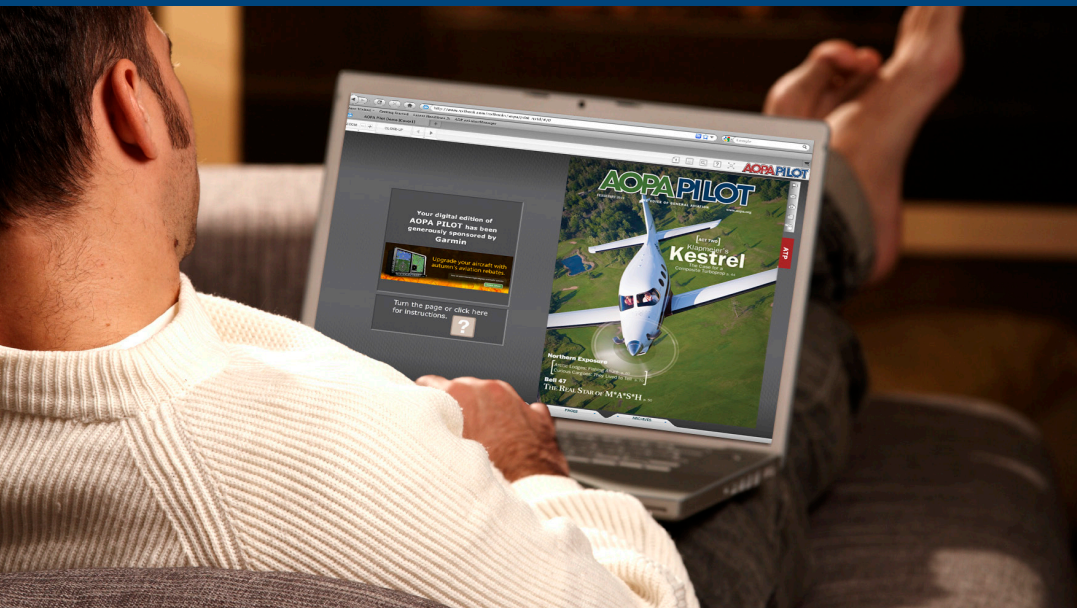


AOPA DIGITAL EDITION



Flexibility of **DIGITAL** Meets Credibility of **AOPA**

AOPA's ENHANCED DIGITAL EDITIONS combine the trusted, sought-after content of *AOPA Pilot* and *Flight Training* magazines with rich media, useful online tools and customized content available only in a digital format. Offering direct clicks to specialized information readers want most, digital editions will carry unique material to a diverse range of aviation readers.

Want to show your product in action? With **ENHANCED DIGITAL EDITIONS**, you can provide video demonstrations within your ads. Want to bring your customers more detailed information than you can provide in the limited space of a print ad? Invite them to click through to your website or the materials needed to move them from interest to action. With so many options, you can present your message to the reader in a way that's right for you and your prospects. The opportunities are virtually endless.

New Format, New Audience, New Ways of Interacting

Digital editions can help you round out your reach. Delivered via monthly e-mail, social networking sites, mobile apps, RSS feeds, and online, *AOPA Pilot* and *Flight Training* digital editions give your prospects immediate access to your message wherever they are. In fact, research has shown that digital editions attract different audiences compared to online and print properties. And, those readers behave differently within the pages of a digital edition than they do on a website. Compared to website visitors, **AOPA DIGITAL EDITION** readers:

- Stay longer and demonstrate greater engagement.
- Click through to URL links two to three times more often.
- Say digital editions are their top choice of reading format because they:
 - Deliver more content—any time, any where, on any device
 - Offer search capabilities and make it easy to interact with advertisers
 - Are good for the environment.

[Click Here to See the Enhanced Digital Edition](#)

New Advertising and Measurement Opportunities

Choosing the right delivery method to maximize the impact of your message has always been a critical part of a marketer's job. With **AOPA's ENHANCED DIGITAL EDITIONS**, you have new ways to create a connection between readers and the products and services you offer.

And there's never been a better way to measure and track reader engagement, making it easy for you to refine your message and increase your responsiveness. Digital editions give you options to track click throughs and time spent with your ad. You can even enhance lead generation by providing an e-mail link for interested readers to contact you from right inside your ad. Call your advertising representative today to begin working on creative ways to make AOPA's newest electronic communication channel work for your brand.

ADVERTISING FORMATS AND RATES

AD FORMAT	PILOT	FLIGHT TRAINING
Sponsorship (3 prime locations)	\$3,000/issue	\$1,000/issue
Customized Loading Screen	\$1,000/issue	\$750/issue
Ad Jolt	\$1,000/issue	\$750/issue
Zoomerang Survey	\$1,000/issue	\$750/issue
Embedded Links, Flash, Video and/or Audio	\$750/issue	\$500/issue
Page Plus, Web Window	\$750/issue	\$500/issue
Bellybands, Gatefolds, Tabs, Insert Cards	\$500/issue	\$350/issue
Ad Gen	\$350/issue	\$250/issue

SPECIFICATIONS

AD FORMAT	SUPPLIED BY ADVERTISER
Sponsorship	Left of Cover Prime Position Ad: 480 wide x 550 high minimum; 585 wide x 783 high maximum. Format: static, animation, Flash, rich media/video/audio Skyscraper Display Ad: 160 wide x 600 high Left or Right Toolbar Logo: Logo 250 wide x 31 high
Customized Loading Screen	Logo centered on background: 400 wide x 400 high
Ad Jolt (creation and insertion)	Pdf or comparable print ad format; custom sizes. Additional art and/or copy supplied by advertiser.
Zoomerang Survey	Advertiser to supply logo, URL and up to 10 questions.
Embedded Links, Flash, Video and/or Audio files	See file formats above. Maximum 25 Gb streamed.
Page Plus, Web Window	Additional art, animation, URL supplied by advertiser. Custom Flash development available (quoted separately).
Bellybands, Gatefolds, Insert Card, Tabs	Pdf or comparable print ad format; custom sizes up to trim size of publication. Additional art and/or copy supplied by advertiser.
Ad Gen (creation and insertion)	Advertiser to indicate lead information fields desired.

Specifications

File Formats

Static and Animated Files: .jpg, .gif, .pdf, Flash, embedded URL

Audio Files: Flash with embedded audio. mp3 files acceptable (sample rate of 11kHz, 22kHz, 44kHz or 96kHz)

Video Files: Aspect ratio 16:9 HD (4:3 content will be pillared). Video should conform to NTSC/ATSC standards.

Delivery Formats: DVD Blu-Ray, DVD, Mini-HDV/DV tape, Beta SP (anamorphic for 16:9 content) or ftp, H-264 Encoding, Bit Rate >2 Mbps, Resolution 640 x 360 Pixels - 1.0 PAR (Wide Screen, Color Depth: 32 BIT, Key Frame: >15 fps, Frame Rate: 24, 29, 97 or 30 FPS

CONTACT YOUR ADVERTISING REPRESENTATIVE TODAY!

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AOPA advertising

First in Readership. First in Aviation. First in Value.