



2027 ADVERTISING INFO

- AVIONICS NEWS
- AEA PILOT'S GUIDE
 - AEA.NET
 - AEA WIRED
- AEA AMPLIFIED
- AEA SHOW GUIDE



AVIONICS NEWS



▪ AVIONICS NEWS MAGAZINE, A MONTHLY PUBLICATION OF THE AEA, IS:

- The voice of the general aviation electronics industry.
- The largest, single representation of approved maintenance organizations in the world.
- Read by industry decision-makers, including the owners, managers and technicians of government-certified repair stations who sell, service and install avionics, as well as maintenance facilities and fixed-base operations. They are in the position to recommend products to the end-users – their customers.
- Read by thousands of aircraft owners and pilots.

Frequency: Monthly **Binding:** Perfect Bound **Trim Size:** 8.5" x 11"

▪ READERS/CIRCULATION

AEA members regard *Avionics News* as their No. 1 association benefit. Thousands of printed copies of *Avionics News* are received monthly by subscribers. *Avionics News* annually receives more than 600,000 page views in its web-based digital edition, from:

- Avionics Facilities
(Owners, Managers, Technicians, Mechanics)
- End-Users/Pilots (Corporate, Private)
- Avionics Manufacturers
- Maintenance Facilities/FBOs
- Instrument Shops
- Government Agencies
(FAA, NTSB, DOT, TCCA, EASA, CASA, ANAC)
- Airframe Manufacturers
- Technical Schools
- Miscellaneous
(Ad Agencies, Avionics Students, Flight Schools)
- Aviation Consultants

▪ EDITORIAL CONTENT

Reference the digital archives for examples of the varied topics covered in the pages of *Avionics News*.

<https://avionicsnews.net/anarchive.asp>

▪ POSITIONS/COPY/CANCELLATIONS

Positioning of advertising is at the sole discretion of the editor. Preferred positions may be available – inquire for availability and pricing. Cancellations or changes of orders are not accepted after the closing date.

Advertiser and advertising agency assume liability for all content, including text, representation and illustrations of advertisements printed, and also assume responsibility for any claims arising therefrom made against the publisher. The publisher reserves the right to reject any advertising contract or insertion.

▪ COMMISSIONS & PAYMENT TERMS

TERMS: Net 30

Only recognized agencies receive a 15% discount if the invoice is paid within the 30-day term and billing is handled exclusively through the agency.

Space on contract is to be used within a 12-month period. Three-time, six-time and 12-time rates are based on the number of issues used during a 12-month period.

▪ ADVERTISING CONTACT

Rachel Hill 816-366-5109 • rachelh@aea.net

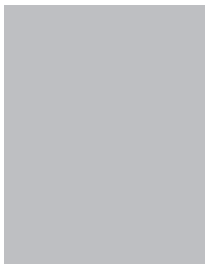


■ FULL-COLOR PRINT ADVERTISING RATES

Advertisers receive three platforms for the price of one: in print, online and mobile app.

	1 TIME	3 TIMES	6 TIMES	12 TIMES
FULL PAGE	\$5,540	\$4,935	\$4,495	\$3,295 BEST VALUE!
2/3 Page	\$4,345	\$4,045	\$3,645	\$3,050
1/2 Page	\$3,815	\$3,525	\$3,305	\$2,735
1/3 Page	\$3,100	\$2,955	\$2,795	\$2,395
1/6 Page	\$2,515	\$2,390	\$2,185	\$1,975

- Rates are per month
- Inquire about premium location availability and pricing.
- Inquire about non AEA-member ad rates.



FULL-BLEED PAGE

Bleed: 8.75 in. x 11.25 in.
Trimmed to: 8.5 in. x 11 in.



2/3 PAGE

4.5 in. x 10 in.



1/2 PAGE VERTICAL

4.5 in. x 7.5 in.



1/2 PAGE HORIZONTAL

7 in. x 5 in.



1/3 PAGE SQUARE

4.5 in. x 5 in.



1/3 PAGE VERTICAL

2.25 in. x 10 in.

- Please submit full-page ads at 8.75 in. x 11.25 in.
This allows for .125 in. bleed on all sides. Final ads will be trimmed to 8.5 x 11 in.
- Keep all live area at least .25 in. away from trim lines on full-page ads.

■ ADVERTISING CONTACT

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■ MARKETPLACE CLASSIFIED

Find out who's hiring, what's for sale and what new services are available throughout the industry.

MARKETPLACE RATES

2.25 in. wide x 2 in. tall	\$325
2.25 in. wide x 3 in. tall	\$375

* Rates are per month

* Inquire about ads larger than 3 inches tall and non AEA-member ad rates.

Actual size of a
1 column x 2-inch tall
Marketplace ad in
Avionics News



JANUARY

- AD Sales Deadline:
Nov. 10, 2026
- Materials Deadline:
Nov. 17, 2026

Bonus Distribution

AEA Training Courses

FEBRUARY

- AD Sales Deadline:
Dec. 10, 2026
- Materials Deadline:
Dec. 17, 2026

Bonus Distribution

- **AEA Training Courses**
- **WAI Conference**

MARCH

- AD Sales Deadline:
Jan. 11, 2027
- Materials Deadline:
Jan. 18, 2027

Bonus Distribution

- **AEA Training Courses**
- **Verticon**
- **AEA Convention**

APRIL

- AD Sales Deadline:
Feb. 10, 2027
- Materials Deadline:
Feb. 17, 2027

Bonus Distribution

AEA Training Courses

MAY

- AD Sales Deadline:
March 10, 2027
- Materials Deadline:
March 17, 2027

Bonus Distribution

AEA Training Courses

JUNE

- AD Sales Deadline:
April 9, 2027
- Materials Deadline:
April 16, 2027

Bonus Distribution

AEA Training Courses

JULY

- AD Sales Deadline:
May 10, 2027
- Materials Deadline:
May 17, 2027

Bonus Distribution

- **AEA Training Courses**
- **EAA AirVenture Oshkosh**

AUGUST

- AD Sales Deadline:
June 10, 2027
- Materials Deadline:
June 17, 2027

Bonus Distribution

- **AEA Training Courses**
- **AEA Regional Meetings**

SEPTEMBER

- AD Sales Deadline:
July 9, 2027
- Materials Deadline:
July 16, 2027

Bonus Distribution

- **AEA Training Courses**
- **AEA Regional Meetings**

OCTOBER

- AD Sales Deadline:
Aug. 10, 2027
- Materials Deadline:
Aug. 17, 2027

Bonus Distribution

- **AEA Training Courses**
- **AEA Regional Meetings**
- **NBAA-BACE**

NOVEMBER

- AD Sales Deadline:
Sept. 10, 2027
- Materials Deadline:
Sept. 17, 2027

Bonus Distribution

- **AEA Training Courses**
- **AEA Regional Meetings**

DECEMBER

- AD Sales Deadline:
Oct. 11, 2027
- Materials Deadline:
Oct. 18, 2027

Bonus Distribution

- **AEA Training Courses**
- **AEA Regional Meetings**



**ONE LOW PRICE • ONE FULL YEAR
 THOUSANDS OF POTENTIAL CUSTOMERS**

■ FULL-COLOR PRINT ADVERTISING RATES

Advertisers receive three platforms for the price of one: in print, online and mobile app.

The 2027-28 AEA Pilot's Guide is the pilot's single source for avionics buying decisions. If your customers are pilots or owners of general aviation, business aviation or sport aviation aircraft, the AEA Pilot's Guide is your can't-miss advertising opportunity.

Distribution of the 2027-28 edition of the AEA Pilot's Guide will begin in July 2027, at EAA AirVenture in Oshkosh, Wisconsin.

Other points of distribution include:

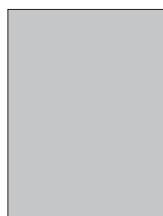
- Verticon
- AEA Convention
- AEA Regionals
- Museum/FBO Newsstands
- NBAA-BACE
- AEA Training Courses
- All AEA members
- Thousands of online requests

One Price for Year-Round Advertising and Exposure

Back Cover	\$ 6,700
Inside Front Cover, Inside Back Cover, Page 1	\$ 5,500
Full page 4-color, preferred spot	\$ 2,975
Full page 4-color	\$ 2,795
1/2 page 4-color	\$ 1,600
1/6 page 4-color	\$ 1,045

Black & White Logo placement next to company member listing (AEA Members Only) \$ 250

Any AEA member that places an ad of any size will receive a logo placement next to its company member listing at a discounted rate. \$ 125



FULL-BLEED PAGE

Bleed: 7.75 in. x 10.25 in.
 Trimmed to: 7.5 in. x 10 in.



1/2 PAGE

6.25 in. x 4.25 in.



1/6 PAGE

2 in. x 4.25 in.

- Please submit full-page ads at 7.75 in. x 10.25 in. This allows for .125 in. bleed on all sides. Final ads will be trimmed to 7.5 x 10 in.
- Keep all live area at least .25 in. away from trim lines.

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- About
- Join
- Members
- Jobs
- Events
- Training
- Publications
- News

Training

The AEA is the preferred training provider for aircraft electronics professionals.

Training

- AEA Convention
- AEA Regional Meetings
- Avionics News
- AEA Pilot's Guide

News



Integration of SMS into repair station operations virtual sessions - Session 11

by Sep 11, 2020 0 News

The 11th session - Emergency Response Plans for Repair Stations - will take place September 29, 2020.

Social Media



Aircraft Electronic...
4.7K followers

Follow Page

You now have the opportunity to expand your reach and extend your brand message to the AEA website, which is one of the most utilized resources the AEA provides to its nearly 1,300 member companies. Membership is comprised of repair station owners/managers/technicians, instrument shops, avionics manufacturers and distributors, pilots, technical schools, consultants, delegates, government agencies and others.

DID YOU KNOW
*EEDIRECT HAS THE
MOST VIEWED PAGES ON
THE AEA WEBSITE?

**EEDirect is the AEA's members-only marketplace for buying, selling or comparing prices on thousands of parts.*

New banner materials and changes to URLs may be made monthly if received by the 15th day of the month prior to publishing.

AEA.net

WEBSITE ADVERTISING

The AEA's high-traffic, mobile-friendly website

SIZE

PIXELS

Square

250 x 250

\$325

Banner

468 x 60

\$375

** Rates are per month*

- Members
- Regulatory
- Events
- Training
- Publications
- News

Find Member

EEDIRECT

Updated September 2, 2016

AEA Member

Any company

Any region

Search

Square

250 x 250

ADD OR DISABLE LINE ITEMS

Only 1 per line item with 10 maximum

EEDirect Manager

SEARCH EEDIRECT ARCHIVE

Access to the past 6 months of EEDirect

Search

EEDirect Options

EEDirect

- Members
- Regulatory
- Events
- Training
- Publications
- News

Find Member

Read Now

Banner

468 x 60

Banner

468 x 60

AVIONICS NEWS

Since its first issue was published in November 1963, Avionics News has been the industry's source for regulatory updates, technical articles, business news, legislative issues, new products and technologies, professional development, careers and much more.

ADVERTISING CONTACT

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AEA.net/jobs

WEBSITE ADVERTISING

The AEA's online jobs board

AEA.net/Jobs is a highly valued AEA-member benefit and promises to be one of the website's highest traffic areas.

At AEA.net/Jobs, members can post a new employment opportunity free of charge.

Within 24 hours, the job listing is available for the world to see.

The website is the go-to jobs source for both employers and potential employees.



SIZE

PIXELS

Square

250 x 250

\$325

Banner

728 x 90

\$375

** Rates are per month*

The screenshot shows the AEA website's 'JOBS LISTINGS' section. A job listing for 'Avionics Technicians & Cirrus-experienced A&P Mechanics' is displayed. The listing includes the company name 'HERITAGE AVIATION', the job title 'Avionics Technician', and the location 'South Burlington, VT 05403, United States'. A yellow box on the right side of the screenshot indicates the ad size: 'Square 250 x 250'.

The screenshot shows the AEA website's 'JOBS LISTINGS' section. A job listing for 'Avionics Technician' is displayed. The listing includes the company name 'AEA', the job title 'Avionics Technician', and the location 'Lee's Summit, MO'. A yellow box at the bottom of the screenshot indicates the ad size: 'Banner 728 x 90'.

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WiRED

**INDUSTRY PROFESSIONALS WHO RELY ON
AEA WIRED TO STAY INFORMED INCLUDE:**

- Owners, managers and technicians of approved maintenance organizations around the world.
- Equipment manufacturers and distributors.
- International regulatory personnel.
- General aviation pilots, maintenance personnel and engineers.

The AEA's electronic newsletter delivered twice a month to thousands of avionics professionals via email.

LEAD BANNER

620 x 100 pixels

- Two issues per month; 12-month commitment required

\$650 per month

LARGE BANNERS

620 x 200 pixels

- Two issues per month

\$575 per month (12-month rate)

\$600 per month (6-month rate)

STANDARD BANNERS

620 x 100 pixels

- Two issues per month

\$525 per month (12-month rate)

\$550 per month (6-month rate)

New banner materials and changes to URLs may be made monthly if received by the first day of the month. Positioning of banner advertisements is at the sole discretion of the editor. The lead banner will appear first. Other advertisements will generally be placed in order based upon frequency and size considerations.



Did You Know?

Avionics News has searchable archives

Need help "finding something" in *Avionics News* about a certain topic, product, individual or company? Yes, there is an archives system in place to help readers find what they seek. The first step in your research is to open a digital edition at avionicsnews.net – it can be the current issue or any prior edition. In the flip-page format you just opened, simply click on the menu (three stacked lines) in the upper left of the desktop screen to access more functionality and features. This will take you to a menu that literally asks, "What would you like to do?" At this point, click on the magnifying glass next to the "Search" feature and enter your keywords. This is where you must apply those Google search skills that you have honed over several years.



Theory & Practice

Localizer and marker beacon systems

In this month's Theory & Practice column in *Avionics News*, author Tom Inman covers the localizer and marker beacon systems; both are components of an instrument landing system, which is precise enough to not only guide an aircraft to the airport but can allow certain aircraft to land themselves. The marker beacon system is the simplest of all aviation navigation systems. At a location the FAA would like to mark, a transmitter will be placed with an antenna pointed straight up. As the aircraft flies over the location, a light on the instrument panel will illuminate, and a tone will be generated for the pilot to hear. Like a treasure map, "X" marks the spot.

The ground portion of all marker beacons transmit on 75 megahertz. The signal will be amplitude modulated with a tone. The frequency of the tone depends on the location being marked. Three tones are available: 400 hertz; 1.3 kilohertz; and 3 kHz. [More...](#)



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AEA Show Guide

The AEA's printed guide to the AEA Convention



Don't miss this opportunity to communicate your company's message to hundreds of decision-makers who influence the avionics industry's purchasing process. The AEA Convention Show Guide is the only printed guide for the four-day event, which is the premier marketplace for general aviation avionics products and services.

Distributed to every attendee at the world's largest gathering of avionics manufacturers, distributors and government-certified repair stations, the AEA Convention Show Guide is the source for essential convention information, including daily show schedules; training class descriptions; company information and booth assignments for every exhibitor; social gatherings; and much more!

**DON'T BE LEFT OUT.
SPACE WILL FILL UP FAST!**

Show dates: March 23-26, 2027

Reserve your ad space by: Jan. 25, 2027

Send in your ad by: Feb. 1, 2027

- Back cover..... \$1,795
- Inside front cover.....\$1,495
- Inside back cover.....\$1,495
- Center spread..... \$2,195
- AEA exhibitors (full page).....\$1,295
- Non-exhibitors (full page)..... \$1,495

ADS ARE FULL-PAGE BLEEDS

(Please submit ads at 8.75 x 11.25 in.

This allows for .125 in. bleed on all sides.

Final ads will be trimmed to 8.5 x 11 in.)

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AEA Amplified

AEA Amplified is a podcast for aviation's technology experts.



Expand your reach and extend your brand message in the digital environment via AEA Amplified, a podcast for aviation's technology experts. Custom advertising packages are available and include host-delivered messaging to promote your company or product features along with a call to action. Contact Rachel Hill at 816-366-5109 to sponsor a podcast, and for other advertising opportunities.



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