information go to www.avionicsfornextgen.com

Contact your sales executive for sponsorship opportunities.

AMC/AEEC Joint Meetings

Join us in Anchorage, Alaska, at the co-located AMC Open Forum and the AEEC General Session April 30-May 2!

The AMC Forum brings together avionics supervisors, directors and managers from the world's largest airlines to meet their counterparts on the supplier side to resolve common problems, discuss proprietary issues and make future plans.

At the AEEC General Session, aviation engineers and scientists discuss standards and technical solutions for avionics systems on board the aircraft.

All together, these events draw hundreds of the global avionics industry's top executives and decision makers.

Avionics Magazine is visible throughout both events — publishing the exclusive conference guide for the meetings and providing multimedia coverage at the event, including a video blog on the web and a conference wrap-up in the magazine.

Sponsorship opportunities include:

- ▶ Pocket Guide
- ▶ Digital Pocket Guide

In addition, *Avionics Magazine* will provide continuing coverage of the event via the digital edition of the Pocket Guide, providing additional multimedia advertising opportunities.

AMC Pricing for Full Page \$2,330



AVIONICS
WOMEN
in **TECHNOLOGY**
AWARD

Avionics Women in Technology Awards

Avionics Magazine is proud to announce the First Annual Avionics Women in Technology Awards. These awards honor women for their work in aviation electronics engineering, research and development in commercial, business and military aviation, and in air traffic management. Additionally, these awards will highlight a company that demonstrates vision and leadership in promoting women in avionics technology roles.

An advisory panel comprised of industry leaders will select the recipients of these awards.

The Awards include:

- ▶ Avionics Woman of the Year
- ▶ Women in Technology Corporate Award
- ▶ Emerging Leader Award

To nominate someone for this prestigious award, go to AviationToday.com/av/WomenTechAwards/
Enter today and be a part of what promises to be the most coveted award in the industry!

Deadline for nominations is March 2, 2012

Awards luncheon to be held June 4, 2012

Contact your account executive for sponsorship information.



E-MEDIA PRICING

Aviation Today

Your First Destination For Global Industry Intelligence

www.aviationtoday.com

The Aviation Today website is your source for daily news and analysis on all aspects of the aviation market. Providing you with the most up to date information on commercial airlines, business aviation, manufacturers, the FAA and more. We also link you to specific news from *Avionics*, *Rotor & Wing*, Air Safety Week and Aircraft Value News.

For the latest statistics on key metrics such as visits and impressions, please contact your salesperson.

Leaderboard (728X90)	\$175 CPM (impressions)
Content Ad #1 (300x250)	\$150 CPM (impressions)
Content Ad #2 (300X250)	\$160 CPM (impressions)



The only email you need to open each morning to know that you will see all the most important aviation news of the day from sources all over the world. In addition to our own award winning aviation news coverage, the editors of Aviation Today scour the web so that you don't have to. We present you with a daily compendium of links to all the most important information you need at your fingertips in order to give yourself the winning edge in your business.

Circulation: 110,000 aviation professionals

Content Box (300 x 250) Placement #1		Content Box (300x250) Placement #2	
1-day	\$1900	1-day	\$1600
1-week	\$2400	5-week	\$2100
Text Ad/links			
1-day	\$1100		
5-week	\$1800		

Add-on Options

Avionics Today e-newsletter 1-issue	+\$760
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www.avionictoday.com

White Papers

This is a great opportunity to generate high-quality leads, increase market awareness and branding and education the industry. Post your white paper on www.avionictoday.com

How it works:

Your white paper is posted on our white papers page for one month

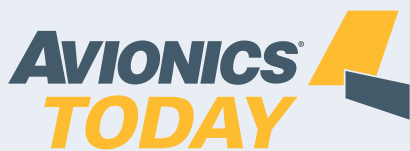
Prospective readers click on the link, complete a registration form and then download the white paper.

Pricing includes 50 leads

We will do one promotional email blast to 5,000 readers

Cost is \$1500

Additional leads are \$75 each



www.avionics.today.com

The Avionics Today website serves as an extension for *Avionics Magazine*, a leading publication in the aviation electronics market. Our editors provide you with daily news updates, links to industry resources, educational webcasts, in-depth technical articles and video coverage.

For the latest statistics on key metrics such as visits and impressions, please contact your salesperson.

Circulation 18,000

Leaderboard (728X90)	\$175 CPM (impressions)
Content Ad #1 (300x250)	\$150 CPM (impressions)
Content Ad #2 (300X250)	\$160 CPM (impressions)

Avionics Today E-Newsletter

Weekly news and insight brought to you by *Avionics Magazine*

Delivered to over 18,000 subscribers, this e-letter puts your message in front of professionals involved in an avionics community that serves commercial, business and military markets.

Leaderboard (728X90)		Content Box (300x250)	
1-week	\$1050	1-week	\$950
4-weeks	\$3150	4-weeks	\$2850
Text Ad			
1-week	\$850		
4-weeks	\$2550		

Custom E-mail blasts

Target selected subscribers based on specific demographics or purchasing intentions with your customized email. It's the perfect way to communicate your message to a very specific and qualified audience.

Choose names from Avionics subscriber list (Minimum is \$2500)	\$450 CPM
Choose names from Avionics plan to purchase report list (Minimum is \$1800)	\$600 CPM

Above pricing is based on advertiser supplying artwork. To utilize our edit, design and production team, add \$500.

Digital Specs

Website

- ▶ Ad Size: pixels.
- ▶ File Formats: FLASH, GIF or JPG
Please note: If a flash file is being provided, please make sure the following action script coding is inserted in the file and the URL is NOT hard coded/embedded in the file. I will put the URL on the order. In addition please provided a backup gif/jpg file on (release) {
`getURL (_level0.clickTag, "_blank");`
`}`
- ▶ Animation: Yes, If the ad is animated, it should continuously loop
- ▶ File Size: The file size must be 50K or less.

E-Letter

- ▶ Flash Ads accepted: No
- ▶ File Formats: GIF or JPG
- ▶ Animation: Yes, If the ad is animated, it should continuously loop
- ▶ File Size: The file size must be 40K or less.

CONTACT: Please email all artwork with URLs to tblett@accessintel.com

Tesha Blett, Web Production Manager
Tel: 301-354-1476 / eFax: 320-213-8017
Access Intelligence, 4 Choke Cherry Road, 2nd floor,
Rockville, MD 20850

Looking for sales leads?

Avionics' Product Spotlight e-newsletter dedicated to product information and the ONLY e-newsletter to provide you with detailed sales leads on a weekly basis.

Delivered monthly to more than 20,000 global Avionics readers, this is the perfect vehicle to promote your company's latest products and technologies.

Feature your product information with both a picture and text. When a person clicks for more information, his or her information is matched through a readership database, and we will send you the detailed sales leads in a weekly report. You will have comprehensive information to use when following up with each qualified lead.

Product Spotlights and banner advertising (skyscraper and half skyscraper) are available.

Reserve Your Product Spotlight Today and the Sales Leads Will Come To You!

Avionics Product Spotlight Calendar	
Deployment	Wednesday, Jan. 19
Ad material due	1/12/12
Deployment	Wednesday, Feb. 16
Ad material due	2/9/12
Deployment	Wednesday, March 16
Ad material due	3/9/12
Deployment	Thursday, April 14
Ad material due	4/7/12
Deployment	Tuesday, May 17
Ad material due	5/10/12
Deployment	Wednesday, June 15
Ad material due	6/8/12
Deployment	Thursday, July 14
Ad material due	7/7/12
Deployment	Tuesday, Aug. 16
Ad material due	8/9/12
Deployment	Thursday, Sept. 15
Ad material due	9/8/12
Deployment	Thursday, Oct. 13
Ad material due	10/6/12
Deployment	Wednesday, Nov. 16
Ad material due	11/9/12
Deployment	Thursday, Dec. 15
Ad material due	12/8/12

Product Spotlight Rates			
Avionics Advertiser			
1x	\$1,075	6x	\$920
3x	\$1,010	12x	\$855
Non-Avionics Advertiser			
1x	\$1,125	6x	\$975
3x	\$1,040	12x	\$900

Banner Advertising			
Avionics Advertiser			
Skyscraper			
1x	\$1,265	6x	\$1,125
3x	\$1,210	12x	\$1,055
Half Skyscraper			
1x	\$1,200	6x	\$1,055
3x	\$1,140	12x	\$985
Non-Avionics Advertiser			
Skyscraper			
1x	\$1,325	6x	\$1,175
3x	\$1,245	12x	\$1,100
Half Skyscraper			
1x	\$1,255	6x	\$1,105
3x	\$1,175	12x	\$1,030

Product Spotlight Specifications	
Product Image size	143 X 114 pixels
Format	JPEG or GIF <i>(if JPEG, RGB only, not CMYK)</i>
Length of teaser text	40 words or fewer
URL product link	
Headline	

Banner Ad Specifications	
Skyscraper	120 x 600 pixels
Half Skyscraper	120 x 300 pixels
Format	JPEG or GIF <i>(if JPEG, RGB only, not CMYK)</i>

Full contact information required of person within your organization who will receive the leads.

Join **Avionics Magazine** in presenting leading-edge programs on emerging technologies and best practices through live webcasts. As a webcast sponsor, you position your company as a thought leader by promoting your expertise and solutions to a targeted audience.

How it works:

You work in cooperation with our editors to select a topic, date/time, speaker and presentation materials. *Avionics Magazine* promotes the webcast, coordinates the logistics, registers and confirms the attendees and more. You reap the benefits of promoting your companies capabilities to our targeted audience of potential buyers.

Avionics Magazine webcast marketing program includes:

- ▶ Pre- and post-event email campaigns
- ▶ Banner advertisements on *Aviation Today*
- ▶ Full-page, 4-color advertisement, produced by us, in *Avionics Magazine* (print and digital editions)
- ▶ Custom polling questions during the webcast
- ▶ Moderated by an *Avionics Magazine* editor

Pricing:

Option I

Set up, promotion and moderation **\$8,950**
Includes 150 leads

Additional leads **\$75 each**

Option II

Set up, promotion and moderation **\$15,000**
Includes 250 leads

Additional leads **\$75 each**



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This agreement sets out the terms and conditions whereby Access Intelligence, LLC ("Publisher") will publish advertisements ("ads") on the Aviation Today website as requested by the undersigned Advertiser. Advertiser has designated the undersigned Agency to act on its behalf. Unless Advertiser gives Publisher written direction limiting the authority of Agency, any communication that Publisher may receive from Agency will be deemed to be given on behalf of, and binding on, Advertiser, and any communication given by Publisher to Agency will be deemed to have been given to, and will be binding on, Advertiser. Publisher will not be bound by, and will disregard, terms and conditions appearing on insertion orders or copy instructions which conflict with provisions of this rate card. No ad will be published unless a signed insertion order setting out the ad terms to include start and end dates is received by Publisher. If Advertiser cancels during the course of a campaign, Advertiser will be billed for the entire month in which the cancellation is received. If the campaign is based on impressions, Advertiser will be billed for the impressions expected (based on a monthly contract average) in the month in which the cancellation is received. Ad cancellations will not be considered authorized by Advertiser unless written confirmation thereof is received by Publisher. Unless copy changes are specified by Advertiser in writing prior to ad commencement date, Advertiser's most recent ad will be inserted. Advertiser is responsible for checking the ad for corrections and providing prompt written notice of errors or changes. Publisher is not responsible for correcting an error in an ad unless Advertiser has notified Publisher in writing. If all necessary ad materials are not received by Publisher prior to the ad commencement date, Publisher can not guarantee inclusion of such materials. All ads are subject to approval by Publisher. In its sole and absolute discretion, Publisher may refuse any ad submitted and may cancel any order for any ad. Although efforts will be made to comply with positioning requests, final positioning of ads is at the sole discretion of the Publisher. In no event will adjustments or refunds be made because of the position of an ad. The Advertiser or their Agency will be billed a premium not less than 15% of earned gross rate for advertising materials produced by the Publisher. Advertiser and Agency agree, jointly and severally, to indemnify and hold Publisher harmless from any loss, liability, damage, claim or expense, including reasonable attorney's fees and all other costs of litigation or settlement, arising out of or attributable to the Advertiser's ads. Publisher's right of indemnification extends, without limitation, to any claims for libel, slander, invasion of privacy, unfair trade practices, copyright infringement or trademark infringement. Publisher will not be responsible for any loss or damage (including, without limitation, consequential damages) of any kind arising out of, or attributable to, errors or omissions in ads except for Publisher's failure to correct errors clearly communicated in writing by Advertiser and received by Publisher. In no event will Publisher's liability for any ad exceed the amount charged by Publisher for such ad. Payment by Advertiser is due in full 30 days from invoice date. If not paid within 30 days, a late charge equal to the greater of \$5.00 or 1.5% of the unpaid invoice will be automatically added to the invoice amount per month. Failure to pay as agreed may result in the placement of the account with a collection agency or attorney. If so, to the extent permitted by law, Publisher may charge and collect from Advertiser and Agency, jointly and severally, any collection costs and expenses, including court costs and reasonable attorney's fees, in addition to all invoiced amounts, late charges and interest. Any invoice submitted to Advertiser will be deemed conclusive as to its correctness unless Advertiser provides a written, detailed objection to Publisher within 30 days of invoice date.