

GENERAL AVIATION NEWS

The epitome of grassroots aviation

2012 Internet Advantage Rates



1 ad ► 1 price ► 3 websites

A single advertising order, a single monthly price places your ad on GeneralAviationNews.com, LivingWithYourPlane.com, and The Pulse of Aviation e-newsletter.

Our sites are the epitome of grassroots aviation. Our goal: Inform. Entertain. Inspire.



FULL BANNER

- » This premium-size ad unit provides maximum visibility that runs in the main editorial column.
- » Multiple advertisers rotate in these positions.
- » Size: 468 x 60 pixels
- » Cost: \$500 per month*

MEDIUM RECTANGLE

- » The majority of medium rectangles are positioned "above the fold" at the top of the right hand column.
- » Multiple units are available.
- » Size: 300 x 250 pixels
- » Cost: \$600 per month*

SQUARE BUTTON

- » This industry standard ad unit is seen in stacked formation on all editorial pages.
- » Size: 125 x 125 pixels
- » Cost: \$175 per month*

SPECS

- » All ad units can be JPEG, or GIF (animated or transparency).
- » All ad units should be 72 dpi
- » All ad units are linked to advertisers desired URL

* Monthly charge buys placement on General Aviation News website, Living With Your Plane website and The Pulse of Aviation e-newsletter.

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