



NBAA.ORG

The Premier Online Destination for Business Aviation

NBAA.org is the most comprehensive online source of information for business aviation industry professionals. The award-winning web site provides the most current news and information for all of NBAA's Member Companies, which range from operators of single-pilot airplanes to those that use jet aircraft to fly internationally, aircraft manufacturers, and aviation products and services suppliers.

As the premier buyers of aviation products and services worldwide, NBAA.org visitors come to the site regularly for products and services information, as well as for news and resources about flight department administration, aircraft operations, professional development, advocacy and more.

Audience

NBAA.org delivers visitors who are engaged in the industry, including company CEOs, aviation department managers, chief pilots and other decision-makers.

- Nearly 5 million page views annually
- 14 percent of visitors from outside the United States
- At least one individual from 80 percent of NBAA's 8,000 Member Companies used NBAA.org in the past year

www.nbaa.org

2012 Advertising Rates

NBAA.org advertisers have two banner ad position opportunities with guaranteed impression options. All ads appear in rotation on the home page *plus* all general pages of the site (events pages not included).

| Ad | Size in Pixels | Guaranteed Impressions | 1x Rate | 3x Rate | 6x Rate | 12x Rate |
|--------|----------------|------------------------|---------|---------|---------|----------|
| Tier 1 | 240x400 | 40,000 | \$2,500 | \$2,350 | \$2,200 | \$2,070 |
| Tier 2 | 240x400 | 20,000 | \$1,500 | \$1,410 | \$1,100 | \$1,040 |

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

Mechanical Specifications

- 40 KB maximum file size
- All display ads are 240x400 pixels
- Accepted formats include JPG, GIF, Flash and third-party ad tag. (Note that Flash ads will not be displayed on iPad and iPhone devices.)

Flash Specifications

- SWF file must be exported as Flash 8.0 or lower using Action Script 2.0 or lower
- A backup GIF or JPG file must be submitted with all SWF files
- Frames per second (FPS) may not exceed 31. Note: 21 and 31 FPS may be preferable for cross-platform support.
- Ads may not expand or contain sound.
- SWF file must contain the following clicktag:

```
on (release) {  
    getURL (clickTag, "_blank");  
}
```

Contact

Send inquiries/insertion orders to:

Katrina Bradshaw

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Send artwork to:

Benjamin Schwalen

Tel: (202) 783-9266

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E-mail: bschwalen@nbaa.org

Deadlines

Artwork must be sent to bschwalen@nbaa.org at least three business days prior to initial ad display date.

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.