



## NBAA UPDATE

### Business Aviation's Most Informative E-newsletter

*NBAA Update* is business aviation's "go-to" e-newsletter every week. Readers are the decision makers in flight departments and corner offices – the owners and operators of business aircraft ranging from jets and helicopters to turboprops and piston aircraft. Your premium leaderboard, skyscraper or banner ad positions can reach companies of all sizes that need products and services to enable their business aviation operations. And *new and improved* banner positions will ensure you have greater visibility than ever before!

When you advertise with *NBAA Update*, you reach more than 20,000 professionals involved in all aspects of business aviation, including:

- Company owners, presidents and CEOs
- Chief pilots and pilots
- Maintenance managers and technicians
- Schedulers and dispatchers
- Flight attendants and technicians
- Safety officers, aviation attorneys and many others

Published every Monday, *NBAA Update's* editorial provides a synopsis of the latest operational, regulatory and legislative news for the business aviation community, as well as information about NBAA activities, Member benefits and upcoming industry events. Special "show daily" editions are published during the week of NBAA's Annual Meeting & Convention. Call us today to reserve your spot in 2012.

## Mechanical Specifications

Your company can choose from the following types of banner ads:

- The premium 728x90-pixel **Leaderboard** ad appears at the very top of each issue.
- The 240x400-pixel **Skyscraper** display ad appears adjacent to the top news stories.
- Two 240x200-pixel **Vertical Banner** positions appear adjacent to the news, immediately following the skyscraper. (These positions can be combined into a second 240x400 skyscraper position, if desired.)
- The 468x60-pixel **Horizontal Banner** ads appear between issue sections, with top positions priced higher than lower positions (four positions accepted per issue).
- A new **Sponsor Banner** option featuring your company logo and a 50-word text message may replace any of the 468x60 banner positions.

Banner ads must be GIF or JPG format with 20K maximum file size. *NBAA Update* is unable to accept rich media ads (using Flash, Java, etc.) and discourages the use of animated GIFs, which do not display properly in all e-mail clients.

## 2012 Advertising Rates

Ad Size/Position	1x	3x	6x	12x
Leaderboard	\$5,000	\$4,750	\$4,510	\$4,285
Skyscraper	\$3,220	\$3,060	\$2,905	\$2,760
Vertical Banner 1	\$2,880	\$2,735	\$2,595	\$2,465
Vertical Banner 2	\$2,505	\$2,380	\$2,260	\$2,150
Horizontal Banner 1	\$2,145	\$2,040	\$1,935	\$1,840
Sponsor Banner 1	\$1,970	\$1,870	\$1,775	\$1,690
Horizontal/Sponsor Banner 2	\$1,790	\$1,700	\$1,615	\$1,535

Invoices are generated monthly. Failure to make timely payment on advertising fees will result in the loss of future reservations.

## Contact

### Send inquiries/insertion orders to:

Katrina Bradshaw  
NBAA Vice President of Sales  
Tel: (202) 577-9292  
E-mail: [kbradshaw@nbaa.org](mailto:kbradshaw@nbaa.org)

Melissa Murphy  
Tel: (830) 608-9888; Fax: (512) 354- 7376  
E-mail: [mmurphy@nbaa.org](mailto:mmurphy@nbaa.org)

### Send artwork to:

Amy Freed Stalzer  
Tel: (202) 783-9261  
E-mail: [astalzer@nbaa.org](mailto:astalzer@nbaa.org)

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### Publication Schedule and Deadlines

*NBAA Update* is published every Monday, including holidays. Insertion orders must be received by the 25th of the month prior to publication. Artwork and clicktag must be received by the Wednesday prior to initial publication. Failure to submit artwork in a timely manner may result in loss of space.

### Copy and Contract Regulations

Advertiser and/or advertiser's agency assume all liability for message content, including representation and illustrations, and also assume responsibility for any claims arising therefrom made against NBAA. NBAA reserves the right to refuse any advertisement.