

# AOPA MEDIA GUIDE



REACH THE LARGEST AND MOST UNIQUELY  
LOYAL AUDIENCE OF GENERAL AVIATION PILOTS



# AOPA Media Consumers *Are Different*

AOPA pilots are loyal, informed consumers – most of the nearly 300,000 members have been with AOPA for 11+ years. With significant time and money invested in their flying passion, they care deeply about the work AOPA does on their behalf. They choose to keep up with industry issues and news through AOPA, their trusted source for information. Whether it's *AOPA Pilot*, *Turbine Edition* or *Flight Training*, a resourceful website, opt-in newsletters, timely social, video or podcasts – all of our content greets thousands of followers and millions of viewers each day. Tell your unique story to the loyal AOPA Media consumer. There is simply no better set of aviation media channels on the market.

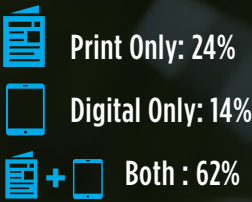
## ADVERTISING WITH AOPA IS DIFFERENT

Over the past 85 years, AOPA has become the world's largest pilot community, reaching more than 820,000 pilots, aircraft owners, and aviation enthusiasts globally each month through our media network and our engaging content. Beyond publishing valuable news and stories, AOPA advocates daily for general aviation at the federal, state, and local level. Align your advertising with our broader mission and valued content, whether it's training or travel, airshows or avionics, safety or sage advice on everything from aircraft financing to DIY maintenance. AOPA Media keeps readers, viewers, and listeners up to date and always coming back for more.

## WHATEVER YOU'RE SELLING, AOPA MEMBERS ARE BUYING

- \$1.6M average net worth
- Own 80% of all GA aircraft in the US
- Log an average of 125 hours annually
- 84% travel to islands, resorts, golf, hunt, fish, dive, ski, and camp
- 84% own more than three vehicles
- 67% travel the globe
- 64% enjoy adventure sports
- 42% own more than two homes
- 40% fly their own plane to vacation destinations
- 40% have increased flight hours YOY
- 46% are auto enthusiasts
- 32% are entrepreneurs and c-suite executives
- 26% own motorcycles

## AOPA PILOT READERS TELL US THEY PREFER



## Effective print ads will drive digital purchases

### WHY PRINT ADS ARE STILL PRICELESS

A recent survey cites 65% of AOPA readers saying that print advertising is most likely to motivate them to get additional information or to make a purchase. Pilots famously like to do their own research, with 50% of them stating that print magazines are one of their primary sources of information. Here's why:

- Reading on paper is a slower and deeper experience
- Reading on paper improves comprehension
- Paper-based readers tend to remember more
- Paper-based readers are more focused and less distracted
- Paper-based reading is preferred overall by more people (even millennials)
- Paper-based reading stimulates more emotions and desires

Source: "What Can Neuroscience Tell Us About Why Print Magazine Advertising Works?" A White Paper from MPA—The Association of Magazine Media, Scott McDonald, Ph.D. Nomos Research

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*AOPA Pilot* reaches the world's largest, unduplicated audience of certificated pilots and aircraft owners of all ages and experience.

## AOPA Pilot Magazine

*AOPA Pilot* has been in publication since 1958. And as AOPA membership has grown, so has readership for this award-winning aviation journal. Between its print and digital editions, *AOPA Pilot* reaches the world's largest, unduplicated audience of certificated pilots and aircraft owners of all ages, offering a lower cost-per-thousand for your advertising spend than any other aviation magazine.

*AOPA Pilot* is produced completely in-house. It is the flagship publication of AOPA Media, which offers advertisers access to the largest, most effective, and only fully integrated media network reaching the entire GA community.

### AOPA'S ACTIVE FLYERS ARE YOUR ACTIVE BUYERS

- 80% of the GA fleet is owned or operated by *AOPA Pilot* readers
- 427,000 pilots reached monthly
- 251,000 subscribing members\*
- 66,000 digital-edition subscribers
- 32% plan to fly more next year

### AOPA'S BUYERS ARE BUYERS YOU CAN COUNT ON FOR THE NEXT TWO YEARS

- 67,200 plan to buy new or used single engine aircraft
- 87% use an Electronic Flight Bag (EFB)
- 64% plan to purchase recurrent training services
- 62% plan to purchase engine and prop overhauls or upgrade interiors
- 44% want to add more glass instrumentation to their cockpits

\*Source: June 2023 Alliance for Audited Media Statement. 1.7 pass-along reach verified May 2023



## AOPA Pilot Turbine Edition

*AOPA Pilot Turbine Edition* delivers to advertisers the current and prospective owner-operator who deserves special attention. The fraternal twin to *AOPA Pilot*, *AOPA Pilot Turbine Edition* offers an extra 16 pages, dedicated to the purchasing, owning, flying, and operating of turbo-prop and turbine aircraft. A unique cover draws the turbine aficionados in while the specialized content keeps them there. This monthly special edition is an integral part of AOPA Media, offering advertisers access to the largest, most effective, and only fully integrated media network reaching the unique and specialized turbine owner-operator community.

### TURBINE OWNERS/OPERATORS

- 85,000 reached monthly
- 50,000 subscribing readers
- 17,000 digital-edition subscribers
- 19,300 turbine-aircraft operators
- 76% make decisions on aircraft purchases
- 54% personally own an aircraft
- 39% hold a top management title
- 34% are self-employed
- 26% fly for hire
- 20% have purchased recurrent training within the past 12 months
- 6,710 plan to purchase a turbine aircraft within 24 months
- 9% own an aircraft in partnership with one or more individuals
- The majority make decisions on MRO and maintenance aircraft within 24 months



# Flight Training Magazine

The need for professional pilots has never been greater. Matched by the demand for personal and recreational flying, trusted content surrounding flight training has never been greater. *Flight Training* magazine delivers that content offering access to more students, new pilots, flight instructors, and flight schools that make up the learn-to-fly market than any other publication. Along with a quarterly Aviation Career Connection section, advertisers get unparalleled access to a unique and unduplicated community.

## MORE STUDENT PILOTS = MORE MEDIA CONSUMPTION

**200,000** distributed to flight schools annually

**124,000** reached monthly

**77,600** issue subscribers

**35,000** digital edition subscribers

## FIRST-TIME BUYER DATA

**65%** “passive” aviation headset

**33%** buy active noise reduction (ANR) headsets

**61%** buy eyewear and sunglasses

**41%** buy aviation gear and apparel

**52%** plan to upgrade their certificates in the next 12 months

**24%** personally own an aircraft

**6%** own part of an aircraft in partnership

**19%** are self-employed and/or entrepreneurs



## MAXIMIZING YOUR FLIGHT TRAINING REACH

When you advertise in *Flight Training*, you’re not just getting visibility in one place. You’re plugging into a network of channels and outlets that maximize your advertising reach and optimize your flight training advertising spend. AOPA’s Flight Training Network provides premium aviation training content to its audience of recreational and professional student pilots, new pilots, flight instructors, and flight schools.

### More Student Pilots

*Flight Training* magazine has over 77,000 subscribers. Including pass-along readership, your message will reach more than 124,000 *Flight Training* print and digital magazine readers. The award-winning *Flight Training* magazine is published eight times per year in print and digital format and read throughout the year, and beyond, as existing student cohorts progress through their training and new cohorts begin their training. And our quarterly Aviation Career Connection and annual Aviation College Directory are special features of *Flight Training* magazine where you’ll definitely want your message to be seen.

### More Flight Schools

The *You Can Fly* Special Edition is sent directly to current and prospective student pilots and is continuously distributed throughout the year to the most active 950 flight schools in the United States. AOPA regularly produces and sends out 200,000 issues of the *You Can Fly* Special Edition annually.

### Weekly Newsletter & Online Content

*Flight Training*’s opt-in weekly newsletter delivers training tips and industry news to an audience of more than 68,000 subscribers. Students simply can’t get enough of our videos, animations, quizzes, podcasts, and original online content. Aspiring professional pilots and certified flight instructors all receive our quarterly Career Special Edition newsletters.

### A Focus On Career-Minded Students

Pro-track flight students will find an online section of the AOPA website dedicated to career pilot content and resources, all to support their job goals and accelerated timeline from primary through advanced training. Resources include AOPA’s always-in-demand Aviation College Directory, information on scholarships, an Aviation Jobs Board, special edition newsletters, and much, much more.

AOPA Pilot Rates

SIZE	4 COLOR			B/W*		
	1X	6X	12X	1X	6X	12X
Full pg	\$23,780	\$22,135	\$20,670	\$15,150	\$13,780	\$12,890
2/3 pg	\$17,770	\$16,150	\$15,085	\$11,060	\$10,065	\$9,395
1/2 pg Horizontal	\$13,500	\$12,270	\$11,475	\$8,405	\$7,655	\$7,150
1/3 pg	\$9,625	\$8,760	\$8,185	\$6,005	\$5,455	\$5,110
1/6 pg	\$4,840	\$4,550	\$4,280	\$3,080	\$2,810	\$2,620
1 Inch				\$630	\$570	\$525

Covers (non-cancelable)

Additional \$200 charge for 4-color column-inch ads.

COVERS	1X	6X	12X
2 & 3	\$27,965	\$25,460	\$22,805
4	\$29,180	\$26,565	\$23,780

Multi-page rates \*\*

TYPE	12X	18X	24X
Black & White	\$12,040	\$11,750	\$11,445
4 Color	\$19,345	\$18,850	\$18,345

Classified Rate

TEXT	COST (PER WORD)
Per Word	\$5.90

Turbine Edition AOPA Pilot Rates

Four color only

SIZE	1X	6X	12X
2-pg Spread	\$22,500	\$18,000	\$14,500
Full pg	\$12,500	\$10,000	\$8,000
2/3 pg	\$8,500	\$6,800	\$5,440
1/2 pg Horizontal	\$6,500	\$5,200	\$4,200
1/3 pg Vertical	\$4,700	\$3,700	\$3,100

Flight Training Rates

SIZE	4 COLOR						B/W*				
	1X	4X	8X	12X	16X	24X	1X	4X	8X	16X	24X
Full Pg	\$10,565	\$9,520	\$9,080	\$8,880	\$8,630	\$8,105	\$7,410	\$6,790	\$6,490	\$6,170	\$5,795
2/3 Pg	\$8,035	\$7,215	\$6,910	\$6,710	\$6,565	\$6,175	\$5,735	\$5,170	\$4,935	\$4,690	\$4,400
1/2 Pg Horz	\$5,915	\$5,330	\$5,080	\$4,980	\$4,830	\$4,535	\$4,230	\$3,800	\$3,635	\$3,445	\$3,240
1/3 Pg	\$4,125	\$3,720	\$3,545	\$3,445	\$3,370	\$3,170	\$2,950	\$2,655	\$2,545	\$2,410	\$2,270
1/6 Pg	\$2,325	\$2,095	\$2,010	\$1,960	\$1,910	\$1,795	\$1,675	\$1,485	\$1,435	\$1,355	\$1,275
1 Inch							\$160	\$150	\$145	N/A	N/A

Covers (non-cancelable)

COVERS	COST
2 & 3	\$9,990
4	\$10,470

Classified rate

TEXT	COST (PER WORD)
Per Word	\$2.64

Additional \$200 charge for 4-color column-inch ads.

Flight Training You Can Fly Annual Special Edition Rates

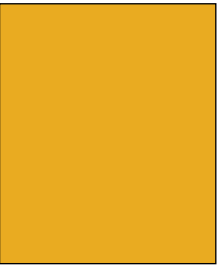
Covers (non-cancelable)					
SIZE	1X	SIZE	1X	COVERS	COST
Full Pg	\$18,160	1/2 Pg Horz	\$10,160	2 & 3	\$19,980
2/3 Pg	\$13,820	1/3 Pg	\$7,090	4	\$20,940

Discount available for *Flight Training* Regular issue and Special Edition bundle.

SPECIFICATIONS

AOPA PILOT | TURBINE PILOT | FLIGHT TRAINING

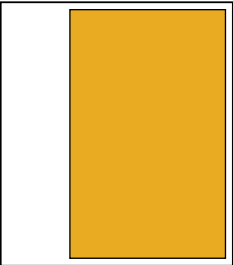
TRIM SIZE - 8-1/8" X 10-7/8"  
BLEED SIZE - 8-3/8" X 11-1/4"



FULL-PAGE

BLEED  
Pg. Size 8.125" x 10.875"  
Bleed Setting .125"

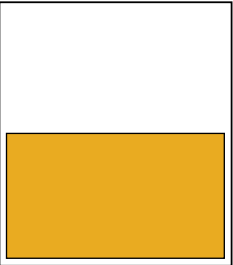
NON-BLEED  
7" x 10"



TWO-THIRDS

BLEED  
5.3125" x 11.25"

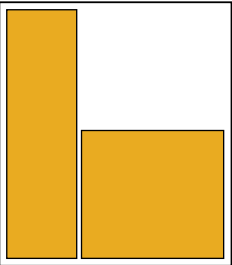
NON-BLEED  
4.625" x 10"



ONE-HALF

BLEED  
8.375" x 5.5625"

NON-BLEED  
7" x 4.9375"

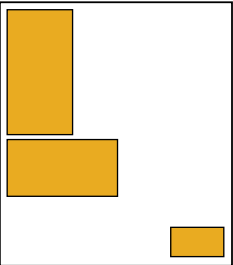


ONE-THIRD

VERTICAL NON-BLEED  
2.25" x 10"

VERTICAL BLEED  
3" x 11.25"

HORIZONTAL  
4.625" x 4.9375"



ONE-SIXTH

VERTICAL  
2.25" x 4.9375"

HORIZONTAL  
4.625" x 2.4375"

ONE-INCH HORIZONTAL  
2.25" x 1"

SPACE UNITS	FORMAT	INCHES WIDE	INCHES DEEP	FORMAT	INCHES WIDE	INCHES DEEP
1 pg	Non-Bleed	7	10	Bleed	8.375	11.25
2/3 pg	Non-Bleed	4.625	10	Bleed	5.3125	11.25
1/2 pg Horizontal	Non-Bleed	7	4.9375	Bleed	8.375	5.5625
1/3 pg Vertical	Non-Bleed	2.25	10	Bleed	3	11.25
1/3 pg Horizontal	Non-Bleed	4.625	4.9375	N/A		
1/6 pg Horizontal	Non-Bleed	4.625	2.4375	N/A		
1/6 pg Vertical	Non-Bleed	2.25	4.9375	N/A		
1 Inch	Non-Bleed	2.25	1	N/A		

ELECTRONIC FILE SPECIFICATIONS

- Preferred format: PDF/X4 is the preferred file format for submission.
- Resolution: All images/files should be high resolution 300 DPI. Total Area or Ink Density is 300%.
- Colors: Only use CMYK colors; convert spot colors to process. No RGB, LAB, or ICC profiles.
- Fonts: Always embed all fonts. Do not allow font substitutions. Do not use True Type fonts.
- Transparency: All transparent objects must be flattened at a high resolution. Avoid placing transparent objects on top of text or other critical vector objects.
- Bleed: Accepted for full pg, 2/3 pg, 1/2 pg horizontal, and 1/3 pg vertical pages only.

SUBMIT YOUR FILE

- Visit <https://aopa.sendmyad.com> to set up an account. Follow the instructions to submit your PDF file via this portal.
- Email files to the following address: [pilot.ads@aopa.org](mailto:pilot.ads@aopa.org)  
Failure to provide the required materials can negatively impact the quality of reproduction and may result in production charges.

SPECIAL POSITION: Add 10% per issue.

INSERTS: Furnished inserts at black and white earned rate, less 10%. Additional mechanical inserting charges may be required. Other inserts and gatefolds are available; rates and specifications provided on request. Each side of an insert counts as one page, regardless of its dimensions. Charges do not include printing.

MINIMUM ADS ACCEPTED: 1 inch. Ads less than 1/6 page must be in even units with 2 1/4-inch maximum widths. Ads 1/6 page and larger must be standard units only. Bleed plate size 8 3/8 x 11 1/4 inches. Trim size 8 1/8 x 10 7/8 inches. Safety margin: Live matter must be kept 1/4 inch away from final trim size. Page is three columns wide; each column is 2 1/4 inches wide by 10 inches deep.

CLASSIFIED ADVERTISING & MAILING INSTRUCTIONS: A minimum of 10 words is required for classified ads. Prepayment discounts are as follows: 5% for six months, 10% for 12 months. Prepayment in full is required for all discounts. Credit cards are accepted as method of payment. The ad-insertion deadlines for display advertisements also apply to classified ads. Classified ads may be emailed to [donna.stoner@aopa.org](mailto:donna.stoner@aopa.org) or transmitted via fax to 301-695-2396.

\* Full-page black & white ads may be used in combination with four-color rates to earn the most favorable frequency. Fractional black & white ads (1/3 pg or larger) may be used only in combination with fractional color ads.

\*\* The rates apply whenever more than 12 full pages are used during the contract period.

DISCOUNT FOR AOPA PILOT and FLIGHT TRAINING: A discount off the general rate is available to qualified FAA-approved flight and ground schools; FBOs; travel agencies and resorts; nonprofit organizations, government entities, and direct-response firms selling products for a stated price and not available for general distribution. Publisher reserves the right to make final determination for qualification at this discount.



# Pilot Guides: Bahamas and The Caribbean

Now on their 43rd editions, AOPA *Pilot Guides* for the Bahamas and the Caribbean are the GA pilot’s definitive resource for flying, discovering, and enjoying more than 7,600 islands. For advertisers, these indispensable guides put your messaging squarely in front of adventure seekers and committed travelers in both print and digital formats. Pilots can’t get enough of these guides and have come to rely heavily on them. Advertisers feel the same, finding these publications the perfect place to get their specialized messaging seen by this island-hopping audience.

*Pilot Guide* readers are active flyers as well as active buyers and are always on the lookout for: safety and flotation gear; fuel, hangar, and aircraft-maintenance services; weather and flight-planning tools; unique local attractions and experiences; and the most exotic destinations for their island adventures.

## ACTIVE TRAVELERS

- 5,000 annual subscribers and readers
- 6 days average stay for pilots in the Bahamas
- 9 days average stay in the Out Islands
- 5,000 website page views per month
- 1,700 unique visitors per month



## Pilot Guides Rates

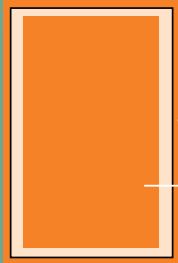
SPACE UNITS	COST PER GUIDE/EDITION
Back Cover (Cover 4)	\$5,775
Inside Front (cover 2) / Inside Back (cover 3)	\$3,475
Section Opener (Tab)	\$2,550
Full pg	\$2,325
1/2 pg Horizontal	\$1,385
1/4 pg	\$985
Bold Listing	\$325

Ad Space Deadline: 6.19.25

Ad Materials Due: 7.1.25

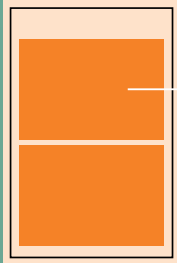
## SPECIFICATIONS

TRIM SIZE 5.5" X 8.5"BLEED SIZE 5.75" X 8.75" | SAFETY MARGIN: 4.5" X 7.75"



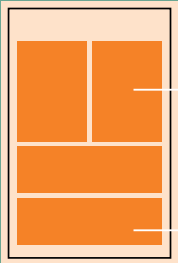
COVERS,  
SECTION OPENERS,  
FULL PAGE

BLEED  
5.75" x 8.75"  
NON-BLEED  
4.5" x 7.5"



HORIZONTAL  
1/2 (HALF)  
PAGE

NON-BLEED  
4.5" x 3.5"



VERTICAL 1/4  
(QUARTER) PAGE

NON-BLEED  
2.25" x 3.5"

HORIZONTAL 1/4  
(QUARTER) PAGE

NON-BLEED  
4.5" x 1.5"

## BOLD LISTING

Text only, maximum 3 lines,  
approximately 34 words includ-  
ing name and phone number(s).  
Publisher reserves the right to  
edit copy as necessary to fit.

## FILE SPECIFICATIONS

- **Safety Margin:** live matter must be kept .375" inside trim
- **Resolution:** all images/files should be high-resolution 300 DPI, high-resolution PDF files preferred
- **Colors:** only use CMYK colors; convert spot colors to process; no RGB, LAB, or ICC profiles

- **Fonts:** always embed all fonts; do not allow font substitutions; do not use True Type fonts
- **Transparency:** all transparent objects must be flattened at a high resolution; avoid placing transparent objects on top of text or other critical vector objects

FILE SUBMISSION: [islandguides@aopa.org](mailto:islandguides@aopa.org)



## CONDITIONS AND MISCELLANEOUS:


Contracts for covers and four-color pages are non-cancelable and accepted by publisher only if available. The publisher will make every effort to accommodate special position request(s) of advertisers for placement of ads in positions and on pages of the Guide. However, this is not always possible. Publisher guarantees ad positions for Covers 2, 3, and 4 and section openers only. The publisher assumes no liability if for any reason it becomes necessary to omit an advertisement.





# NATIVE ADVERTISING CAMPAIGN


Collaborate with us to publish your company-provided advertising materials as a Native Advertising Campaign across AOPA Media channels in the format and for the duration that meets your business needs and marketing schedule. Need help developing a campaign? AOPA can provide the editorial support you need to bring your products and services to life through compelling storytelling and vibrant imagery and video.

## WITH A NATIVE ADVERTISING CAMPAIGN YOU GET:

- 

**1.** 127,000 qualified pilots scouring trusted GA news, product reviews, and safety tips in *ePilot* every Friday morning, displaying your linked headline and story brief.
- 

**2.** Views from more than 820,000 pilots and aviation enthusiasts each month who regularly use AOPA.org to engage with planning tools and highly valued resources, including intriguing native articles and videos (like yours) that link back to your website and sales reps.
- 

**3.** 427,000 pilots and aviation enthusiasts who read three out four issues of *AOPA Pilot* cover-to-cover, month-after-month—reinforcing your brand and story with repeated exposure.
- 

**4.** More than 410,000 loyal followers interacting with AOPA social media, where a sponsored post is linked back to your native article and call to action.

Combined with more than one million impressions threaded through AOPA Media channels over 30 days, your Native Advertising Campaign will come full circle by generating quality leads and an actionable return on your marketing spend.

# Tell your story with an AOPA *integrated plan*

AOPA offers custom solutions and a track record of proven results to meet every step of your advertising journey. With trusted and targeted print, digital, and social media, you'll get the best of all our distribution channels with an Integrated Native Campaign. By controlling the message and timing, you can be fully confident in your media investment.

## INTEGRATED SPECIAL SHOW PROMOTIONS

Advertise in show editions of *AOPA Pilot* to participate in **Special Show Promotions**, which feature added visibility for your ad before, during, and after major aviation events such as **Run-Up to Sun 'n Fun**, **92 Days of Summer**, and **AirVenture News Digest**. Plan your marketing calendar around these and other AOPA special promotions by talking to your AOPA Media representative early. Don't miss out on a great opportunity to maximize your messaging as well as your advertising dollars!



Partner with the AOPA Media team to build an effective, custom media solution that meets your marketing challenge today.







SOCIAL MEDIA PHOTOGRAPHY/  
VIDEO SPECIFICATIONS:

GRAPHIC SIZE

Facebook/LinkedIn	1200 x 630
Instagram Story	1080 x 1920
Instagram/X	1080 x 1350
Video Length	< 60 seconds

AOPA Native Advertising Campaign

Collaborate with AOPA to publish your company-provided advertising materials as a Native Advertising Campaign in AOPA Media channels in the format and for the duration specified below. Need help developing a campaign? AOPA Media can provide editorial support to bring your product/service to life through compelling storytelling and vibrant imagery/video.

EXPOSURE

CHANNEL	DURATION
AOPA PILOT/Turbine or Flight Training magazine	Single ad/article; 30 days plus pass-along
ePILOT weekly eNewsletter	Single ad/article; 1 week
AOPA.org homepage from industry promo block	1 week
News & Media page—from industry promo block	2 weeks
Online article page—text, images, video	30 days
Social media	1 post
TOTAL Campaign Period	1 Month Campaign

A typical **30-day** Native Ad Campaign will run in the following channels and will result in more than **1 million impressions**:

- AOPA Pilot/Turbine or Flight Training**
- Native ad/article in 1 print issue. 1/3 page or larger ad unit (30 days).
- ePILOT**
- Native ad/article summary—links to native article on AOPA.org (single placement; Friday launch)
- AOPA.org**
- Promo block with headline and image on homepage in “From Industry” section (1 week)
  - Promo block on News & Media landing page (2 weeks)
  - Full native online article with images/video on article page - tagged for up to 3 keywords (30 days)

Concurrent with your Native Ad Campaign, AOPA will provide a single social media post during the same 30-day window as appropriate to the content and any associated images/video. Advertiser bears responsibility for hosting any video provided.

All native ad placements will be labeled “From industry,” “Your Company created content,” and/or “Advertisement.”

NATIVE CAMPAIGNS	Rate and Service Options		
	PRINT	ONLINE	
Native Ad/Article(s)	1 Issue AOPA Pilot Turbine Edition Flight Training	1 Month Company-provided content	1 Month AOPA Media-created content
(1) Single ad/article insertion	Negotiated Print Ad Unit/ Rates Apply	\$3,500/month per insertion	\$4,000/month per insertion
(2) Two ads/articles insertion	Negotiated Print Ad Unit/ Rates Apply	\$3,300/month per insertion	\$3,800/month per insertion
(3) Three ads/articles insertion	Negotiated Print Ad Unit/ Rates Apply	\$3,000/month per insertion	\$3,500/month per insertion

AOPA reserves the right to accept/decline or edit company-provided content at its discretion.

AMP UP YOUR IMPACT

Increase your exposure and the effectiveness of your campaign by adding a full- or partial-page print component in either *AOPA PILOT*, *Turbine Edition*, or *Flight Training* magazines. Cost-effective negotiated print rates apply to the publication, frequency, size, and placement of the print component.

NET RATE

Rate card pricing for a current advertiser is net \$3,500 per 30-day online native ad campaign or \$4,000 for materials developed by AOPA Media. Advertisers are encouraged to provide new, fresh ads/articles. We offer discounts for multiple campaigns.

MATERIAL SPECIFICATIONS

- Print native ad/article - 1/3 pg or larger (see PILOT ad specs)
  - Digital native ad/article—up to 500 words (Word.doc)
  - Up to 3 sentences introduction-summary
  - Up to 3 images (3200x1800px, 72 dpi)
  - Embed code; associated URL
- Video (Vimeo/YouTube links) (video hosting remains advertiser responsibility)
  - Up to 3 topics selected for keyword tagging from AOPA Controlled Vocabulary list



# File A Flight Plan For *Success*

Audience. Interest. Reach. Format. Frequency. Build an ambitious flight plan of AOPA Media channels that matches your marketing objectives. Your AOPA Media rep will help you craft a cost-effective and integrated plan that is certain to offer sizable, measurable returns on your marketing investment.

AOPA Social

f

191k

i

169k

in

41k

d

9k

Total reach of 410k

Let us help you create an ad campaign that SPEAKS FOR ITSELF!

		PRINT				DIGITAL				DIGITAL				VIDEO	
		AOPA PILOT	AOPA PILOT Turbine	Flight Training	Flight Training You Can Fly Special Edition	AOPA ePilot	Flight Training	Aviation eBrief	Flight School Business	CFI-to-CFI	Club Connector	AOPA.org	AOPA App	AOPA Videos + Newsletters	AOPA Podcasts
Audiences	Students & New Pilots	X		X	X		X					X	X	X	X
	Active Pilots	X	X			X		X			X	X	X	X	X
	Business and Turbine Pilots	X	X			X		X				X	X	X	X
	Flight Instructors	X	X	X	X		X		X	X	X	X	X	X	X
	Flying Clubs	X		X	X				X		X	X			
	Flight Schools	X		X	X		X		X	X	X	X			
	Aircraft Owners	X	X			X		X			X	X	X	X	X
	Drone Operators	X		X	X		X					X	X	X	X
	Travelers	X	X			X		X			X	X	X	X	X
	Format	Print + Digital	Print + Digital	Print + Digital	Print + Digital	eNewsletter	eNewsletter	eNewsletter	eNewsletter	Digital Edition	eNewsletter	Website	App	Online Video + Newsletter	Audio podcasts
Frequency	Monthly	Monthly	8x/yr	Annual	Weekly	Weekly	Daily	Biweekly	Quarterly	Monthly	24/7	24/7	Weekly	On demand	
Reach/Views	427K	85K	124K	260K	67% open rate	56% open rate	40% open rate	51% open rate	38% open rate	51% open rate	1.9M	100K impressions	470k monthly views 67% open rate	140k monthly downloads	
Circulation/Uniques	251K	50K	78K	200K	127K	68K	110K	8K	51K	13.5K	820K	10K users	70K unique	15-65K unique per podcast	
Gender M/F	95/5	94/6	88/12	Indispensable resource for Student pilots and flight schools	95/5	92/8	95/5	B2B for flight school owners, operators, clubs and instructors	95/5	95/5	83/17	96/4	95/5	96/4	
Average Age	58 yrs	59 yrs	41 yrs		58 yrs	47 yrs	61 yrs		57 yrs	57 yrs	55 yrs	55 yrs	55 yrs	55 yrs	
Average Net Worth	\$1.60M	\$1.85M	\$870K		\$1.33M	\$870K	\$1.4M		Exclusively for flight instructors	For flying club owners, members, and management	\$1.37M	News, videos, podcasts, events for pilots.	\$1.33M	Segments for aspiring and seasoned pilots	
Average HHI	\$283K	\$396K	\$205k		\$253K	\$192k	\$283K				\$258K		\$253K		
Purchase Habits	Aircraft/Powerplant	X	X	X	X	X		X	X	X	X	X	X	X	X
	Adventure/Lifestyle	X	X	X	X	X	X	X	X	X	X	X	X	X	X
	Aviation Services	X	X			X		X	X	X		X	X	X	X
	Avionics/Technology	X	X	X	X	X	X	X	X		X	X	X	X	X
	Destinations/Travel	X	X	X	X	X	X	X	X	X	X	X	X	X	X
	Pilot Supplies/Gear/Drones	X	X	X	X	X	X	X	X	X	X	X	X	X	X
	Training/Employment	All levels	Advanced - Recurrent	Primary - Instruction	Primary - Instruction	All levels	Primary-Instruction	Advanced-Recurrent	All levels	All levels	Primary - Instruction	All levels	All levels	All levels	All levels

\*June 2022 AAM Audit

**STUDENTS/NEW PILOTS**  
Reach new and aspiring pilots who are actively in the market for supplies, aviation gear, training, products, services, and more.

**ACTIVE PILOTS**  
Connect with the single largest audience of affluent and active pilots in the world who shop for supplies, avionics, advanced training, and their next aircraft for adventure and travel.

**BUSINESS AND TURBINE PILOTS**  
Build your brand with the specialized and highly sought-after owner-operators and pilots who fly business class and turbine aircraft day in and day out.

**FLIGHT INSTRUCTORS**  
Put your company in front of general aviation's certified flight instructors and educators who help their students make critical buying decisions every day.

**FLYING CLUBS**  
Be seen by flying clubs and their members as a resource to support their fleet and club activities with aircraft parts, supplies, and scheduling tools.

**FLIGHT SCHOOLS**  
Start a profitable partnership with schools that need new aircraft, avionics, tires, simulators, and pilot supplies to train a growing crop of students and pilots seeking advanced ratings.

**AIRCRAFT OWNERS**  
Talk directly to the ultimate decision makers for their next aircraft purchase, refurb, maintenance instance, avionics upgrades, equipment upgrades, and recurrent training.

**TRAVEL PILOTS**  
Introduce your resort, fly-in community, travel service, and foreign or domestic destination to the bags-packed-and-ready-to-fly crowd in search of their next aviation adventure.



# AOPA ePilot and Flight Training Newsletters

These two newsletters are the industry’s most-read and most-widely circulated weekly electronic GA newsletters, making them the perfect channel for frequent contact with your flying customers.

## AVID READERS

127,000 ePILOT weekly subscribers

68,000 Flight Training weekly subscribers

67% open rates

## IMPULSE BUYERS

Have purchased in past 12 months:

51% flight-planning app

35% tires, wheels, brakes

30% avionics

24% headsets

## TARGETED & EXCLUSIVE SPECIAL EDITIONS

AOPA offers advertisers customized state and regional editions that let you reach customers close to home. Student pilots, turbine operators, aircraft owners, and other audience targeting is also available.

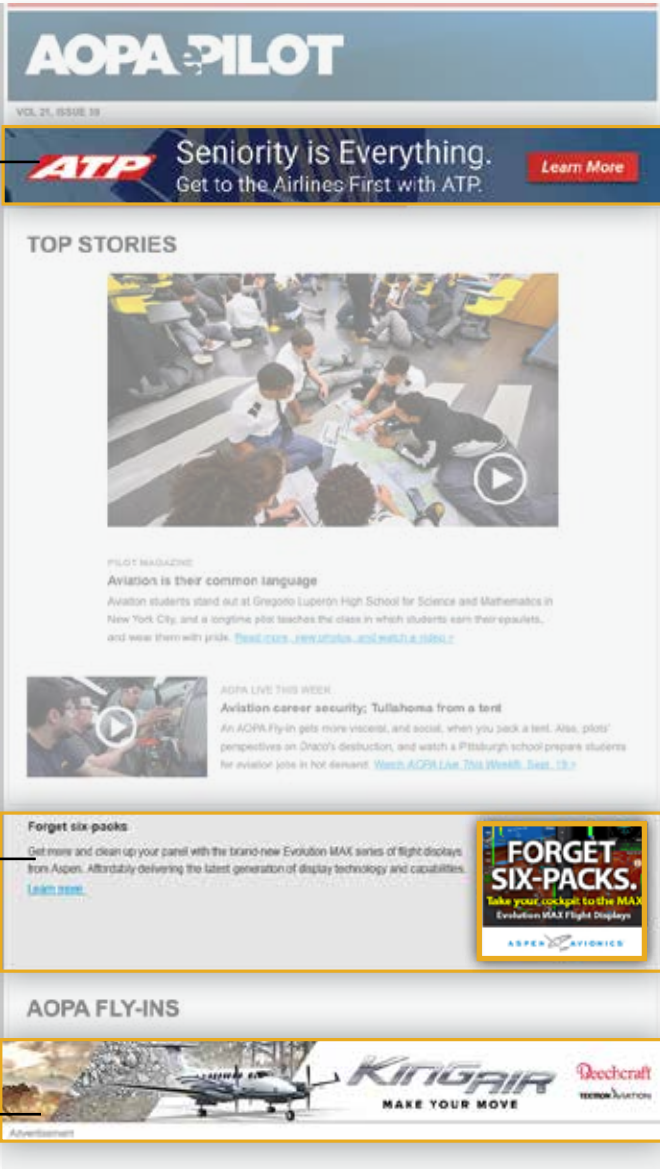
Special Editions are available for exclusive sponsorship around major aviation events. Don’t miss easy opportunities to maximize your messaging and your advertising spend. Ask your AOPA Media rep today!

## SPECIFICATIONS

TOP LEADERBOARD (SPONSOR)  
728px X 90px

LARGE TEXT  
180px X 150px (image)  
50 character max Headline  
30 words max text

LEADERBOARD  
728px X 90px



## AOPA ePilot & Flight Training Newsletters Rates

ADVERTISING OPPORTUNITY	ePILOT & eFLIGHT TRAINING COMBO NET MONTHLY RATE	ePILOT ONLY NET	FLIGHT TRAINING ONLY NET	PER REGION	PER STATE
<b>Top Leaderboard</b> (Sponsor) 728 X 90px	\$8,800	\$7,150	\$2,200	n/a	n/a
<b>Large Text*</b> 180 X 150px tile + 30 words	\$5,500	\$4,620	\$1,515	\$1,050	\$715
<b>Leaderboard</b> 728 X 90px	\$4,950	\$4,400	\$1,375	\$1,000	\$570

NOTE: New ad creative due Friday prior to week of insertion.

## Flight School Business | Club Connector Rates

FLIGHT SCHOOL BUSINESS	
ADVERTISING OPPORTUNITY	RATE
<b>Top Leaderboard</b> 728 X 90px	\$1,200/month (2 issues)
<b>Standard Text</b> 120 X 90px + text*	\$870/month (2 issues)
<b>Body Leaderboard</b> 728 X 90px	or \$485/month (1 issue)

CLUB CONNECTOR	
ADVERTISING OPPORTUNITY	RATE
<b>Top Leaderboard</b> 728 X 90px	\$1,200/month (1 issue)
<b>Standard Text</b> 120 X 90px + text*	\$800/month (1 issue)
<b>Body Leaderboard</b> 728 X 90px	

Net Rates Apply  
\*Headline max of 50 characters with spaces and body is maximum of 30 words text with spaces—max of 5 lines (including headline)

## SPECIFICATIONS

### ELECTRONIC FILE SPECIFICATIONS

- .jpg, .gif, animated .gif (max 3 frames)
- 72 dpi min. resolution
- Max file size 40KB
- No Flash or HTML
- No Alt Text
- No headlines wrapping
- No bullet points
- No italics, bold, or underline in body copy
- Headlines are required for text ads
- No wrapping to a second line for call to action
- Same link for both text and image

Please call AOPA ad production for information on sending files.  
Telephone: 301-695-2179

Email files to the following address: [pilot.ads@aopa.org](mailto:pilot.ads@aopa.org)

NOTE: New ad creative due Friday prior to week of insertion.



# Aviation eBrief

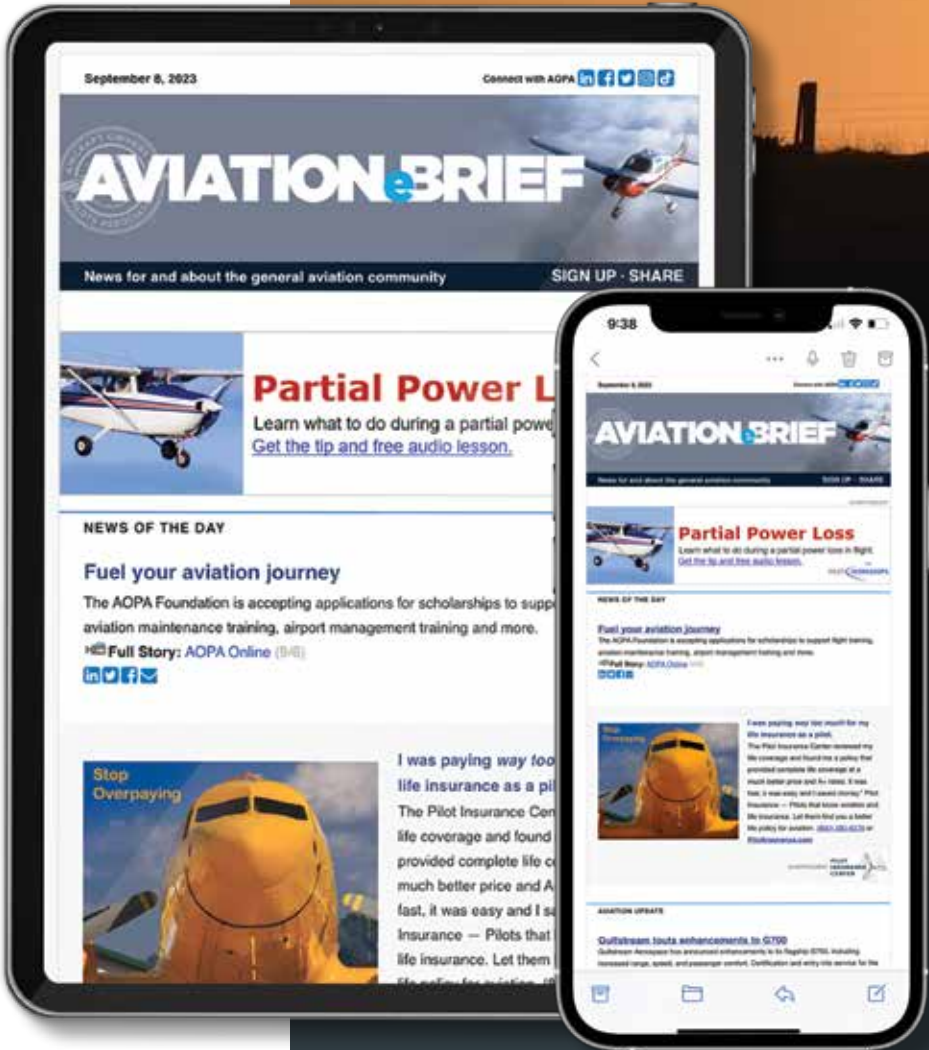
With this must-read daily newsletter, your advertising will be read by aviation buyers, business leaders, aircraft owners, and legislators, i.e., those who rely upon and influence GA every single day.

## REACH THE DECISION MAKERS

- 110,000 daily opt-in subscribers
- Individual/corporate aircraft purchases
  - Maintenance/service decisions
  - Avionics/equipment upgrades
  - EFB/cockpit technology

## TAKE ADVANTAGE OF FOCUSED CONTENT

- Regulatory policy issues
- New avionics and technology
- Airport updates
- Training and safety
- International news and trends



## Aviation eBrief Rates

ADVERTISING OPPORTUNITY	RATES	AVAILABILITY
1. Billboard (970 X 250px)	\$625 per day/issue	limit one per issue
2. Super Leaderboard (728 X 180px)	\$525 per day/issue	limit one per issue
3. Regular Leaderboard (728 X 90px)	\$493 per day/issue	limit one per issue
News Section Options		
4. Half Page (600 X 300px, 120 x 60px + text)	\$525 per day/issue	limit one per issue
5. Big Box Ad Unit (300 X 250px, 120 X 60px + text)	\$485 per day/issue	unlimited
6. Medium Rectangle (300 X 250px)	\$475 per day/issue	unlimited
7. Rectangle-Text Ad Unit (180 X 150px, 120 X 60px + text)	\$475 per day/issue	unlimited
8. Banner Sponsorship (468 X 60px)	\$468 per day/issue	unlimited



SPECIFICATIONS

These file specifications apply to all ad units. File Format: .gif, .jpg; Resolution: 72dpi, Include complete URL for hyperlinking.

1. BILLBOARD (970 X 250px)	
File Size:	250k max
Animation:	15 seconds max. Not supported by email clients. Include sponsor branding and CTA on first frame
Alternate Text:	Alternate text (100 characters max) can be embedded behind image
2. SUPER LEADERBOARD (728 X 180px)	
File Size:	90k max
Animation:	No limits
Alternate Text:	Alternate text (100 characters max) can be embedded behind image
3. LEADERBOARD (728 X 90px)	
File Size:	120k max
Animation:	No limits
Alternate Text:	Alternate text (100 characters max) can be embedded behind image
4. HALF PAGE (600 x 300px, 120 x 60 logo + text)	
File Size:	250k max
Animation:	No limits
Alternate Text:	Alternate text (40 character headline, 250 characters max) can be embedded behind image

5. BIG BOX AD UNIT (300 X 250px, 120 X 60px + text)	
Art Dimensions:	Ad Logo: 120 X 60px Ad Image: 300 X 250px
File Size:	30k max
Animation:	N/A
Text:	300 characters max, excluding spaces
6. MEDIUM RECTANGLE (300 X 250px)	
File Size:	30k max
Animation:	No limits
Alternate Text:	N/A
7. RECTANGLE-TEXT AD UNIT (180 X 150px, 120 X 60px + text)	
Art Dimensions:	Sponsor Logo: 120 X 60px Ad Image: 180 X 150px
File Size:	30k max
Animation:	N/A
Text:	300 characters max, excluding spaces, includes a link to any page of your website
8. BANNER SPONSORSHIP (468 X 60px)	
Art Dimensions:	Banner: 468 X 60px
File Size:	Banner: 60k max
Animation:	N/A
Alternate Text:	Alternate text (100 characters max) can be embedded behind image

THIRD-PARTY TAGS

May accept a click and 1x1 impression tracker for each individual ad creative. Only standard (HTML) image-based tracking tags may be used. Javascript is not supported in the email environment and can not be accepted.

2.

September 8, 2023

Connect with AOPA

AVIATIONeBRIEF

News for and about the general aviation community

SIGN UP · SHARE

3.

September 8, 2023

Connect with AOPA

AVIATIONeBRIEF

News for and about the general aviation community

SIGN UP · SHARE

4.

Gulfstream Aerospace has announced enhancements to its flagship G700, including increased range, speed, and passenger comfort. Certification and entry into service for the ultra-long-range twinjet are slated for the fourth quarter of 2023. Full Story: AIN Online

(9/8)

5.

5. BIG BOX AD UNIT (300 X 250px)

B TEXT (300 characters MAX)

The Future Is Now

The state-of-the-art Tecnam P TwentyTen is the most advanced high-wing modern single-engine aircraft in the marketplace. Balanced controls. Unsurpassed stability. The P2010 is where performance and comfort meet.

A (120 X 60px) LOGO

6.

AIRPORT FOCUS

Va. airport to lease mobile control tower from FAA

Leesburg Executive Airport in Virginia has signed a lease agreement with the Federal Aviation Administration that will allow a mobile air traffic control tower to remain in operation while a permanent facility is constructed, a project that may take up to 10 years and cost nearly \$15 million. The FAA will pay for the mobile tower fees and air traffic controllers' salaries, and the town will pay rent of around \$10,000 per month.

Full Story: Loudoun Times-Mirror (Leesburg, Va.) (9/8)

7.

B 7. RECTANGLE /TEXT (180 X 150px)

C TEXT (300 characters MAX)

The groundbreaking Lightspeed Delta Zulu is an ANR headset in a category all by itself - with CO detection built right in the headset, it ensures your flying safety and with personalized audio hearing compensation, you hear better. Delta Zulu - giving you more ways to elevate your flying experiences. Learn More

A (120 X 60px) LOGO

8.

AIRPORT FOCUS

Have you ever crossed the Atlantic Ocean between the US and Europe in a small aircraft such as a Cessna 172?

Check out poll results in Wednesday's eBrief. The results from the poll questions in Aviation eBrief do not necessarily represent the views of pilots, aircraft owners or AOPA members, and therefore should not be used for research purposes.

☐ Gosh no, why would I?

☐ No, but I'd love to try!

☐ Been there, done that.

8. BANNER SPONSORSHIP UNIT (468 X 60px)

Please call AOPA ad production for information on sending files.

Telephone: 301-695-2179

Email files to the following address: pilot.ads@aopa.org

NOTE: New ad creative due Wednesday prior to week of insertion.



# AOPA.org

The largest, most frequently visited website in GA makes AOPA.org *the* place for your advertising to be seen. Every day, we supply pilots, aircraft owners, and aviation enthusiasts with outstanding videos, podcasts, articles, and critical aviator resources—invaluable content we pair with your advertising, customized to meet your marketing needs. Target pilots on-the-go via AOPA Flight Planner, the AOPA Airport Directory, AOPA Weather, and more—exclusive tools used every day by AOPA members.

## ACTIVE ONLINE BUYERS

- 1.9 million monthly page views
- 820,000 monthly visitors
- 90% of users made an aviation purchase online within past 12 months
- 79% access online flight planning and weather

## ACTIVE AOPA FLYERS

- In the next two years:
- 64% plan to take recurrent flight training
  - 60% plan to purchase avionics and aircraft systems
  - 52% plan to purchase new paint and aircraft batteries

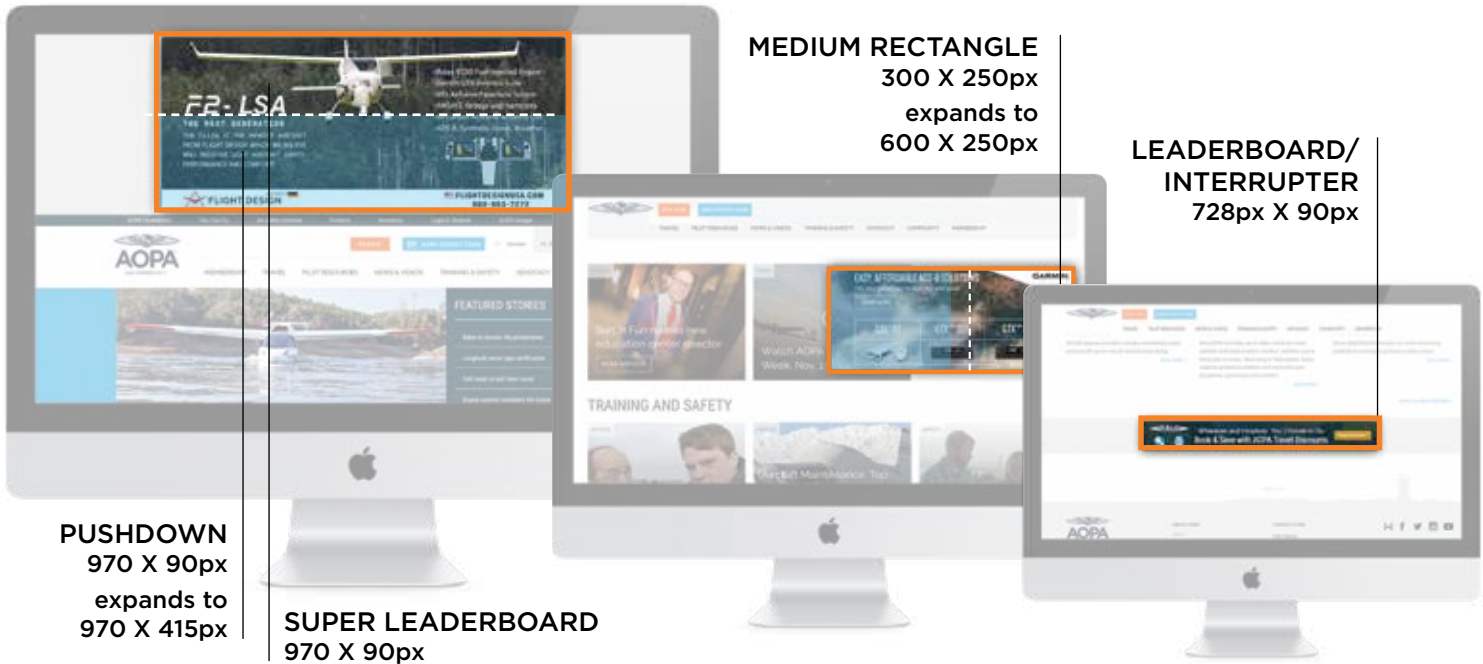


AD OPPORTUNITY	HOMEPAGE CPM	ROS CPM	TARGETING
*970 X 90px Pushdown (expands to 970 X 415px) (Top)	\$79.00	\$66.00	Add 20%
*970 X 90px Super Leaderboard (Top)	\$66.00	\$55.00	Add 20%
728 X 90px Interrupter (Middle)	\$60.00	N/A	N/A
300 X 600px Half Page (Right Rail Only)	N/A	\$39.00	Add 20%
300 X 250px Sticky In-line Video***	N/A	\$39.00	Add 20%
300 X 250px Medium Rectangle (Right Rail) (expands to 600 X 250px)	\$46.00	\$36.00	Add 20%
300 X 250px Medium Rectangle (Embedded) article wraps around ad unit	\$46.00	\$36.00	Add 20%
**728 X 90px Leaderboard (Footer)	\$15.00	\$13.00	Add 20%
320 X 100px Mobile Super Leaderboard (top) <b>MOBILE ONLY</b>	N/A	\$39.00	N/A
320 X 50px Mobile Leaderboard (Sticky footer on article pages, no homepage) <b>MOBILE ONLY</b>	N/A	\$36.00	N/A

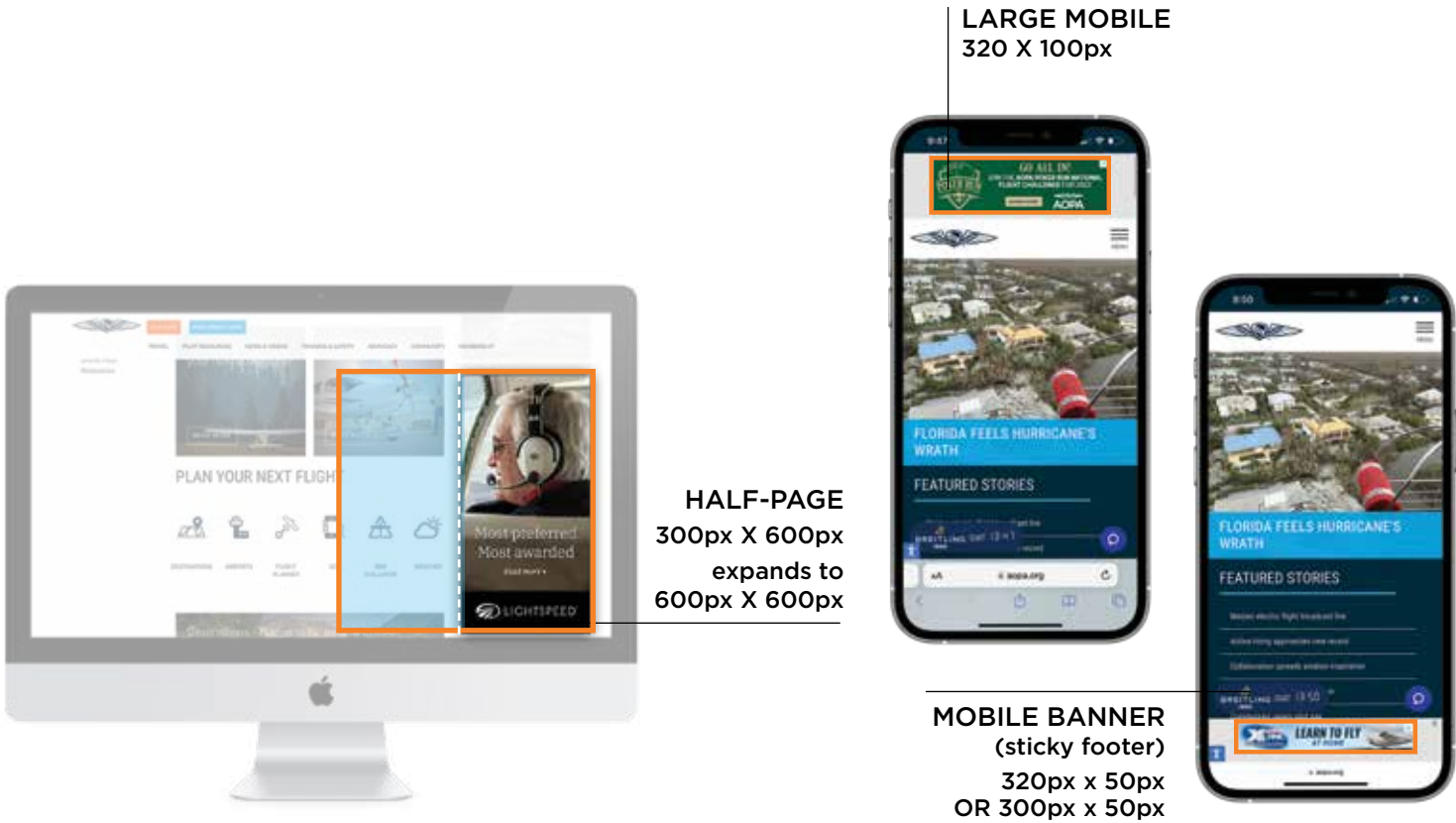
\*Please include 320 x 100px version for mobile \*\* Please include 320 x 50 version for mobile  
\*\*\* Holds videos set with a 16:9 or 1:1 aspect ratio

NOTE: Talk to your AOPA Media rep about targeting 728 x 90 banners in AOPA Weather app.

	PUSHDOWN (970 X 90px)	SUPER LEADERBOARD (970 X 90px)	INTERRUPTER (728 X 90px) LEADERBOARD (728 X 90px)	MEDIUM RECTANGLE (300 X 250px)
Ad Location:	Top of Page Content	Top of Page Content	<b>Interrupter:</b> Middle of homepage Content. <b>Leaderboard:</b> Bottom of Page	Right column, towards the top of the page; embedded in content towards left or right of page of article pages.
Initial Dimensions:	Width = 970px Height = 90px	Width = 970px Height = 90px	Width = 728px Height = 90px	Width = 300px Height = 250px
Expandable Dimensions:	Width = 970px Height = 415px	Does not expand.	Does not expand.	Width = 600px Height = 250px
Expansion Direction:	Down	Does not expand.	Does not expand.	Left
Initial File Size:	200K	200K	200K	200K
Subsequent Max Polite File Load Size:	300K	300K	300K	300K







	HALF-PAGE (300 X 600px)	LARGE MOBILE (320 X 100px)	MOBILE BANNER (sticky footer) (320 X 50px)
Ad Location:	Right column, towards the top of the page; embedded in content towards left or right of page of article pages.	Top of page content	Persistent ad at bottom of article pages, not homepage
Initial Dimensions:	Width = 300px; Height = 600px	Width = 320px; Height = 100px	Width = 320px; Height = 50px
Expandable Dimensions:	Width = 600px; Height = 600px	N/A	N/A
Expansion Direction:	Left	Does not expand.	Does not expand.
Initial File Size:	200K	200K	200K
Subsequent Max Polite File Load Size:	300K	300K	300K

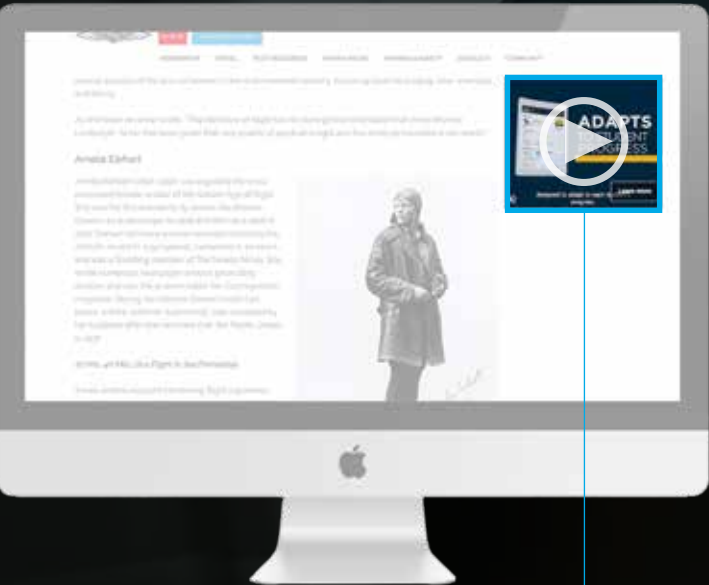
FILE SPECIFICATIONS

- Please submit files to: [pilot.ads@aopa.org](mailto:pilot.ads@aopa.org)
- **File Format:** Rich Media, HTML5 (must follow Google Ad Manager guidelines), .jpeg or .gif
- **Resolution:** 72 dpi min resolution
- **Max Animation Length:** 15 sec.
- **Max Video Length:** 30 sec.
- **Max Animation Frame Rate:** 24 - 30 fps
- **Z-Index Range (Non-Expandable/Expandable):** 0 - 4,999 / 5,000 - 1,999,999 (for entire ad unit)
- **Audio Initiation:** Must be user-initiated (on click: mute/un-mute); default state is muted

- **Minimum Required Controls:** Mouse On/Off for expansion video must include: Play, Pause, Mute (volume control to zero (0) output may be included instead of or in addition to Mute control)
- **Labeling Requirements, Font Size, etc.:** Ad unit content must be clearly distinguishable from normal webpage content (i.e., ad unit must have clearly defined borders and not be confused with normal page content)
- **Links:** Include complete URL for hyperlinking
- **Submission Lead-Time:** 5 business days before campaign start.
- **Implementation Notes & Best Practices:** For times when the user's browser does not support creative functionality, (i.e., Rich Media), provide a backup image.

NEW

Sticky In-Line Video Ad SPECIFICATIONS



STICKY IN-LINE VIDEO AD

Aspect Ratio:	16:9 or 1:1
Video Size:	24 mb or less
Max Video Length:	30 seconds
Ad Placement:	ROS Sticky In-Line Video Ad in right rail (stationary when scrolling; tertiary position)
Ad Targeting	Available upon request
Ad Manager hosted formats:	Supports the following for video and audio creatives: <ul style="list-style-type: none"><li>• MPEG4, 3GPP, and MOV files: These formats typically support H264, MPEG4 video codecs, and the AAC audio codec</li><li>• AVI: This format is typically produced by cameras. The video codec is usually MJPEG and the audio codec is PCM</li><li>• MPEGPS: This format typically supports the MPEG2 video codec and the MP2 audio codec</li><li>• WMV</li></ul>

VIDEO RESOLUTION AND BIT RATE:

3GPP/MPEG-4

RESOLUTION	TARGET VIDEO BIT RATE	TARGET AUDIO BIT RATE
320 x 240px	192 kbps	32 kbps
176 x 144px	56 kbps	24 kbps

MP4/H.264/AAC

RESOLUTION	TARGET VIDEO BIT RATE	TARGET AUDIO BIT RATE
1920 x 1080px	4000 kbps	128 kbps
1280 x 720px	3000 kbps	128 kbps
1280 x 720px	2000 kbps	128 kbps
854 x 480px	1500 kbps	128 kbps
854 x 480px	1000 kbps	128 kbps
640 x 360px	400 kbps	96 kbps

NOTE: On screen text to support video is recommended as audio is inactive until user clicks on ad.



CFI to CFI
RATES & SPECIFICATIONS

Educate more than 51,000 certificated flight instructors (CFIs) throughout the U.S. about your brand and your story each quarter with the AOPA Air Safety Institute's CFI-to-CFI digital-edition newsletter.

Table with 2 columns: ADVERTISING OPPORTUNITY, RATE. Includes Full Page Ad and Quarterly digital edition newsletter.

- ELECTRONIC FILE SPECIFICATIONS
• 14"W x 8.5"H (1008 W x 612px D landscape)
• high res pdf (300 dpi, RGB color)
• 800 x 1200px (preferably 1MB max in size)

2024 ad deadlines

Table with 4 columns: VOLUME 15, SPACE CLOSING, AD MATERIALS DUE, DIGITAL EDITION LIVE. Lists issues 1 through 4 with their respective dates.



AOPA App
RATES & SPECIFICATIONS



PERSISTENT FOOTER
320 x 50 (mobile)
728 x 90 (tablet)



IN-LINE BANNER
320 x 50 (mobile)
728 x 90 (tablet)



100,000 AOPA App
monthly impressions

It's a mobile world. Reach your audience where they always are—on their mobile devices! More than 100,000 monthly impressions and 10,000 active unique pilots mean our members are using the AOPA App to stay connected to all the latest GA news, location-based TFRs, videos, podcasts, and searchable events.

Table with 2 columns: ADVERTISING OPPORTUNITY, RATE PER MONTH. Includes Inline Banner/Persistent Footer and \$65/cpm.

Airport Directory
RATES & SPECIFICATIONS

Connect with pilots before they take off. The AOPA Airport Directory is part of a suite of flight-planning tools in the Destinations portal of AOPA.org, used by more than 45,000 active users every month.

Table with 3 columns: AIRPORT DIRECTORY PACKAGE SECTION PLACEMENT, ADVERTISING OPPORTUNITY, RATE PER YEAR. Includes Specific Airport Detail page, Airport Directory Run of site, and Up to 3 Airport Detail Pages.



- ELECTRONIC FILE SPECIFICATIONS
• Text and HTML text ads are encouraged.
• Email files to the following address: pilot.ads@aopa.org





# AOPA Video and Podcasts



Looking for on-screen sponsor messaging? Newsletter banners? Interactive links back to your website? Better brand visibility? You’ve come to the right place. All this and more are available through AOPA video and podcasts via our custom advertising packages. Here’s who we can reach for you:

## ENGAGED PILOTS

- 470,000+ total AOPA video monthly views, growing 12% MOM
- 70,000 AOPA video subscribers
- 140,000 AOPA podcast monthly downloads
- 51,000 AOPA podcast monthly listeners
- 68% growth in podcast listeners YOY—young, diverse, and aspiring pilots craving the kind of aviation-related entertainment only AOPA can provide
- Viewers and listeners fly everything from light-sport aircraft to business jets



# AOPA: Your Freedom to Fly Videos

## YouTube Channel Sponsorship Rates

Bring your marketing message to the aviation masses with AOPA Video monthly sponsorship opportunities. Choose from *Fly With AOPA* and longer format stand-alone videos or Vertical Shorts, posted weekly throughout the month on the *AOPA Video* YouTube channel. With more than 70,000 subscribers and 470,000 monthly views, your message and company logo are seamlessly integrated with professional on-screen talent and aligned with the most trusted and engaging video content in all of general aviation.

FLY WITH AOPA + LONG FORMAT SPONSORSHIP		
VIDEO SPECS	NEWSLETTERS	ADVERTISING RATE
<ul style="list-style-type: none"><li>A <b>voicer acknowledges</b> the sponsorship in the AOPA introduction</li><li>Video segment is accompanied by a <b>Title Card</b> in two positions. Title Card contains AOPA and sponsor logo and text</li><li>Sponsor <b>text mention and URL</b> in Description below YT video screen</li></ul>	<ul style="list-style-type: none"><li>Sponsor Banner (728 x 90) will be displayed in each of the weekly AOPA Video newsletters during the month of the campaign.</li></ul>	<p>Pre \$2,000/ Month</p> <p>End \$1,600/ month</p> <p>Ask your rep about frequency discounts.</p>

VERTICAL SHORT SPONSORSHIP	
VIDEO SPECS	ADVERTISING RATE
<ul style="list-style-type: none"><li>Title card includes Sponsor logo</li><li>Up to 15 words of Sponsor text in Description (include URL, hashtag, call to action)</li></ul>	<p>Pre \$1,600/Month</p> <p>Mid \$1,400/month</p> <p>End \$1,200/month</p>







## AOPA Podcasts Sponsorship Rates

Customized ad packages offer your brand the opportunity to ride the media wave that’s hotter than ever among an active, younger, and more diverse group of pilots. Listening to pro-quality podcasts—*Hangar Talk*, *Never Again*, *There I Was*, and *Ask The A&Ps*—are some of the best ways for pilots to stay informed, entertained, and connected with GA content and your company while they’re on the move. Talk to your AOPA Media rep today about the personal touch of on-air hosted audio that penetrates these dynamic, online entertainment segments which are downloaded more than 140,000 times each month.

AOPA PODCASTS <i>Ask The A&amp;Ps, Hangar Talk, Never Again, There I Was</i>	ADVERTISING PACKAGES	RATE PER MONTH
<b>Sponsor audio integration</b> Host-delivered opening and incorporation of <i>Your Company</i> , product features/benefits, and call to action. <ul style="list-style-type: none"><li>On-air Sponsor announcement</li><li>Up to 15 words of Sponsor text (include URL and/or call to action)</li></ul>	<b>Monthly Purchase</b> All AOPA Podcasts during month	Pre \$3,300/Month Mid \$3,000/month End \$2,000/month



## AOPA TERMS & CONDITIONS

**1. These terms and conditions apply to all** advertising insertion orders placed by advertiser with Aircraft Owners and Pilots Association (“Publisher”). Customer may use AOPA’s advertising insertion placement services (“Services”) only in accordance with this Agreement. This Agreement shall further apply to Agencies representing client and/or conducting business on behalf of another company in placing advertising with AOPA. No other contract or terms concerning your use of the Service may be created in any manner, unless expressly agreed to by AOPA in writing.

**2. Payment and Agency Commission.** Agency commission: Submission of insertion order by advertising agency on behalf of advertiser constitutes agency’s agreement to pay all invoices for placement of advertising. Payments are due within thirty (30) days after billing date. Accounts not paid within these terms are subject to a late-payment finance charge computed at 1.5% per month (18% annual percentage rate) on any balance outstanding 30 days or more after billing date. Should AOPA be required to seek the services of an attorney/collection agency to enforce its rights under this Agreement, AOPA shall be entitled to recover reasonable attorney fees, legal costs, and other collection fees and costs incurred by that party in connection with such action, if AOPA is to prevail.

**3. Rates.** All insertion orders accepted are subject to provisions of the applicable rate card and are subject to change by AOPA without notice. Should a change in rates be made, space reserved may be canceled by the Customer at the time the change becomes effective without incurring short rate charges, provided the advertisements published are consistent with the applicable agreed upon frequency or volume.

**4. Cancellation and Termination.** Publisher expressly reserves the right to reject or cancel for any reason at any time any insertion order or advertisement without liability, even if previously acknowledged or accepted. Cancellations or changes in the order may not be made by the Customer after the applicable issue closing date.

**5. Miscellaneous.** Publisher’s acceptance of an advertisement for publication does not constitute an endorsement of the product or service advertised. Advertiser hereby grants AOPA the right and license to use, reproduce, transmit, and distribute all creative materials supplied by or on behalf of Advertiser, including without limitation, all text, graphics, illustrations, and photographs (the “Creative”).

The word “advertisement” will be placed above all advertisements that, in Publisher’s opinion, resemble editorial matter. Customer agrees to indemnify and hold harmless AOPA from any claim in law or equity that results from the content provided by Customer to AOPA.



# 2024 Aviation Events and Publication Deadlines

Join us and thousands of pilots and aircraft owners eager to see, learn, fly, and buy—hungry for the latest information on aviation products, safety, and services. Take advantage of exhibits, seminars, aircraft displays and sponsorship opportunities at a wide range of AOPA events. More than 70% of last year’s AOPA event visitors either bought something while at an event or planned to make a purchase from an exhibitor after the event. See your AOPA Media rep today for a 2024 Exhibitor Prospectus.

2024 EVENT	DATE	LOCATION
NGPA INDUSTRY EXPO	Feb 15 - 16	Palm Springs, CA
AOPA FLY-IN AT THE BUCKEYE AIR FAIR	Feb 16 - 18	Buckeye, AZ
NORTHWEST AVIATION CONFERENCE	Feb 24 - 25	Puyallup, WA
HELI EXPO (HAI)	Feb 26 - 29	Anaheim, CA
AEA	Mar 19 - 22	Dallas, TX
R.A. “BOB” HOOVER TROPHY AWARDS	Mar 20	Arlington, VA
INTERNATIONAL WOMEN IN AVIATION CONFERENCE	Mar 21 - 23	Orlando, FL
SUN ‘N FUN	April 9 - 14	Lakeland, FL
AERO FRIEDRICHSHAFEN	April 17 - 20	Friedrichshafen, Germany
GREAT ALASKA AVIATION GATHERING	May 4 - 5	Anchorage, AK
IAOPA WORLD ASSEMBLY	May 7 - 10	Washington, D.C.
NATIONAL CELEBRATION OF GENERAL AVIATION DC FLYOVER	May 11	Washington, D.C.
EBACE (EUROPEAN BUSINESS ASSOCIATION)	May 28 - 30	Geneva, Switzerland
EAA AIRVENTURE	July 22 - 28	Oshkosh, WI
THE AOPA OASIS AT TRIPLE TREE	Sept 16 - 22	Woodruff, SC
NBAA	Oct 22 - 24	Las Vegas, NV

For updated information on 2024 AOPA Event dates and locations, please visit [aopa.org/community](https://aopa.org/community)



## 2024 ad deadlines for AOPA PILOT & TURBINE PILOT

ISSUE/THEME	SPACE CLOSING	AD MATERIALS DUE:	DIGITAL EDITION LIVE:	PRINT IN HOMES:	SPECIAL SHOW DISTRIBUTION:
<b>JANUARY</b> <i>Become a Better Pilot</i>	11.10.23	11.17.23	12.5.23	12.9.23 - 12.13.23	
<b>FEBRUARY</b> <i>Innovation</i>	12.8.23	12.15.23	1.2.24	1.6.24 - 1.10.24	
<b>MARCH</b> <i>Destinations</i>	1.12.24	1.19.24	2.6.24	2.10.24 - 2.14.24	Northwest Aviation Conference; Heli-Expo (HAI) and AOPA Fly-in at Buckeye Air Fair
<b>APRIL</b> <i>New Challenges</i>	2.9.24	2.16.24	3.5.24	3.9.24 - 3.13.24	Women in Aviation, AEA, Run-up to Sun ‘n Fun
<b>MAY</b> <i>85 Years of General Aviation/GA Flyover</i>	3.8.24	3.15.24	4.2.24	4.6.24 - 4.10.24	Aero Friedrichshafen; Great Alaska Aviation Gathering, IAOPA World Assembly
<b>JUNE</b> <i>Weather</i>	4.12.24	4.19.24	5.7.24	5.11.24 - 5.15.24	
<b>JULY</b> <i>Road to Oshkosh</i>	5.10.24	5.17.24	6.4.24	6.8.24 - 6.12.24	
<b>AUGUST</b> <i>Upgrading Your Aircraft</i>	6.7.24	6.14.24	7.2.24	7.6.24 - 7.10.24	EAA AirVenture; 92 Days of Summer; AirVenture News Digest
<b>SEPTEMBER</b> <i>Flying Safer</i>	7.12.24	7.19.24	8.6.24	8.10.24 - 8.14.24	
<b>OCTOBER</b> <i>Helicopters</i>	8.9.24	8.16.24	9.3.24	9.7.24 - 9.11.24	
<b>NOVEMBER</b> <i>Pilot Gear Guide</i>	9.13.24	9.20.24	10.8.24	10.12.24 - 10.16.24	NBAA
<b>DECEMBER</b> <i>Giving Back</i>	10.11.24	10.18.24	11.5.24	11.9.24 - 11.13.24	Holiday Promotion
<b>JANUARY 2025</b>	11.8.24	11.15.24	12.3.24	12.7.24 - 12.11.24	

## 2024 ad deadlines for FLIGHT TRAINING MAGAZINE

ISSUE/THEME	SPACE CLOSING	AD MATERIALS DUE:	DIGITAL EDITION LIVE:	PRINT IN HOMES:	SPECIAL SHOW DISTRIBUTION:
<b>JANUARY/ FEBRUARY</b> <i>Modern Trainers</i>	11.22.23	12.1.23	12.19.23	12.23.23 - 12.27.23	
<b>MARCH/APRIL</b> <i>Step Up Aviation Career Connection</i>	12.29.23	1.5.24	1.23.24	2.3.24 - 2.7.24	Northwest Aviation Conference; Women In Aviation, AOPA Fly-in at Buckeye Air Fair
<b>YOU CAN FLY SPECIAL ISSUE</b>	1.26.24	2.2.24	3.5.24		Flight Schools; CFIs and Student Pilots; Sun ‘n Fun, EAA AirVenture; Women in Aviation
<b>MAY</b> <i>Survival/Best Flight Schools &amp; CFIs Aviation Career Connection</i>	2.23.24	3.1.24	3.19.24	3.23.24 - 3.27.24	Sun ‘n Fun; Great Alaska Aviation Gathering
<b>JUNE</b> <i>Upgrading Your Aircraft</i>	3.29.24	4.5.24	4.23.24	5.11.24 - 5.15.24	IAOPA World Assembly
<b>JULY</b> <i>Landings Aviation Career Connection</i>	5.24.24	5.31.24	6.18.24	6.22.24 - 6.26.24	EAA AirVenture
<b>AUGUST</b> <i>Fly Farther</i>	6.28.24	7.5.24	7.30.24	8.3.24 - 8.7.24	
<b>SEPT/OCT</b> <i>College and Career Directory Aviation Career Connection</i>	8.30.24	9.6.24	9.24.24	9.28.24 - 10.2.24	
<b>NOV/DEC</b> <i>Pilot Gear Guide</i>	9.27.24	10.4.24	10.22.24	11.9.24 - 11.13.24	Holiday Promotion
<b>JANUARY/ FEBRUARY 2025</b>	11.27.24	12.6.24	12.24.24	12.28.24 - 1.1.25	





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## Put your marketing plan into action

Turn to the experienced representatives at AOPA Media who can combine AOPA member research with their unique ability to integrate marketing across our array of channels. They'll take your marketing plan and put it into action with results you can measure.

**[www.aopaadvertising.org](http://www.aopaadvertising.org)**

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