

AEA PILOT'S GUIDE

A consumer's guide of avionics and services, including a global directory of certified avionics/instrument facilities, manufacturers and distributors.

**ONE LOW PRICE • ONE FULL YEAR
THOUSANDS OF POTENTIAL CUSTOMERS**

▪ FULL-COLOR PRINT ADVERTISING RATES

Advertisers receive three platforms for the price of one: in print, online and mobile app.

The 2023-24 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.

Distribution of the 2023-24 edition of the AEA Pilot's Guide will begin in July 2023, at EAA AirVenture in Oshkosh, Wisconsin.

Other points of distribution include:

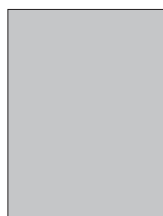
- HAI Heli-Expo
- AEA Convention
- AEA Connect Conferences
- AOPA Fly-Ins
- NBAA BACE
- All Aircraft Electronics Association members
- Thousands of online requests

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	\$ 2,675
Full page 4-color.....	\$ 2,495
1/2 page 4-color	\$ 1,425
1/6 page 4-color	\$ 925

Black & White Logo placement next to company member listing (AEA Members Only).....\$ 250

Any AEA member that places an ad of any size will receive a logo placement next to its company member listing at a discounted rate.....\$ 125



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





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

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