

Online Media Planning Kit

The Web is growing by leaps and bounds. We've developed our online publications to help you stand out and reach customers you are seeking. Each of the following online properties reaches a diverse and distinct subset of the overall General Aviation marketplace.



While different, each website shares one common trait: Grassroots Aviation. Each of our websites is about You and Me ... the owner-flown and owner-loved aircraft, airport and airpark. The website topics are those the average working stiff can touch, not just dream about.

Want to reach these grassroot readers and pilots? Call Advertising Representatives Larry or Mickey Price at 1-888-735-9379 or me at 1-800-426-8538.

Sincerely,

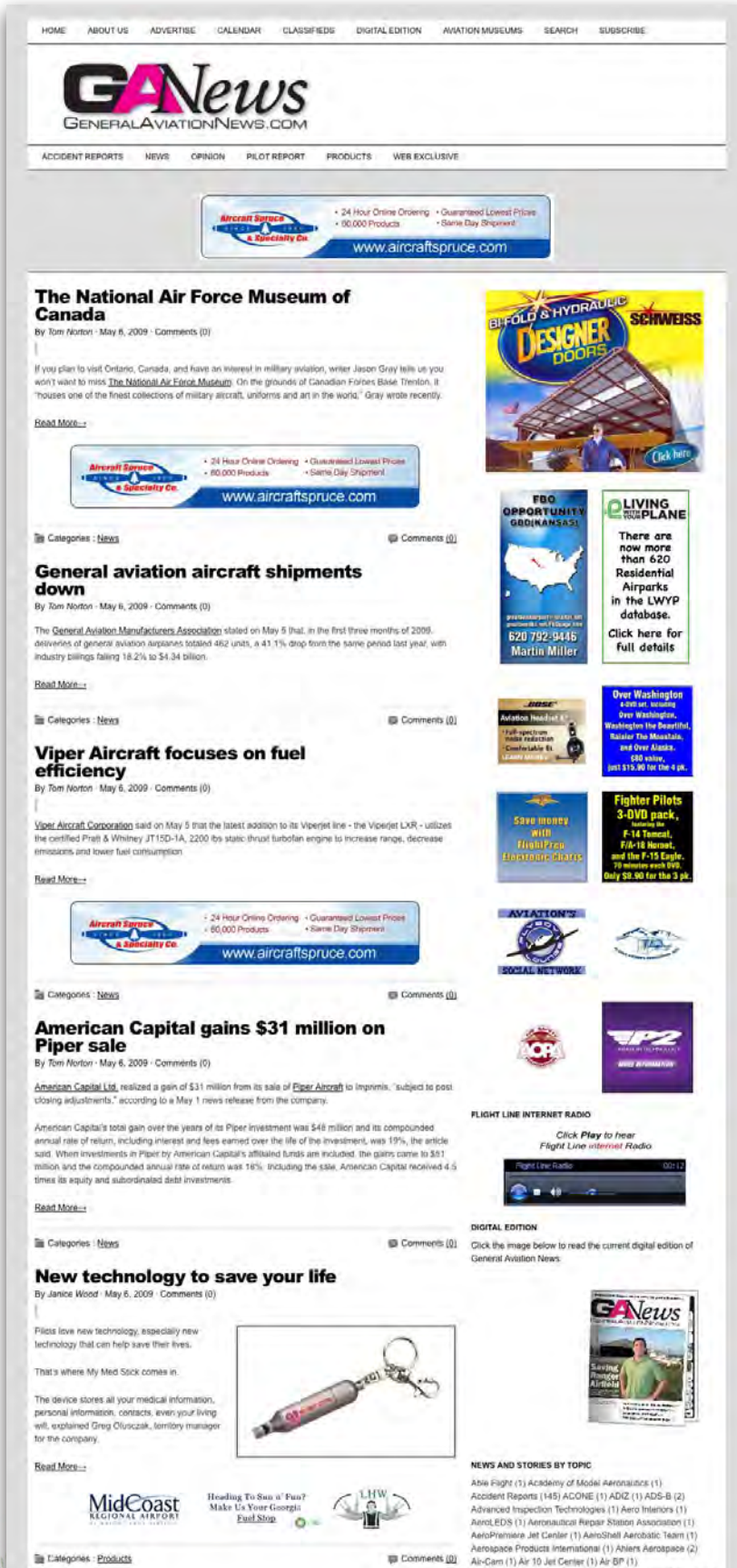
A handwritten signature in black ink, appearing to read 'Ben Sclair'.

Ben Sclair
Publisher



AD UNITS | SPECS | PRICES

GeneralAviationNews.com is the epitome of Grassroots Aviation. Filled daily with news and links, GeneralAviationNews.com is the single-site source for information, entertainments and inspiration.



FULL BANNER

- » Premium-size ad unit providing maximum visibility that runs just below the header information of every GeneralAviationNews.com page and in the editorial mix of the main page.
- » Multiple advertisers rotate in these positions.
- » **Size:** 468 x 60 pixels
- » **Cost:** \$400 per month

MEDIUM RECTANGLE

- » The majority of medium rectangles are positioned "above the fold", placed just to the right of the top stories as well as the complete story page.
- » Ad units do not rotate, but multiple units are available.
- » **Size:** 300 x 250 pixels
- » **Cost:** \$500 per month

VERTICAL BANNER

- » These ad units appear on all pages just below the medium rectangle and to the right of the all editorial content.
- » Multiple advertisers rotate in these positions.
- » **Size:** 120 x 240 pixels
- » **Cost:** \$275 per month

SQUARE BUTTON

- » This industry standard ad unit is seen in stacked formation on all editorial pages of GeneralAviationNews.com.
- » **Size:** 125 x 125 pixels
- » **Cost:** \$100 per month

SPECS

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

SALES REPS

- » Larry Price — 888-735-9379
larry@generalaviationnews.com
- » Mickey Price — 888-735-9379
mickey@generalaviationnews.com

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ExperCraft Simple Log is a system that builders (and restorers) use to create project documentation and Web logs to share with others. Builders have logged nearly \$5 million spent with various vendors since 2004.



The screenshot displays the Expercraft Simple Log interface. At the top, there's a navigation menu with links like 'Guestbook', 'Print Log', 'Feedback', 'Preferences', 'Account', and 'Log Out'. Below that, a header indicates 'SIMPLE LOG BUILD ENTRIES :: LIST BUILD LOG ENTRIES'. The main content area is divided into two columns. The left column contains a table of construction entries, and the right column features several advertisements.

Date	Component	Content	# Images
Aug 20, 2007	Vertical Stabilizer	Started the vertical slab	3
Feb 16, 2002	Horizontal Stabilizer	HS work complete!	2
Feb 2, 2002	Horizontal Stabilizer	Riveted skin	2
Jan 26, 2002	Horizontal Stabilizer	Drilled and dimpled HS skeleton and skin	1
Jan 26, 2002	Horizontal Stabilizer	Dimpled HS skins	2
Jan 22, 2002	Horizontal Stabilizer	Compressor troubles	2
Jan 20, 2002	Horizontal Stabilizer	Drilled HS skins	0
Jan 13, 2002	Horizontal Stabilizer	Drilling, priming, assebling	0
Dec 12, 2001	Horizontal Stabilizer	Sanded and fluted HS skeleton	1
Dec 5, 2001	Horizontal Stabilizer	Prepared the HS forward spar parts	1
Dec 4, 2001	Horizontal Stabilizer	Sanded and bent HS610 and HS614	0
Nov 29, 2001	Horizontal Stabilizer	Making some headway on the HS	1
Nov 28, 2001	Horizontal Stabilizer	Found out that the HS411 is ok but found a real error, practiced riveting.	2
Nov 26, 2001	Horizontal Stabilizer	First mistake discovered	1
Nov 25, 2001	Horizontal Stabilizer	Priming rear spar components	2
Nov 23, 2001	Horizontal Stabilizer	First six rivets today!	1
Nov 18, 2001	Horizontal Stabilizer	Drilling and cutting HS front spar assembly	0
Nov 17, 2001	Horizontal Stabilizer	Began fabrication of the HS forward spar	2
Nov 15, 2001	Horizontal Stabilizer	Started HS front spar subassembly	2
Nov 11, 2001	Horizontal Stabilizer	HS rear spar subassembly - drilling, deburring, etc	2
Nov 10, 2001	Horizontal Stabilizer	Learning, drilling, clekoing and tiling	1
Nov 5, 2001	Horizontal Stabilizer	Inventoried the empennage components	1

Advertisements shown include: 'BI-FOLD & HYDRAULIC DESIGNER DOORS SCHWEISS', 'FBO OPPORTUNITY (BBKANSAS)', 'LIVING WITH PLANE', 'Fighter Pilots 3-DVD pack', 'Over Washington 4-DVD set', and 'ROSE Aviation Headset 3'.

MEDIUM RECTANGLE

- » Positioned in the right column above the fold on every page of the ExperCraft Simple Log system (where aircraft builders document their active aircraft projects).
- » Ad units do not rotate, but multiple units are available.
- » **Size:** 300 x 250 pixels
- » **Cost:** \$500 per month

VERTICAL BANNER

- » In the right column just below the Medium Rectangle on every page of the ExperCraft Simple Log system.
- » Multiple advertisers rotate in these positions.
- » **Size:** 120 x 240 pixels
- » **Cost:** \$275 per month

SQUARE BUTTON

- » Stacked in the right column of every page of the ExperCraft Simple Log system.
- » **Size:** 125 x 125 pixels
- » **Cost:** \$100 per month

SPECS

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

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AD UNITS | SPECS | PRICES

For more than 25 years, Living With Your Plane has been the primary source for all things about residential airparks. For buying, selling or developing, LWYP is the recognized authority.



The screenshot shows the Living With Your Plane website interface. At the top, there is a navigation bar with links for HOME, ABOUT, CONTACT, CC&RS, CLASSIFIEDS, DIRECTORY, LINKS, FLOORPLANS, and RESOURCES. A search bar is located on the right. Below the navigation, there are several featured articles and advertisements. One prominent ad is for 'SKY MANDOR AIRPARK • 1 1/2 - 2 Acre Lots for Sale'. Another ad is for 'BI-FOLD & HYDRAULIC HANGAR HOME DOORS' by SCHWEISS. There are also several text-based articles, such as 'Lot buyer seeking set of rules for new airpark' and 'Writer seeks info on chip-sealing gravel runway'. The website layout includes a main content area on the left and a right sidebar with a 'Subscribe Now' button, a 'Latest' article list, and 'Related Sites' and 'Information' sections.

FULL BANNER

- » This ad unit runs at the top of the page, just right of the Living With Your Plane logo and just above the top story on the homepage.
- » Multiple advertisers rotate in these positions.
- » **Size:** 468 x 60 pixels
- » **Cost:** \$350 per month

MEDIUM RECTANGLE

- » The majority of medium rectangles are positioned "above the fold", placed just to the right of the top stories on the LivingWithYourPlane.com as well as the complete story page.
- » Ad units do not rotate, but multiple units are available.
- » **Size:** 300 x 250 pixels
- » **Cost:** \$500 per month

SQUARE BUTTON

- » This industry standard unit runs just above the related sites and more information sections in the right column next to all editorial and directory content pages.
- » Multiple advertisers rotate in these positions.
- » **Size:** 125 x 125 pixels
- » **Cost:** \$175 per month

SPECS

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

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The Pulse of Aviation brings all the news of General Aviation to a single, convenient source: an email inbox delivered daily Tuesday through Saturday.



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The Pulse of Aviation

From the Editors of GeneralAviationNews.com

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Piper's new owner sees 'significant potential'

May 04, 2009 11:16 am | Tom Norton

Piper Aircraft's most recent owner, [American Capital](#), has sold its entire stake in the iconic, 72-year old company to Imprimis, a corporate finance and investment management firm operating from offices in Bangkok, Singapore and Brunei Darussalam, Piper announced on May 1. The new owners have pledged to keep Piper's headquarters, production and product development facilities at Vero Beach.

American Capital acquired the majority of Piper by assuming \$57 million of senior debt discounted to \$34 million in July of 2003. The company did not disclose how much Imprimis paid.

... read the rest of [Piper's new owner sees 'significant potential'](#) (327 words)

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WASP seek support for Congressional Gold Medal

May 04, 2009 10:56 am | Tom Norton

The Women Airforce Service Pilots, the legendary WASP, are the subject of a Senate bill that would award them a Congressional Gold Medal for their service during World War II. The surviving WASP, now in their 80s, are asking for support from the public to get the bill passed.

The intent of the WASP program was to free up male combat pilots from duties such as aircraft ferrying and flight instruction during the war but, ultimately, it "served as a catalyst for revolutionary reform in the integration of women pilots into the Armed Services," according to the bill's author, Sen. Kay Bailey Hutchison (R-Tex.).

... read the rest of [WASP seek support for Congressional Gold Medal](#) (151 words)

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Aviation industry suffering in Kansas

May 04, 2009 10:31 am | Tom Norton

The aviation manufacturing industry in Kansas has been hit hard by the recession but, at least so far, employment hasn't fallen to the levels it reached after the 2001 terrorist attacks, according to a May 3 [Forbes.com](#) report.

Aviation manufacturing employment has declined by about 20% since November of 2008, the report said, while in 2001 aviation employment dropped 35% over the three years that followed. Whether current employment will slip that much is uncertain, mostly because the downturn is still in its early stages, the report said.

... read the rest of [Aviation industry suffering in Kansas](#) (311 words)

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Portable toilets help pilot survive crash

May 04, 2009 10:26 am | Tom Norton

A Cessna 182 crashed shortly after taking off from Thun Field, in Washington State, but the pilot's life was saved when he landed in a field full of portable toilets, which cushioned the impact.

SQUARE BUTTON

- » Stacked in a column, just to the right of our e-newsletter content, these ad units have high visibility inside our readers (your customers) email inboxes.
- » **Size:** 125 x 125 pixels
- » **Cost:** \$100 per month

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