



Avionics

NEXTGEN, CONNECTIVITY AND TECHNICAL AVIATION INTELLIGENCE

MEDIA KIT | 2017



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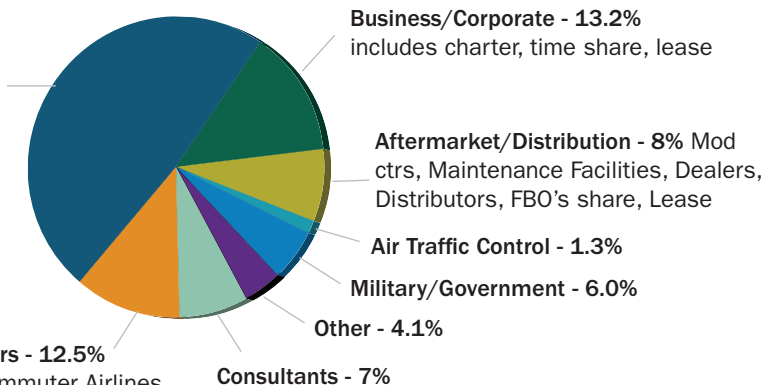
Avionics is the leading source for global aviation technology intelligence, covering the latest developments with the connected aircraft, NextGen, avionics innovation and global air traffic management modernization. More than a magazine, this is the platform for in-depth analysis on the global aircraft electronics market, used by top avionics executives, engineers, pilots and professionals throughout the value chain. All this is backed by a Qualified Circulation of 27,055.

Avionics Magazine Subscriber Profile

BUSINESS & INDUSTRY

OEM - 47.9% includes Airframe Manufacturers, Systems Integrators, Avionics Manufacturers

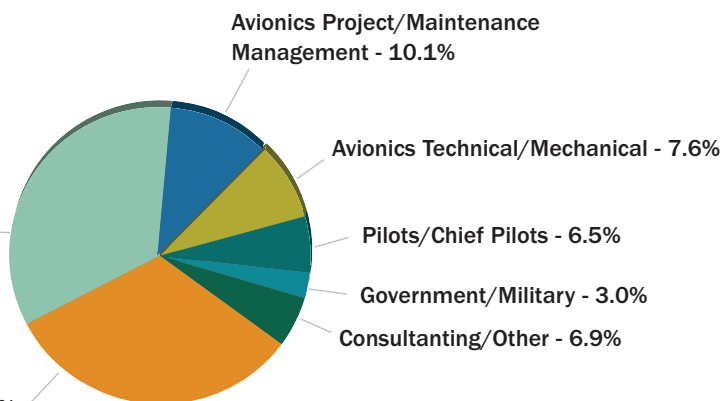
Commercial Airline Operators - 12.5%
includes major, regional, commuter Airlines



CLASSIFICATION BY TITLE

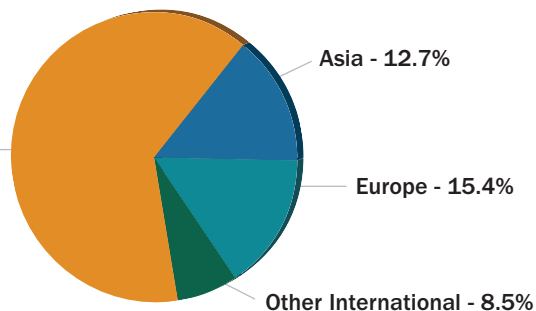
Avionics Directing/Engineering - 31.3%

Corporate Management & Operations - 34.5%



GEOGRAPHY

North America - 63.3%



AVIONICS EDITORIAL CALENDAR 2017

FEBRUARY / MARCH		APRIL / MAY
FEATURES	<ul style="list-style-type: none"> • Heli-Expo Preview • Tablets: A Migration in Cockpit Functionality • DO-178C Best Practices and Latest Developments • Internet Protocol Suite Upgrade Central: Databus Testing	<ul style="list-style-type: none"> • ADS-B: ADS-B Buyer's Guide: The top products you need to equip your aircraft • Aircraft Interface Devices • The Changing Landscape of European Business Aviation/ADS-B Position Source • Connected: AeroMACS Expansion Packs Upgrade Central: Switches
EVENTS	Aircraft Interiors Expo Heliexpo World ATM Congress AEA ABACE	Aviation Electronics Europe Expo AEEC/AMC AUVSI EBACE
AD CLOSE	01/23/2017	03/21/2017
MATERIALS DUE	01/30/2017	03/28/2017

JUNE / JULY		AUGUST / SEPTEMBER
FEATURES	<ul style="list-style-type: none"> • Boeing 777X Avionics Architecture, Wiring and Links • Least-Cost Routing • Wireless Avionics Intra-Communication • High Speed Ethernet Cables Upgrade Central: Electric Flight Bags	<ul style="list-style-type: none"> • Standardizing Cockpit Display Interfaces • Hot Products – Using Avionics Hardware Upgrades to Increase Cost Efficiency • Next Generation Business Jets: The Avionics Inside • ADS-B Security and Privacy Upgrade Central: Data Acquisition
EVENTS	Global Connected Aircraft Summit Paris Air Show	APEX
AD CLOSE	04/24/2017	07/24/2017
MATERIALS DUE	05/01/2017	07/31/2017

OCTOBER / NOVEMBER		DECEMBER / JANUARY
FEATURES	<ul style="list-style-type: none"> • Weather and Turbulence monitoring • Business Aviation and ADS-B • GCA Link Article • Enhanced and Synthetic Vision for Lower Minimums Upgrade Central: Wire and Cable	<ul style="list-style-type: none"> • The FAA Focus: Performance-Based Operations Rulemaking Committee Communications Working Group • Real-time aircraft monitoring • DO-254 • NextGen ADS-B Case Study Upgrade Central: Test Equipment
EVENTS	NBAA	
AD CLOSE	09/09/2017	11/21/2017
MATERIALS DUE	09/26/2017	11/28/2017

Avionics Magazine (Print & Digital Editions)

	1x	4x	8x	12x
Full Page	\$9,575	\$9,305	\$8,780	\$8,380
Two thirds page	\$7,740	\$7,530	\$7,130	\$6,815
Half page	\$6,900	\$6,715	\$6,385	\$6,105
Third page	\$5,420	\$5,280	\$5,040	\$4,840
Quarter page	\$4,765	\$4,660	\$4,430	\$4,295

*All rates are Net

Avionics Magazine (Digital Edition only)

	Print issue Equivalent	1x	4x	8x	12x
970x600	Full Page	\$6,625	\$6,250	\$5,770	\$4,780
600x300	Half Page	\$4,635	\$4,375	\$4,040	\$3,345
300x250	Third Page	\$2,985	\$2,815	\$2,595	\$2,150
180x50	Quarter Page	\$2,520	\$2,375	\$2,190	\$1,820
Premium Positions					
Above TOC 600x160	Cover 4	\$7,555	\$7,125	\$6,575	\$5,455
Under TOC 600x160	Cover 2	\$7,085	\$6,565	\$6,055	\$5,025
Within TOC 300x250		\$7,300	\$6,770	\$6,245	\$5,180

*All rates are Net

Advertising Specifications**File Formats**

- PDF high resolution/Press or Print Optimized (300 dpi minimum)
- TIFF high resolution (300 dpi minimum)

Guidelines

- Set up documents to final size for output—check sizes below (For bleed ads, files should be set up for the bleed size of the magazine with crop marks set at the trim size. For non-bleed ads, set the file and crop marks to the actual ad size)
- If using Adobe Illustrator to creat ad, save as a PostScript file then run through Acrobat Distiller 5.0/1.4 to create PDF that ensures proper conversion of transparencies or layered graphics
- Do not compress linked graphics files when preparing final PDF or TIFF
- All files must be converted to CMYK (not RGB or include any Spot Colors)
- All photos and art must be a minimum 300 dpi resolution—don't include low res images in hi-res PDFs or TIFFs
- Trapping must be completed prior to creating final files: 0.20 pt. value and overprint black
- Send materials thru email or FTP upload— contact Production Manager for instructions

File Formats

- SWF, GIF or JPG file under 1 MB in size
- Supply URL the ad will link to
- Do not embed the click-through URL in the SWF file. Send the URL separately.

600 x 160**600 x 300****300 x 250****180 x 150****Print Magazine Ad Sizes**

	Width x Depth Inches	Width x Depth Metric
Magazine Trim Size	7.875" x 10.750"	200mm x 273mm
Full Page w/bleed (Live Area)	8.125" x 11.000" 7.000" x 10.000"	206mm x 279mm 178mm x 254mm
2/3-Page (Vertical)	4.500" x 9.500"	114mm x 241mm
1/2 Page (Island) (Horizontal)	4.500" x 7.500" 7.000" x 4.750"	114mm x 191mm 178mm x 121mm
1/3 Page (Vertical) (Square)	2.125" x 9.500" 4.500" x 4.750"	54mm x 241mm 114mm x 121mm
1/4 Page (Vertical)	3.375" x 4.750"	86mm x 121mm
1/4 Page (Horizontal)	7.000" x 2.250"	178mm x 57mm
2 Page Spread w/bleed (Live Area)	15.750" x 10.750" 16.000" x 11.000" 15.000" x 10.000"	400mm x 273mm 406mm x 279mm 381mm x 254mm

Live Area—keep all text and important graphics within this area

Digital Edition Ad Sizes

	Width x Depth in Pixels	Print issue Equivalent	Mobile Ad Sizes
	970 x 600 px	full page ad	320 x 600 px
	600 x 300 px	1/2 page ad	320 x 480 px
	300 x 250 px	1/3 page ad	
	180 x 150 px	1/4 page ad	
Above TOC 600 x 160 px		cover 4	320 x 160 px
Under TOC 600 x 160 px		cover 2	320 x 160 px
Within TOC 300 x 250 px			

- **Submit company logo for Ad Index as JPG or EPS.** JPG must be at least 500 px wide for logo.

Mechanical Requirements:

Questions regarding specs? ATTN: Tony Campana, Avionics • Phone: +1-301-354-1689 • Email: tcampana@accessintel.com
Access Intelligence, LLC, 9211 Corporate Boulevard, 4th Floor Rockville, MD 20850

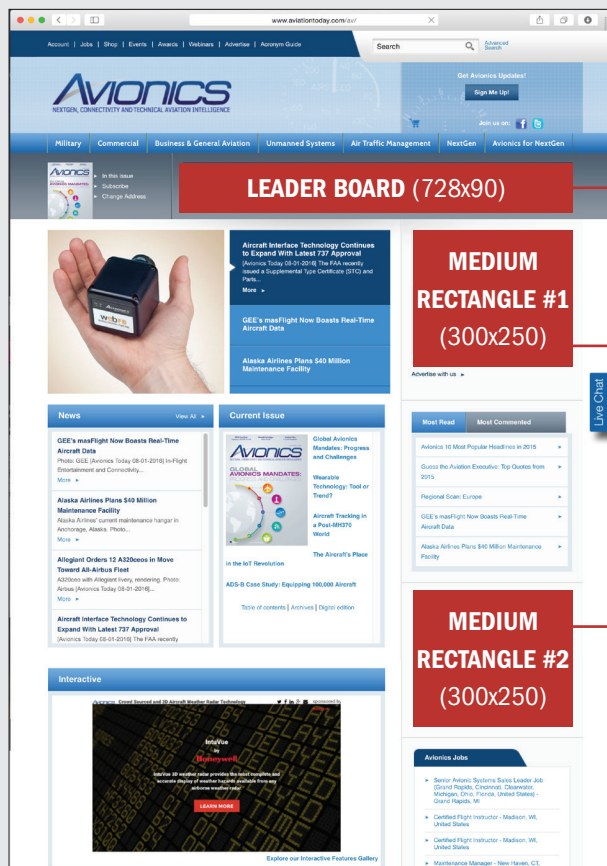
WEBSITE PRICING



www.avionicsmagazine.com

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

This site generates 56,000 page views per month, with 21,770 unique visitors. 41% of our visitors come from international sources.



Leaderboard
(728x90)
\$130 CPM (impressions)

Medium Rectangle #1
(300x250)
\$105 CPM (impressions)

Medium Rectangle #2
(300x250)
\$80 CPM (impressions)

Website Specs

- ▶ 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 provide 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.

Avionics INSIGHT

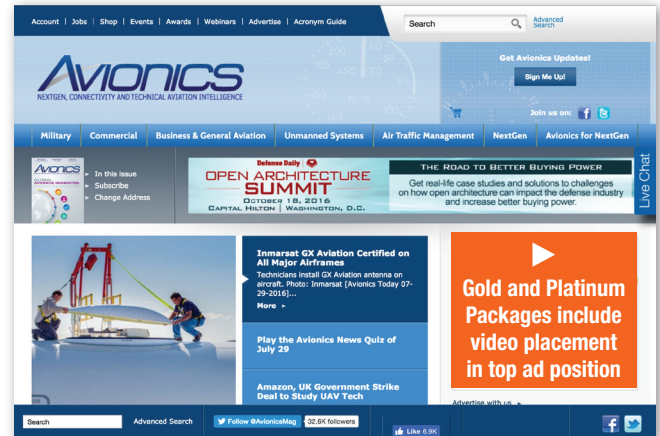
VIDEO PROGRAM

Do you have a great video that is a must-see for potential and current customers? Are you looking for an effective distribution outlet for that video that you worked so hard on? Well, we have just the program for you! The Avionics Insight Video Program takes your content and leverages our reach in the industry to give you a positive return on your video investment.

The Avionics Insight Video Program places your video in front of the global Avionics market through a variety of methods including weekly and monthly promotion in Avionics's e-newsletters.

- How-to Videos
- Training
- Product Demonstrations
- New Product Launch
- Company Profiles

Recommended video length: 2-3 minutes



SILVER PACKAGE **\$1,000 net per video**

- Video hosted on home page of our site in Avionics Insight Video section for one month
- Video hosted on Avionics Insight Video landing page on our site for one year
- SEO benefits of video being featured on AvionicsToday.com

GOLD PACKAGE **\$2,500 net per video**

- Video placement in high-value top ad position for 10,000 impressions
- Video hosted on home page in Avionics Insight Video section for one month
- Video hosted on Avionics Insight Video landing page for one year
- SEO benefits of video being featured on AvionicsToday.com

PLATINUM PACKAGE **\$5,250 net per video**

- Targeted exclusive e-mail blast to 5,000 emails promoting video
- Dedicated exclusive landing page for video
- Video placement in high-value top ad position on our site for 15,000 impressions
- Promotion in our daily e-newsletter
- Video hosted on home page of our site in Avionics Insight Video section for one month
- Video hosted on Avionics Insight Video landing page on our site for one year
- Promotion on Avionics social media channels—Facebook, Twitter and LinkedIn
- SEO benefits of video being featured on AvionicsToday.com



Lytics is a powerful behavioral and target marketing platform leveraging the reach of our audience and your important message. Lytics allows you to increase the efficiency and effectiveness of your marketing campaign by targeting a highly engaged audience through web messaging, email, and social media whether its for branding or lead nurturing.

How does Lytics work?

It works based on the behavior of our audience, whether it's in print, online, or our face to face events. We have an extensive database for which we're tracking audience behavior and now you can target market based on your objectives reaching those who are most likely to buy.

What's the difference between Lytics and traditional advertising?

Traditional advertising uses the broad shotgun approach in print, banner and email whereas Lytics allows us to identify who is interested in your product or service based on interaction with your message and campaign. Additionally we can hone in on specific company names or even specific individuals with your targeted message.

Last but not least, we provide you with all of the necessary campaign metrics and supporting data showing ROI.

Whether its thought leadership, branding or lead generation, Lytics can offer the solution of getting your important message to our audience in a very targeted manor. Here are just a few basic examples of how Lytics can work for you:

One month comprehensive campaigns....you pick, only \$12,350!

Website Channel Campaign

This offering allows you to have a banner ad appear on a specific channel of our site targeting users reading specific topical content.

- ▶ Banner on selected channel of site for one month
- ▶ Includes dedicated advertiser landing page hosted by publisher for one month
- ▶ One email deployment to users who have read content in this category in the past three months with links redirecting to dedicated landing page
- ▶ Email recipients who open the email deployment and click back to the website will be targeted with a web banner for one month
- ▶ Users engaging on landing page clicking on links will receive a trigger email within the week

Checklist Campaign

Advertiser banner or text ad will appear in our daily e-letter every week for one month.

- ▶ Banner or text ad on daily e-letter for one month
- ▶ Includes dedicated advertiser landing page hosted by publisher for one month
- ▶ One email deployment to email recipients who have opened the weekly e-letter in the past month with links redirecting to dedicated landing page
- ▶ Users engaging on landing page and clicking on links will receive a trigger email within the week

Target Company Campaign

Provide us with the top 10 companies you wish to target market to and we'll match with our database. We'll email market to them and target them with banners on our site.

- ▶ Banner served to anyone visiting our site from targeted companies
- ▶ Includes dedicated advertiser landing page hosted by publisher for one month
- ▶ One email deployment to matched email addresses from targeted companies with links redirecting to dedicated landing page
- ▶ Email recipients who open the email deployment will receive a trigger email within the week
- ▶ Users engaging on landing page clicking on links will receive a trigger email within the week

Lytics Extend

Extend the period and reach of your campaign to three months and receive a 15% discount of only \$31,493.

You can also mix and match from the above offerings to maximize marketing channels and messaging.

With this campaign you will receive weekly lead analysis and engagement reports.

E-LETTER PRICING

THE CHECKLIST

brought to you by Aviation Today

This is the only email necessary to 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 Avionics scour the web so that customers don't have to. We present a daily compendium of links to all the most important information customers need at their fingertips in order to provide the winning edge in their business.

Circulation: 52,000 aviation professionals

The Checklist Rates (10-week packs)

Block Banner #1	Block Banner #2	Text Ad
\$9,325	\$7,985	\$8,700

The Checklist email newsletter interface. It features a header with the 'THE CHECKLIST' logo and a 'View in Browser' link. Below the header, there are several article teasers with images and 'READ MORE' buttons. One article is titled 'Earnings Report Breakdown: State of the Avionics Industry'. Another is 'West Star Aviation Delivers Into Major Gulfstream G200 Repair'. There are also advertisements for 'ROTORCRAFT TECHNOLOGY' and 'AVIATION ELECTRONICS EUROPE'.

Avionics' Product Spotlight e-Letter is solely dedicated to your product announcements. Deliver to 25,136 qualified Avionics readers, this is the perfect vehicle to promote your company's latest products and technologies.

This is the ONLY e-Letter to provide you with a report containing full contact, lead generation information.

Product Spotlight Rates	1x	3x	6x	12x
Avionics Advertiser rates	\$1,160	\$1,070	\$1,005	\$945
Non-advertiser rates	\$1,230	\$1,110	\$1,045	\$965

Issue dates: Jan 12 - Feb 9 - Mar 1 - Apr 13 - May 11 - Jun 8 - Jul 13 - Aug 10 - Sep 14 - Oct 12 - Nov 9 - Dec 14

Avionics Product Spotlight e-Letter interface. It features the 'Avionics' logo and the title 'PRODUCT SPOTLIGHT'. Below the title, there are several product advertisements with images and descriptions. One is for 'Multi-bus Environment for CAN, ARINC 429, AFDX'. Another is for 'MAMBA TM: World's smallest most cost effective MIL-STD-1553 solution'. There are also advertisements for 'CANoe from Vector' and 'First Radiation Tolerant Complete MIL-STD-1553 Solution'.

Quarterly Topical E-Letter

Based on reader demand for more content on specific topics, the Avionics editorial team will be reporting on key topics and technologies throughout the year. This provides advertisers with the opportunity to brand their important marketing message alongside this dedicated content for these segments.

- February E-Letter: ADS-B
- May E-Letter: Test Equipment
- September E-Letter: Databus Testing
- November E-Letter: Cyber Security

Avionics ADS-B UPDATE e-Letter interface. It features the 'Avionics' logo and the title 'ADS-B UPDATE'. Below the title, there are several article teasers with images and 'Read More' buttons. One article is titled 'Airline GPS Receiver Issues Being Resolved Through Equip 2020'. Another is 'From the Manufacturer of VIVISUN® Switches: ARINC 429 to Discrete Signal Converter'. There are also advertisements for 'No Software No Firmware' and 'Perfect for ADS-B Out Applications'.

Top Block Banner	\$2,700
Top Text Advertisement	\$2,700
Middle Block Banner	\$1,985
Middle Text Advertisement	\$1,985

E-Letter Specs

- ▶ 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.

CONTENT BRIEFS

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

A Terrific Value Not Available Anywhere Else:

Avionics Magazine's Content Briefs and Tech Reports give 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*
- ▶ 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 website

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 Content Briefs
- ▶ 500 copies for your internal sales and marketing needs
- ▶ Trade show distribution available through *Avionics Magazine*

Rates (net):

27,000* Readership \$15,000

Digital Only \$9,500

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

AEEC/AMC POCKET GUIDE

Join us in Atlanta, Georgia, at the co-located AMC Open Forum and the AEEC General Session April 25-28!

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.

Ad Space Close: ▶ March 24

Ad Materials Due: ▶ April 3

AMC Pricing for Full Page \$2,655



AVIONICS FOR NEXTGEN

Presented by Avionics, the **Avionics for NextGen (ANG)** conference brings together regulatory and industry experts to discuss the challenges and opportunities facing aviation as the system of systems known as NextGen in the United States and Single European Sky in Europe are implemented. This educational conference focuses on the certification, operation and return on investment aspects associated with the avionics technologies that drive air transportation modernization and efficiency. Learn from major avionics manufacturers about their technology features and deployment plans, airspace mandate compliance paths for legacy airframes, and detailed technical discussions on industry-government collaboration toward achieving next generation benefits. More information regarding 2017 dates and location are coming soon!



Who attends?

- ▶ Avionics engineers
- ▶ Avionics installers
- ▶ Avionics maintenance technicians
- ▶ Pilots
- ▶ Air traffic controllers
- ▶ Airline engineering teams
- ▶ Airline flight operations teams
- ▶ Business jet operators
- ▶ General Aviation operators
- ▶ Aviation organizations and associations

www.avionicsfornextgen.com

GLOBAL CONNECTED AIRCRAFT SUMMIT

The **Global Connected Aircraft Summit** provides airlines, operators, integrators, and technology vendors complete connected solutions – from ground to air and from nose to tail. The third annual event connects business, technology, and industry perspectives and goes beyond just in-flight entertainment, to include operations, communications and technologies that impacts the aircraft.



**June 7-9, 2017 | Renaissance Arlington
Capital view Hotel | Arlington, VA**

Presented by Avionics and Via Satellite, the annual Global Connected Aircraft Summit brings together an audience focused on the aircraft of the future across the satellite and aviation industries. This educational event starts where the others stop – delivering more than average solutions and providing real-world examples and results that will positively impact your bottom line. Discover how connectivity is expanding beyond providing passengers with state-of-the-art entertainment to increase efficiency and offer cutting edge services.

Plan to join us June 7-9, 2017 at the Renaissance Arlington Capital View Hotel in Arlington, VA! This three-day educational summit will feature keynote speakers in both the satellite and aviation industries, multiple networking opportunities on and off site, and a chance to truly understand the concept of global connectivity beyond the passenger experience in order to increase efficiency and offer cutting edge services.

Global Connected Aircraft Summit's more than 300 attendees include:

- ▶ Airlines – more than 30 represented from around the world
- ▶ Integrators
- ▶ Manufacturers (in-flight connectivity components)
- ▶ Satellite operators
- ▶ Technology Vendors
- ▶ Business Development Directors
- ▶ Airframers
- ▶ Government officials
- ▶ Satellite Manufacturers
- ▶ Maritime
- ▶ IT Executives
- ▶ Operators
- ▶ Aircraft Maintenance Engineers
- ▶ In-Flight Entertainment Companies
- ▶ Aviation Engineers
- ▶ FAA Representatives

INTERACTIVE FEATURES

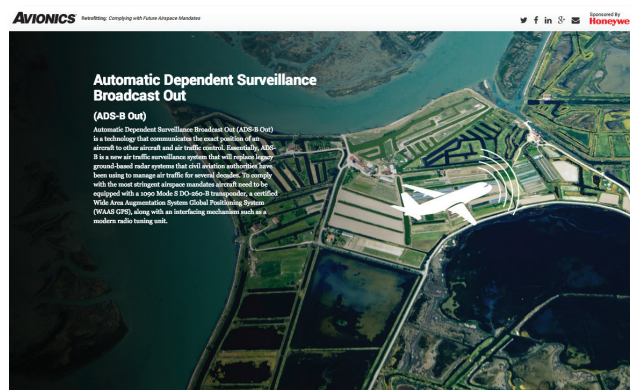
Avionics Interactive Features are the future of magazines online. With a beautiful and clean design, our interactive features offer our readers a completely focused read just as you would with your print magazine. The engaging graphics and interactivity complement the article in a way print or online readers cannot.

For sponsors, Avionics Interactive Features offer a unique vehicle to associate your brand with the best content and analysis in the aviation industry in an engaging and immersive way no one else in our business is doing.

There are two platforms to choose from where you can sponsor an Avionics article, or we can take your content and drop it into our Interactive Feature format.

Marquee is our standard interactive feature which includes which includes company logo, image and banner within the article. Pricing: \$9,500

Cascade is a more customized version allowing flexibility and input for design, images, video, etc. Pricing: Starting at \$15,000

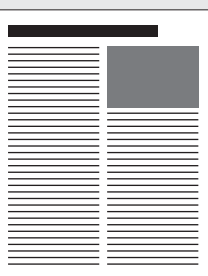
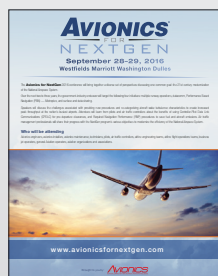


Avionics EFBFORUM

NEXTGEN, CONNECTIVITY AND TECHNICAL AVIATION INTELLIGENCE

Avionics in partnership with the EFB Forum are pleased to offer a special supplement to the February/March and the August/September issues which will allow you to get your important marketing message out along with the solution, technology and service you provide.

As a sponsor of the EFB Forum, you will receive a discount on your advertising package.



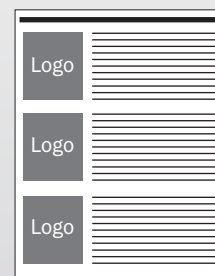
Gold: Full page advertisement AND full page advertorial

\$9,575
(reg \$15,000)



Silver: Half page advertisement AND half page advertorial

\$4,800
(reg \$7,050)



Bronze: Logo AND 250 word advertorial

\$3,775
(reg \$5,420)

In addition to being included within Avionics, these special supplements will be distributed at the EFB Forum events around the world expanding the reach of your important message

Feb/Mar Issue

Ad Space Close: 1/23

Materials Due: 1/30

Aug/Sep Issue

Ad Space Close: 7/24

Materials Due: 7/31

SPONSORED WEBINARS

Utilize the *Avionics* brand and marketing expertise with a one hour web seminar. You select the topic, date/ time and speakers and we will take care of the rest! If needed, we can assist with content and speakers.

We'll promote the webinar (all event promotions include your logo), coordinate all logistics, registration, host and moderate.

Your sponsored webinar includes:

- ▶ Comprehensive pre- and post-event marketing campaign
- ▶ Banner advertisement on AvionicsToday.com leading up to event
- ▶ Promotion in The Checklist weekly eLetter to 52,000 email addresses leading up to event (if available)
- ▶ Full page advertisement in Avionics magazine (if timing allows)
- ▶ Pre-event email promotions to the full 52,000 email database of Avionics
- ▶ Post-event email promotions to those who registered, but did not view the live event
- ▶ One question of your choice on the registration form
- ▶ Archived and hosted on our site for one year

Sponsored Webinar Rate: \$15,000

CUSTOM EMAIL BLASTS

The perfect way to communicate your message to a qualified audience

We've made it easy to you to get your message and brand in front of *Avionics*' opt-in and qualified readership. Simply create your message, put it in an HTML template and send it to our production team.

Your email deployment will come directly from *Avionics*, tying your organization's message with a credible, independent and respected information source in the industry. We offer custom email blast opportunities to fit your needs and budget.

Email deployment pricing: \$4,500 for up to 5,000 targeted email addresses of buyers for your products and services.

TECHNOLOGY ROUNDTABLE

Partner with Avionics and leverage our brand and reach by hosting a Technology Roundtable. Positioned around leading industry events, this is your opportunity to target the aviation audience with a face-to-face panel discussion moderated by Avionics.

Align yourself with the following events for a Technology Breakfast, Luncheon or Reception.

- ▶ AEE Aviation Electronics Europe
- ▶ Aircraft Interiors Expo
- ▶ EBACE European Business Aviation Conference & Exhibition
- ▶ Global Connected Aircraft Summit
- ▶ APEX Airline Passenger Experience Association Expo
- ▶ NBAA National Business Aviation Association

Contact your sales representative for more information



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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.





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