

Online / Emailed Newsletters



2012 MEDIA KIT



Innovative Electronic Products with Focused Reach



Not content to merely reproduce our print coverage on the Web, our online resources offer a rich mix of archival data, special reports and original Web-only content that enables readers to stay abreast of news and events in near real time.

AISONLINE: BUSINESS AVIATION'S HOME ON THE WEB

AINonline.com is an information-rich environment that has rapidly become the premier site for business aviation on the Web. The site is constantly refreshed with new editorial content, creating information that is rich in news, special reports and fully searchable archival data.

Reader engagement is high. Monthly traffic is steadily growing and averages more than 110,000 unique visitors per month, generating upwards of 300,000 pageviews per month.

For advertisers, we provide a host of solutions ranging from very economical banners to more exclusive options such as single advertiser "splash pages" that appear whenever users visit the site. We also offer sponsorship of specific content areas like avionics, maintenance, charter and more; and sponsorship of event-specific content generated at the seven shows where we will produce on-site dailies in 2012.

Business Jet Traveler Waypoints is now a twice weekly electronic newsletter which is filled with breaking news, industry insights, and other crucial information for anyone who flies privately. Due to increased demand from our readership and advertisers, we also increased the frequency of **Air Transport Perspective** and **Defense Perspective** to weekly. In addition, there are now iPhone applications available for both **AINonline** and **BJTonline**.

For advertisers, our electronic products offer a host of options for engaging specific audience segments in a very targeted manner with the flexibility and accountability that are unique to the online environment. Please contact your sales representative for additional information relating to online advertising opportunities.

Advertising opportunities include:

- Exclusive Splash Page
- Channel Sponsorship
- Run-of-Site Banner
- Show Sponsorships



Advertising opportunities are available for our dynamic new **AINonline iPhone Application**. Please inquire about details.



Business Jet Traveler print editions 
NOW ALSO AVAILABLE ELECTRONICALLY on
your iPad, iPhone, Android tablet, and Android phone.

BJTONLINE: RESOURCES FOR CONCEPT BUYERS AND OWNERS



BJTonline was designed with concept buyers in mind. The site is uniquely positioned as the Web's most complete and most objective information resource for companies or individuals who are seeking information relating to charter/management, fractional or whole aircraft ownership.

The crisp, clean design of **BJTonline** is tuned to the narrow demographic of the audience, offering simple navigation tools, video capability, archives of special

reports, a comprehensive Buyers' Guide of business aircraft, and related services and content from the current print issue of **Business Jet Traveler**.

With just five premium advertising positions available per month, **BJTonline** offers advertisers an opportunity to communicate directly with this elusive audience. This dynamic site has experienced steady audience growth since it launched.

- **Business Jet Traveler Waypoints**, our online electronic newsletter, delivers twice weekly breaking news and insight to anyone who flies privately. Advertisers now have the opportunity to get in front of the exclusive **BJT** audience once or twice a week with premium banner positions.

- Advertising opportunities are available for our stunning new **BJTonline** iPhone Application. Please inquire about details.



AINALERTS, AINMXREPORTS & AINSAFETY: BREAKING NEWS UPDATES VIA E-MAIL



Our email newsletters enable registered recipients to stay abreast of breaking news on a weekly basis. **AINAlerts** is published every Tuesday and Thursday; **AINmxReports**, which is oriented toward maintenance managers and technicians, is distributed every Wednesday afternoon; **AINsafety**, which covers important aviation topics and training issues, is published every Monday. Designed to be a quick and easy read, each issue is contained on a single page, with five

to six main news stories and a handful of newsbriefs. We offer both HTML and PDA versions that make it easy for readers on the go to stay in touch with the news.

For advertisers, **AINAlerts**, **AINmxReports** and **AINsafety** offer a semi-exclusive means of engaging readers, with each issue limited to just five large advertising banners. We have complete demographic information on our large — and growing — opt-in only readership.

AIN AIR TRANSPORT PERSPECTIVE & AIN DEFENSE PERSPECTIVE



In 2011 **AIN's Air Transport Perspective** and **AIN's Defense Perspective** became so popular we decided to increase their frequency to weekly. Both newsletters are emailed to opt-in subscribers. These readers hold acute interests in significant developments in the airline and defense arenas.

Both publications spotlight each sector's most influential people and events with a particular focus on the global economy

and its effect on defense and commercial aircraft OEMs and their suppliers. Exclusive content, such as interviews and insider features accentuate the value of these issues.

Advertising opportunities on **AIN Air Transport** and **AIN Defense Perspective** are presented as large banners (650p x 90p) with can't-miss positioning amid news and information.

2012 AINONLINE PUBLICATION RATES

Position	Size (w x d)	Monthly Cost (per rotation)	Available Rotations
Leaderboard	728 x 90	\$2200	3
Right column	300 x 250	2000	3
Center column	468 x 60	1500	3
Left column on home page Right column on story pages	180 x 150	1000	3
SPLASH AD (per week)	700 x 420	\$2200	1
CHANNEL SPONSORSHIP	300 x 250	\$1525	1
IPHONE APPLICATION	320 x 50	\$1500	4

- Run-of-site ads will appear on the home page, the latest news page and all business aviation/general aviation story pages (80% of AINonline's traffic).
- AIN reserves the right to not run an ad on the home page during 2 non-event business days a month.
- Home page roadblocks are available per day. Please contact your sales representative for further details and pricing.

2012 AIRSHOW & CONVENTION SPONSORSHIP

Position	Size (w x d)	Cost per Event (per rotation)	Available Rotations
Leaderboard	728 x 90	\$10000	3
Right column	300 x 600		
SPLASH AD (per week)	700 x 420	\$4400	1

- Client campaign will run every third impression on the event landing page and event story pages.
- Campaign will run in both ad zones (728x90 and 300x600) giving 100% share of voice.
- Campaign will run on the event landing page for a full year and for one month on all event story pages.

2012 DIGITAL ADVERTISING SPECIFICATIONS

Accepted File Formats: .jpg, .gif and Animated .gif. iPhone Applications require .png file.

Resolution: 72 dpi.

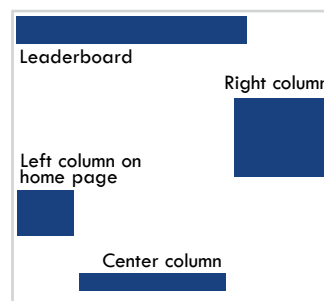
File Size: Less than 75K. For Splash less than 125K.

Animation: Continuous looping is permitted with 5-second pause between each occurrence. Splash running time is 12 seconds.

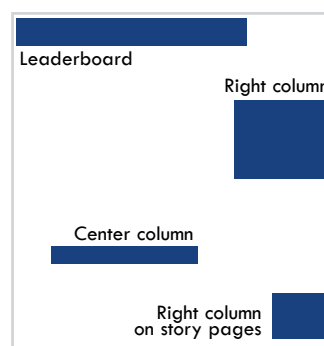
Target URL: Must be submitted with banner.

Tag Text (below image): No more than 50 characters.

HOME PAGE BANNERS



STORY PAGE BANNERS



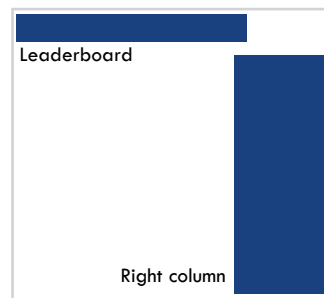
SPLASH AD



IPHONE APP



SHOW/EVENT SPONSORSHIP



EMAILED NEWSLETTERS

2012 EMAILED NEWSLETTER RATES

AINAlerts — Rates (Per Month)		Published every Tuesday & Thursday				
# of months	1	2-3	4-6	7-8	9-12	
BANNER	\$13150	\$12800	\$12350	\$11700	\$11325	

AINmxReports — Rates (Per Month)		Published every Wednesday				
# of months	1	2-3	4-6	7-8	9-12	
BANNER	\$6575	\$6400	\$6175	\$5875	\$5675	

AINsafety — Rates (Per Month)		Published every Monday				
# of months	1	2-3	4-6	7-8	9-12	
BANNER	\$6575	\$6400	\$6175	\$5875	\$5675	

AIN Air Transport Perspective & AIN Defense Perspective — Rates (Per Month)		Published Weekly				
# of months	1	2-3	4-6	7-8	9-12	
BANNER	\$1500	\$1400	\$1175	\$1075	\$950	

- Sponsorship of Air Transport Perspective and Defense Perspective Stories on AINonline available as a package with the newsletter sponsorship. Please ask your sales representative for further details.

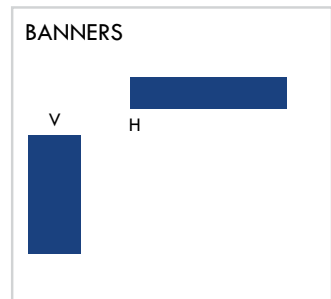
Business Jet Traveler Waypoints — Rates (Per Month)		Published every Monday and Thursday				
# of months	1	2-3	4-6	7-8	9-12	
BANNER	\$2575	\$2300	\$2000	\$1800	\$1575	

2012 MECHANICAL SPECIFICATIONS

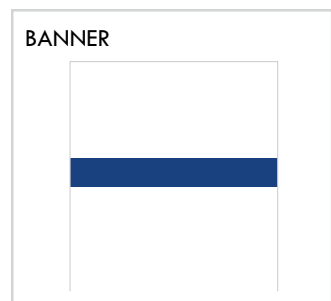
AINAlerts, AINmxReports & AINsafety		
Size of Banner	Width	Depth
Horizontal Banner	495	90 -120
Vertical Banner	165	375

AIN Air Transport Perspective, AIN Defense Perspective & Business Jet Traveler Waypoints		
Size of Banner	Width	Depth
Banner	650	90

AINAlerts, AINmxReports & AINsafety



AIN Air Transport Perspective, AIN Defense Perspective & Business Jet Traveler Waypoints



2012 DIGITAL ADVERTISING SPECIFICATIONS

Accepted File Formats: .jpg, .gif and Animated .gif.

Resolution: 72 dpi.

File Size: Less than 75K.

Animation: Continuous looping is permitted with 5-second pause between each occurrence.

Target URL: Must be submitted with banner.

Tag Text (below image): No more than 50 characters.

BJTONLINE & BUSINESS JET TRAVELER WAYPOINTS

2012 BJTONLINE PUBLICATION RATES

Position	Size (w x d)	Monthly Cost (per rotation)	Available Rotations
Leaderboard	728 x 90	\$2200	3
Right column	300 x 250	2000	3
Center column	468 x 60	1500	3
SPLASH AD (per week)	700 x 420	\$2200	1
IPHONE APPLICATION	320 x 50	\$1500	4

- Banners will appear on home page and all story pages.
- Home page roadblocks are available. Please contact your sales representative for further details and pricing.

2012 BUSINESS JET TRAVELER WAYPOINTS PUBLICATION RATES

Business Jet Traveler Waypoints — Rates (Per Month)		Published every Monday and Thursday			
# of months	1	2-3	4-6	7-8	9-12
BANNER	\$2575	\$2300	\$2000	\$1800	\$1575

Business Jet Traveler Waypoints		
Size of Banner	Width	Depth
Banner	650	90

2012 DIGITAL ADVERTISING SPECIFICATIONS

Accepted File Formats: .jpg, .gif and Animated .gif. iPhone Applications require .png file.

Resolution: 72 dpi.

File Size: Less than 75K. For Splash less than 125K.

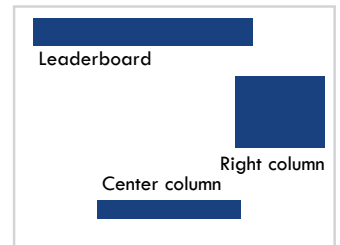
Animation: Continuous looping is permitted with 5-second pause between each occurrence. Splash running time is 12 seconds.

Target URL: Must be submitted with banner.

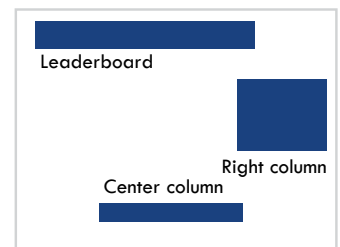
Tag Text (below image): No more than 50 characters.

BJTonline

HOME PAGE BANNERS



STORY PAGE BANNERS



SPLASH AD



IPHONE APP



Business Jet Traveler Waypoints

